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30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 3, 1961

Hypo for fm: drastic overhaul for medium proposed by FCC 23

40-second breaks: here's how 7 stations will schedule & charge 30

Appeals court tosses option-time issue right back to FCC 46

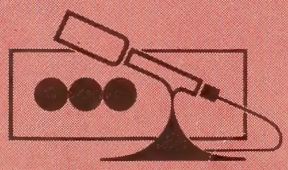
Court says tv stations cannot stop catv from lifting programs 52

COMPLETE INDEX PAGE 7



RADIO is a special closeness

Only the warm sound of Radio takes them away to their own special world.
Only Radio enchants them with the wonder of words and the magic of music.
And, only with Spot Radio can you enter this world at a time precisely right for you.



OB	Albuquerque	KARK	Little Rock	WRNL	Richmond
SB	Atlanta	WINZ	Miami	KCRA	Sacramento
GR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
GN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
FAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
DAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
PRC	Houston	WIP	Philadelphia	WGTO	Tampa-Lakeland-Orlando
DAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

TK6540
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SIOUX CITY'S NEW SYMBOL OF LEADERSHIP

KVTV's new "weather ball" is the symbolic beacon of the station's leadership in Sioux City; it dominates the skyline the way KVTV dominates the metropolitan market. It illuminates the sky above the city the way the station illuminates product advantages for consistent sales of client products. The guiding light in Sioux City is KVTV . . . literally and figuratively.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



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KVTV	. . .	Sioux City, Iowa
WNAX	. . .	Yankton, South Dakota
WGAR	. . .	Cleveland, Ohio
WRFD	. . .	Columbus-Worthington, Ohio
WTTM	. . .	Trenton, New Jersey
WMMN	. . .	Fairmont, West Virginia

WCKT, Miami, Florida

announces the appointment of

HARRINGTON, RIGHTER & PARSONS, Inc.

New York • Boston • Chicago • Detroit • Los Angeles • San Francisco

as national sales representatives

effective July 1, 1961

(Bomar Lowrance & Associates will continue
as southern representatives in Atlanta and Dallas)



BISCAYNE TELEVISION CORPORATION

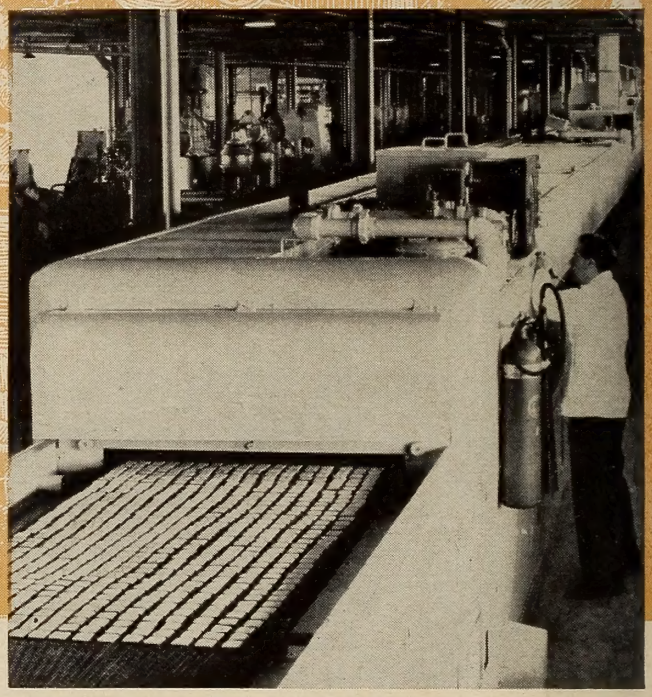
WCKT SEAL OF GOOD PRACTICE **Channel 7**

Miami, Florida



This electronic oven has features unheard of even a few years ago. It is ¼-mile long, produces baked goods untouched, from dough to packaged delicacies. Compare this swift, modern operation with the slow, laborious methods of the past.

THE BETTMANN ARCHIVE



UNITED PRESS INTERNATIONAL PHOTO

Public service

in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL·TV

Channel 8

Lancaster, Pa. · NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Renewal form—last lap

FCC is in home-stretch on program renewal form (303) and hopes to give it final reading at special meeting next Thursday (July 6). Then it will be released for proposed rulemaking prior to FCC-over-August adjournment with comments invited from licensees.

Here are some of salient provisions: Composite week and percentages for program categories remain; "public service" nomenclature will become "public affairs" with no distinction between commercial and sustaining; phrase "promise vs. performance" is dropped with new yardstick "proposed vs. actual"; Part IV covering programming will be split—one form for radio and other for tv; requirements for checking community needs is stressed and back-door requirement that affiliates disclose network clearances of public affairs programs urged by Chairman Minow may yet be slipped in.

Lender frightened

If broadcasters think current wave of bad publicity will pass without ill effect, this incident may change their minds. Long-established radio station that has been netting about $400,000 per year before taxes for past several years had made deal with big insurance company for $500,000 loan —wanted for recapitalization. Fortnight ago lender reneged with explanation that uncertain ties of government regulation of broadcasting made radio risky investment.

40-second breaks

Several station representative firms are understood to be pushing use of new 40-second station breaks next fall, particularly by those advertisers which are not using spot tv or use it only modestly. Main targets at Edward J. Petry & Co., for example, are said to be Shell Oil, Argus Camera, Hazel Bishop, Chesterfield Cigarettes and Gulf Oil, and some of these advertisers are being asked by Petry to consider 40-second station breaks as programming-advertising effort.

FCC allocations squeeze

Fm, for first time, is becoming matter of inter-American allocations concern. Canadian government delegation conferred with FCC Broadcast Bureau officials over availability of assignments for Canadian stations in light of rapid expansion of fm in U. S. Involved are assignments along border which would preclude use of same channels in nearby Canadian areas.

Fm isn't covered in terms of NARBA treaty or in separate agreement on tv allocations. Some years ago, Canada simply proposed that its Department of Transport, which supervises allocations be notified of assignments in this country. Now, with fm available assignments rapidly being absorbed, Canada seeks consideration in further U. S. grants.

Local monopoly?

You'll not find it in FCC's long notice setting up overhaul of fm spectrum, but there's serious concern over concentration of control of broadcast media through ownership of am, fm and tv stations in same market. There's unpublished FCC staff proposal to ban such common ownership.

New franchise pitch

Filing fees or franchise taxes, or both, to defray FCC's $12 million-plus annual budget were discussed at meeting last Wednesday but with widely divergent opinions and little likelihood of rulemaking action prior to summer recess next month. Ramrodded by Chairman Newton N. Minow who had cleared proposal with Budget Bureau, initial pitch envisaged pay-as-you-go schedule of fees for licenses, applications, hearings, etc. Fee systems have been proposed for many years and in 1951 act was passed authorizing such schedules but in a July 1955 Senate resolution the FCC was told to suspend any consideration of the plan.

Misgivings were expressed on number of counts including possible discrimination against broadcasters and other communications users (whether fees would be made government-wide). One fear expressed was that payment of franchise tax would give licensees property or vested right in their facilities for full license term (some broadcasters favor this).

Large economy size

Latest wrinkle in selling network tv news and information shows is to offer package containing spread of different kinds of shows at different times of day. At NBC-TV, for example, if single advertiser takes whole package, he gets "comprehensive discount" which reduces average per-program cost considerably. According to one report, some hour-long shows in such package deals may be priced as low as $30,000 for time and talent.

ABC-TV clearances

ABC-TV affiliates are getting concentrated pitch from network to clear time for feed of 11-11:15 p.m. *News Final* show. Some reports say that 60 affiliates have already cleared with advertiser Sun Oil Co. (it now sponsors program on WMAL-TV Washington, D. C., and WABC-TV New York) demanding at least 62 markets east of Mississippi before it picks up network sponsorship. ABC-TV News and Special Events VP James Hagerty, whose prize project this is, says report of 60 clearances is too high at this time, but that he's "satisfied" with progress so far.

Split on WMGM

Six commissioners present for last week's FCC meeting were split on question of approving Crowell-Collier's $11 million purchase of WMGM New York (CLOSED CIRCUIT, June 26). No vote was taken and item is scheduled to be brought up again this week. At issue is operations of other C-C stations—KDWB St. Paul, KEWB Oakland and KFWB Los Angeles.

Ford's year of study

What does public interest, convenience and necessity mean? FCC Commissioner Fred W. Ford in address last Wednesday before Washington State Assn. of Broadcasters traced legislative and judicial history of enigmatic standard, spending year on research, not excluding his regular duties. He comes up with no definitive answer but with formidable justification of FCC's program report of year ago. He undertook study in effort to answer former FCC Commissioner Charles King, Detroit Law School dean, who contended standard was incapable of definition.

CBS shuffles

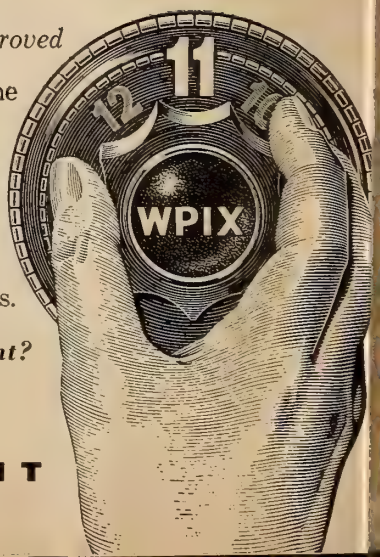
CBS Radio is auditioning new shows in search for replacement program for *In Person* (Mon.-Fri., 7:10-7:30 p.m.) which network has tagged for deletion in new revision of schedule. Also being considered: possible replacement of *Mitch Miller Show* (Sat., 7:10-7:55 p.m.) with another program. Network feels some of shows already auditioned have "exciting" possibilities.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

If Uncle Sam's blessing will do the trick, the fm aural medium faces the prospect of the bright future its boosters have been predicting. Last week FCC proposed a potent shot-in-the-arm for fm. Lead story . . .

IS FM TO BE BASIC MEDIUM? . . . 23

A Washington perennial, network option time, is back on FCC's agenda as a result of a federal court ruling. Next step—up to FCC, which has stated it will reconsider its 1960 action cutting time to 2½ hours. See . . .

OPTION TIME REMANDED . . . 46

It's o.k. for community antenna operators to pick up tv programs from stations not protected by copyright or exclusive license, according to a federal court ruling in case brought by Salt Lake City stations. See . . .

STATIONS LOSE CATV CASE . . . 52

The people who pay media bills—advertisers—have another responsibility, too, according to Roy Larsen, of Time Inc. That duty is toward media and the public, he told Advertising Assn. of the West. See . . .

ADVERTISER RESPONSIBILITY . . . 32

Now that the tv networks are widening the time limits for station breaks, stations are starting to come out with prices for 40-second-spots. Some operators say public will prefer a single announcement. See . . .

COSTS FOR LONGER BREAKS . . . 30

Want to know whether your cigarette commercials are reaching cigarette smokers? Pulse tv audience profiles provide a way of measuring audiences qualitatively, showing what the program delivers. See . . .

SMOKING OUT THE SMOKERS . . . 38

Better tv programming? It's coming but not for another year, FCC hearing in New York is told. Several talent and producer witnesses refute earlier testimony there isn't any freedom for creative people. See . . .

BETTER PROGRAMS IN 1962 . . . 40

Legislative moves to reorganize the FCC are moving along House and Senate channels. Almost parallel bills received House committee and Senate subcommittee approval. Final action within month predicted. See . . .

FCC REVAMPING MOVES ALONG . . . 50

What this industry needs more than a nickel slide-rule is a massive program of basic research covering the fundamentals of audience response and media effectiveness, according to Norman Cash, of TvB. See . . .

REVEALING TV'S REAL IMAGE . . . 24

Don't go telling Robert Sarnoff, NBC board chairman, that television is all violence and cowboys. He states the case for tv culture as provided by networks in 'Saturday Evening Post' piece on network service. See . . .

SARNOFF OFFERS ANSWERS . . . 59

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	73
BROADCAST ADVERTISING	24	LEAD STORY	23
BUSINESS BRIEFLY	36	THE MEDIA	58
CHANGING HANDS	59	MONDAY MEMO	20
CLOSED CIRCUIT	5	OPEN MIKE	16
COLORCASTING	64	OUR RESPECTS	93
DATEBOOK	14	PROGRAMMING	64
EDITORIAL PAGE	94	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	71		
FATES & FORTUNES	75		
FOR THE RECORD	81		
GOVERNMENT	40		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY TELEVISION SELLS
RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE SKILL OF THE HORTICULTURIST IS ABUNDANTLY EVIDENT IN THE ROSE GARDENS OF HARTFORD'S ELIZABETH PARK, A MECCA FOR THE FLOWER LOVERS OF THE NATION.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

FCC, FAA disagree on tall-tower issue

Counsel for aeronautical interests argued before FCC Friday (June 29) that Federal Aviation Agency determination that tall tower is potential air hazard forecloses any ruling by commission that grant then would be in public interest.

This position was taken in oral argument on application of WHAS-TV Louisville to build tower 1,860 ft. above ground (which would be tallest man-made structure in world). Broadcast Bureau took position that application should not be denied because of air issue but because new facilities asked by ch. 11 would infringe on "uhf island" in Lexington, Ky.

At present time, bureau pointed out, Lexington has two operating uhf stations (ch. 18 WLEX-TV and ch. 27 WKYT [(TV)] which do not face Grade A or B coverage competition from any vhf. Proposed WHAS-TV tower would put Grade B Signal into 85% of Lexington coverage area, bureau stated.

Consequently, it was maintained, advertisers will buy "bonus" Lexington coverage provided by WHAS-TV and local stations will suffer economically.

WHAS-TV counsel argued that Lexington is not uhf preserve but receives vhf signals from both Louisville and Cincinnati. Station said it would not compete for local revenues with WLEX-TV and WKYT nor affect national billings they now have. WHAS-TV said that it had sought acceptable tower site for several years and was not trying to "straddle" Louisville and Lexington.

On air issue, WHAS-TV maintained that opponents' case is based on "assumptions, co-incidental combination of calamities and illegalities." Tower site is not in any airway, is easily seen under visual flight and does not interfere with instrument flight, station said.

Attorney for Commonwealth of Kentucky, WLEX-TV and WKYT also argued against application and in support of initial decision which recommended WHAS-TV tall tower be denied.

Double subcarrier test termed success in Chicago

Two-week initial period of operating double-subcarrier multiplex system (one stereo subcarrier and one background music storecasting system plus regular main-channel fm program) has proved to be technical and commercial success, Frank Kovas, president of WKFM (FM) Chicago, announced Friday.

He said nation's major fm set makers who have been in market since June 18 to test WKFM's double subcarrier operation are reporting success in redesign work on their new stereo multiplex receivers to be offered this fall. Motorola Thursday (see early story, page 71) unveiled its am-fm set line that has double subcarrier multiplex reception components already included (cabinet models at high end of line). FCC new stereo rules took effect June 1.

Mr. Kovas said WKFM is using commercial prototype equipment made by Sherwood Electronics Lab there.

Organizational setup revised by Ampex

New organizational setup integrating two operating divisions of Ampex Corp. and centralizing research-advanced development and field sales-service, announced June 30 by Alexander M. Poniatoff, founder and board chairman, following board meeting. Transition will take about six months.

Ampex Instrumentation Products Co., manufacturers of recording devices for industry and defense, and Ampex Video Products Co., manufacturers of Videotape television recorders for broadcast and closed-circuit applications, will be combined into Northern California operations group under direction of Robert Sackman, Ampex vice president, and currently acting manager of Ampex Instrumentation Products Co.

Operations of Ampex in Southern California continue under direction of Erwin Tomash, Ampex vice president and manager of Ampex Computer Products Co. in Culver City, Calif.

"To accommodate a greatly expanded program of research and advanced development," said Mr. Poniatoff, "these activities within Ampex are being combined in a single expanded corporate group under the direction of Arthur H. Hausman, Ampex vice president and director of research. Consolidated sales for this fiscal year are expected to be at the highest level in our history."

Also announced were establishment of a new corporate product planning group, and formation of corporate reliability group.

Argentine scramble

Argentine government reports 1,010 applicants are seeking 26 new television channels in country's interior. Channels have been put up for bid.

At present, only five Argentine cities, including capital, Buenos Aires, have television.

Issue of common stock filed by MPO Videotronics

MPO Videotronics, New York, one of largest U. S. tv commercial producers, has filed with Securities & Exchange Commission to register 60,000 shares of common stock to be offered to public through underwriters headed by Francis I. duPont & Co.

Company showed net earnings for five months ended March 31, 1961 of $89,723 or 22¢ per share as against $49,980 or 15¢ comparable period previous year.

MPO said it is entering 8mm continuous sound projector field, encouraged by progress made in development by Fairchild Camera Corp. (BROADCASTING, May 8).

Judd L. Pollack, president, owns some 13% of outstanding stock. He and four vice presidents draw equal annual salaries of $41,600 each.

Keating introduces bill covering federal practice

Sen. Kenneth Keating (R-N. Y.) has introduced bill (S 2189) to establish Office of Federal Administrative Practice that would make studies and recommendations regarding whole range of administrative procedures.

Bill would also set up Hearing Commissioner Corps and set standard qualifications for agency hearing examiners.

Sen. Keating said proposed office, charged with responsibility for coordinating and simplifying agency procedures, would do more effective job than "separate agency czars" that President's reorganization plans would create.

RCA opens powerful satellite detection unit

RCA over weekend announced operation of one of most powerful transmitters at U. S. Navy's new satellite detection station near Wichita Falls. Its 560-kw output generates radio wave

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Fownes

Henry G. Fownes Jr., vp and New York office manager of McManus, John & Adams, elected senior vp and general manager of new tv-radio division, responsible for coordination of broadcast activities in all agency's offices. Mr. Fownes joined MJ&A in 1950 after serving Benton & Bowles and Fennon Productions. He became MJ&A radio-tv director in 1953 and manager of New York office in 1955. At same time, agency announced appointment of **Robert L. Garrison,** senior vp and group head, Bloomfield Hills, Mich., office, who moves to New York as manager in charge of all account operations. **Robert S. Marker,** vp and director of creative services, Bloomfield Hills, named senior vp in charge of coordination of creative effort in all offices, while **Robert E. Britton,** vp and director, media-research-marketing, Bloomfield Hills, becomes senior vp assuming responsibility for this department in all offices.

Rep. Bob Wilson (R-Calif.), named chairman of Republican Congressional Campaign Committee, devoted to election of Republicans to House. He continues congressional service. He is partner in Champ, Wilson & Slocum advertising agency, San Diego, Calif.

Norman R. Cissna, assistant sales manager of NBC owned WNBQ (TV) Chicago, elevated to sales manager, succeeding **George Diefenderfer** who retires. Mr. Cissna formerly was with KMOX-TV St. Louis and CBS Spot Sales, Chicago. Mr. Diefenderfer has been Chicago broadcaster for 30 years and has been with NBC for 21 years.

Charles C. (Bud) Barry, vp for tv programming and talent at Young & Rubicam, named director of radio and tv department, succeeding **Mort Werner,** who has resigned. Mr. Barry has been with Y&R since July, 1959. Before that time, Mr. Barry briefly served as president of NTA Television Network, and from 1956-1959 was vp in charge of tv at Metro-Goldwyn-Mayer. He also served as network executive in years previous.


Mrs. Andrews

Naomi Andrews, CBS Radio sales promotion and advertising copy chief, named to newly-created post of director of advertising. Mrs. Andrews, who joined CBS-TV in 1948 as manager of sales promotion services, went to radio division in 1956. In her new post, she reports to W. Thomas Dawson, vp, information services, CBS Radio.

For other personnel changes of the week see FATES & FORTUNES

emission, power described as being equivalent to 10 high-power commercial tv transmitters.

Also announced by RCA: development of experimental thin-film transistor and of new solid-state semiconductor rectifier. Resistor may eventually be used in thin-screen, wall-type tv receivers, and was produced by thin-film technique of evaporating materials upon insulating base. Rectifier is capable of handling high voltage required to power most electronic systems.

Census Bureau to select locations for uhf tests

FCC announced Friday (June 30) that U. S. Census Bureau will select sample locations for uhf receivers to be used in commission's $2 million uhf experiment.

Receivers will be strategically placed and changed regularly for observations and measurements of transmissions with project scheduled to begin this fall. Experiment is designed to determine if uhf is feasible in New York City.

Gammons testimonial

Testimonial luncheon for Earl H. Gammons, Washington consultant and former CBS Inc. vice president, will be held July 20 at Mayflower Hotel. Among those paying tribute to veteran broadcaster, whose birthday is July 23, will be many figures in public life as well as broadcasters with whom he has worked. Frank M. Russell, Washington consultant and for 30 years NBC's Washington vice president, is chairman of arrangements committee. Working with Mr. Russell on arrangements is Theodore F. Koop, Washington vice president of CBS Inc, and Sol Taishoff, BROADCASTING.

No censorship at VOA, Murrow says on ABC-TV

News from United States is broadcast by Voice of America without censorship, regardless of its content, Edward R. Murrow, director of U. S. Information Agency, said in July 2 interview on ABC-TV network's *Issues & Answers.* "We must operate on the basis of truth in our open society," he said, explaining VOA is "only a small segment of the communications that go out of this country."

Broadcast was taped June 30, originating in studios of WMAL-TV Washington. Interrogators were Lew Shollenberger, ABC Washington correspondent, and Edward P. Morgan, ABC commentator.

Asked about domestic censorship problem, as raised recently before newspaper editors and publishers by President Kennedy, Mr. Murrow said only voluntary censorship would work in peacetime. He said President has never told VOA not to use particular news items. "I would be astounded if he did," Mr. Murrow said.

Easier announcement rule asked by west coast firms

Golden West Broadcasting Co. (KMPC Los Angeles, KSFO San Francisco) Friday asked FCC to exempt sports programs from proposed requirement of announcing when station officers and employes have financial interest in product or service being promoted.

Golden West principals Gene Autry and Robert O. Reynolds also own Los Angeles Angels and have interest in San Francisco Giant games. All sportscasters support home team and all games broadcast promote team, interest and attendance, GW maintained.

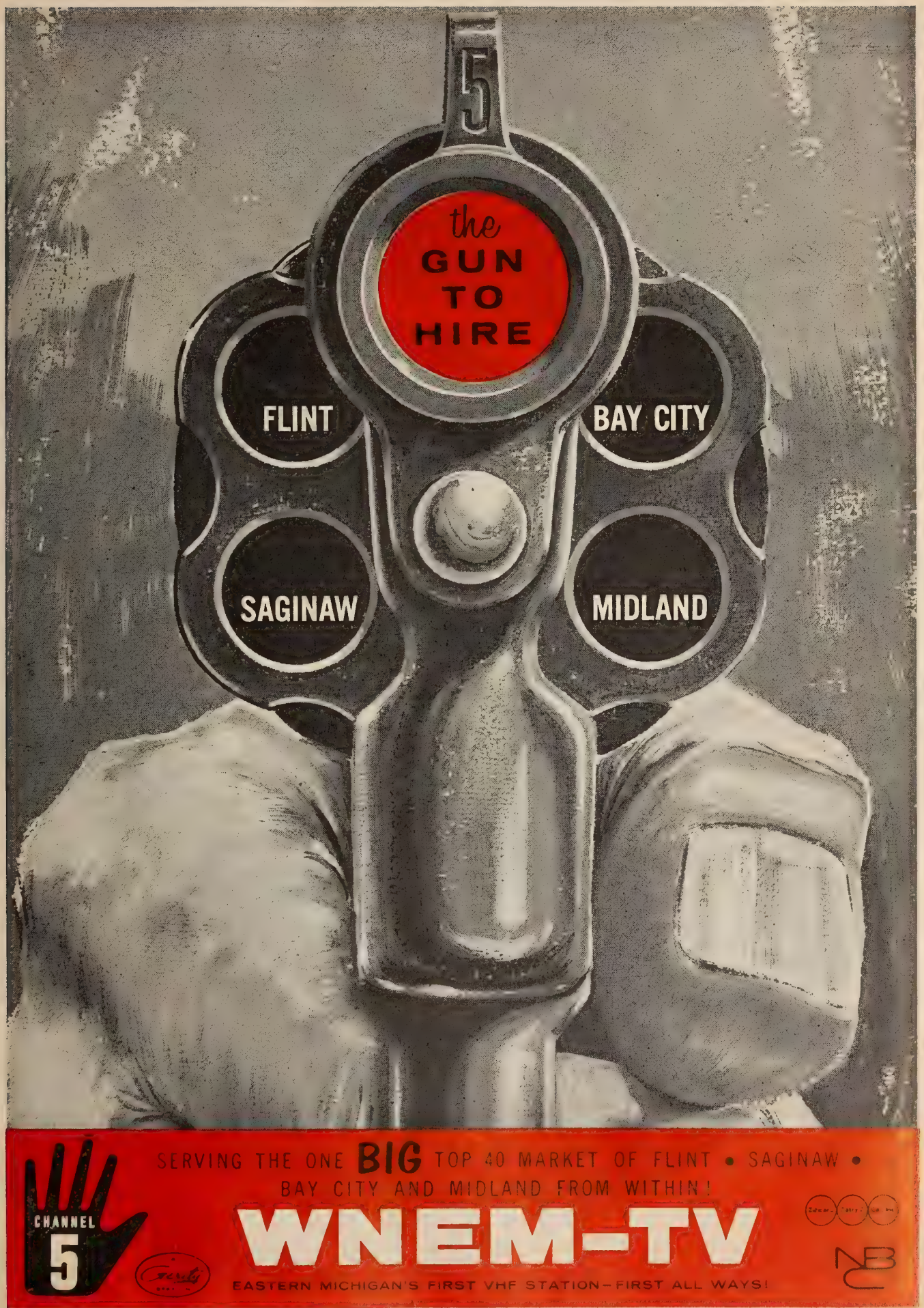
McClatchey Newspapers, commenting on same FCC proposal said contemplated announcement of interest should not be required "in connection with station identification announcements in which the ownership of another business by the licensee is merely mentioned."

Chun King special

Chun King Corp., heavy radio and tv spot advertiser, has bought *Chun King Chow Mein Hour,* one-hour special on ABC-TV, Sun., Feb. 4, 1962. Agency: BBDO, N. Y.

KETV names H-R-P

Ch. 7 KETV (TV) Omaha has named Harrington, Righter & Parsons as exclusive national representative effective Aug. 1. Announcement was made by Eugene S. Thomas, vice president-general manager of ABC-TV affiliate.


5
the
GUN
TO
HIRE
FLINT
BAY CITY
SAGINAW
MIDLAND
CHANNEL
5
SERVING THE ONE BIG TOP 40 MARKET OF FLINT • SAGINAW •
BAY CITY AND MIDLAND FROM WITHIN!
WNEM-TV
EASTERN MICHIGAN'S FIRST VHF STATION—FIRST ALL WAYS!
NBC


CBS
TELEVISION
STATIONS
NATIONAL
SALES

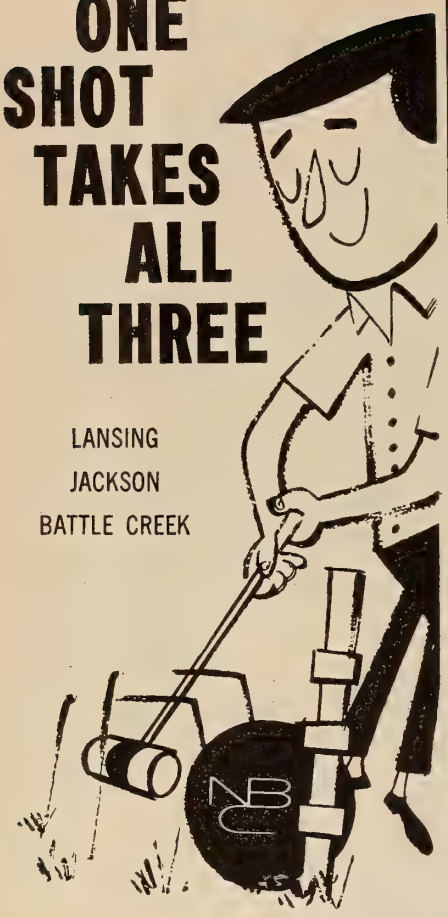
...At your service!

Service is the watchword of CBS Television Stations National Sales (formerly CBS Television Spot Sales), now the national sales organization for the CBS Owned stations exclusively.

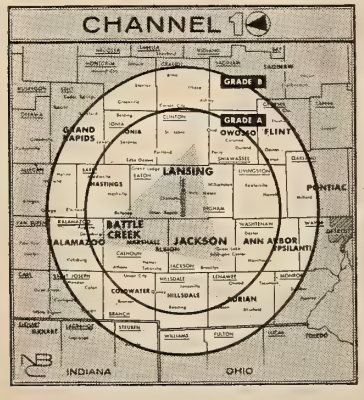
Only the name has changed. These five major-market stations are being sold now by the same full-strength staff of sales specialists in six regional offices...backed by the same array of experienced research, promotion and sales service people. What results is a finely-tuned sales force with the knowledge and the time to be an "extra arm" to advertisers and agencies– to render total service to sponsors seeking even greater efficiency from television's sight, sound and motion.

An unbeatable combination– the sales impact you get from the CBS Owned stations (WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis) plus the service-in-depth you get from CTS National Sales (with offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta).

ONE SHOT TAKES ALL THREE



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

•July 9—**NBC Affiliates Promotion Managers Clinics:** New York, July 10, New Orleans, July 11, Chicago, July 12, and Los Angeles, July 14.

July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration. Frank Welch, John Duncan and James T. Ralph (assistant secretaries of agriculture) and Harry Caldwell, chairman of the National Agricultural Advisory Committee. NATRFD will also meet President Kennedy at the White House.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

•July 10—Revised deadline for comments on **FCC** rulemaking in matter of broadcast announcement of financial interests of stations and networks and their principals and employes in service and commodities receiving broadcast promotions.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

•Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

•Sept. 18-19—**CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

•Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

•Oct. 28-29—**Illinois News Broadcasters Assn.** fall convention Hotel Custer, Galesburg.

Oct. 30-31—**IRE,** Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 4-11—**The Academy of Television Arts & Sciences,** First International Assembly. New York City. U.S. Ambassador to the United Nations, Adlai Stevenson will make opening address.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

"Even your commercials are interesting"*

BELL TELEPHONE HOUR

"We beg you to continue bringing your program to us. We think it is the best, the most worthwhile show on TV! We love the commercials, too."—*COLORADO*

"Your program last Friday was the most beautiful I have ever seen. There are few really good programs of late and yours is a joy. Even your commercials are interesting."—*NEW JERSEY*

"Thanks, thanks and forever thanks for last week's 'Telephone Hour.' Not only the performers made the evening a memorable one. The whole program was beautifully synchronized and sustained—even the commercials presented with a grace and charm that made them part of the whole artistic achievement."

—*CALIFORNIA*

"I want to express my appreciation to you for your wonderful program. I only wish there were more programs like yours to view on television. Also, I must say that the lady who does the commercials has such a pleasant voice and seems to have such a pleasing personality. I want to rush to the phone and call my family when she says, 'Isn't there someone, somewhere, you would like to call tonight?'"—*INDIANA*

"A sincere compliment to you for your wonderful show! I even appreciate your advertising—it has dignity and appeals to an adult, which is more than I can say for most television advertising."—*MINNESOTA*

**The commercial is the payoff . . . . N. W. AYER & SON, INC.*

outdated

The March 1961 surveys for Lubbock, Texas are outdated! Program schedules for the stations in this market were changed substantially during the survey period.

Contact your AGS rep.
(FORMERLY THE BRANHAM CO.)

WEST TEXAS TELEVISION NETWORK
KDUB-TV KEDY-TV
LUBBOCK, TEXAS BIG SPRING, TEXAS
KPAR-TV KVER-TV
ABILENE • SWEETWATER CLOVIS, NEW MEXICO

OPEN MIKE ®

'Bright reflection' of Chicago

EDITOR: The special report June 19, was one of the most interesting and informative articles on Chicago I have ever read. All of us in this office feel it is one of the most precise, accurate, and bright reflections on our city we have seen in recent years.

It is this type of report that makes BROADCASTING such an excellent publication for those of us concerned with tv and radio. *Charles Vance, Mayer & O'Brien, Chicago.*

EDITOR: Congratulations on the excellent June 19 "Special Report". . . We are going to be able to make some effective use of the data contained here. This is another example of outstanding performance by your fine publication . . .— *Jim Hanlon, Manager, Promotion & Research, WGN Inc., Chicago.*

EDITOR: Please send 300 reprints of the Chicago market story.—*Harry Wilber, General Mgr. WBEE Chicago*

[Reprints of the Special Report on the Chicago market are available at 25¢ each or $15 a hundred.]

An elder statesman warns

EDITOR: I note your comments concerning the speech and policy of the new chairman of the FCC, and I write to tell you that it may be popular with the broadcasting industry, but the people, so far as I can learn, are strongly behind Mr. Minow. I think you would be doing the broadcasters a real favor if you printed some of the comments in support of his position as to the large amount of crime, violence and sex that is pictured on television sets. I know personally of a considerable number of parents who have gotten rid of their television sets to keep their children from being filled with stories of violence and crime that are pictured on television.

I was in Washington the other day and in talking with senators and congressmen, found that most of them personally agreed with Mr. Minow, but, of course, they don't like to get in bad with the television owners in their own districts and states. However, it is only a matter of time until they will realize that the people are far more numerous on election day than these broadcasters can possibly be with all their programs of attack on Minow if they attempt that.

My own thought is that the big television chains better reform themselves or they will be brought under the regulation of the commission by an act of Congress. I realize fully that the law provides that there shall be no censorship of programs, but it also provides that licenses shall be granted in the

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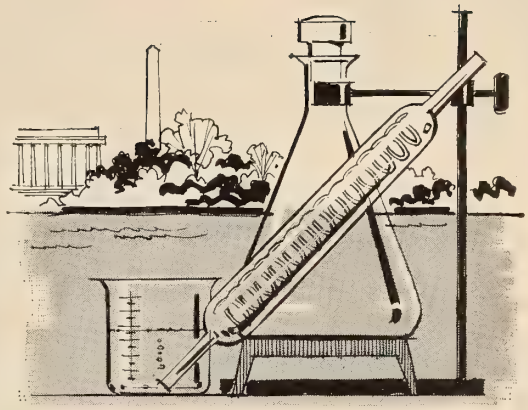
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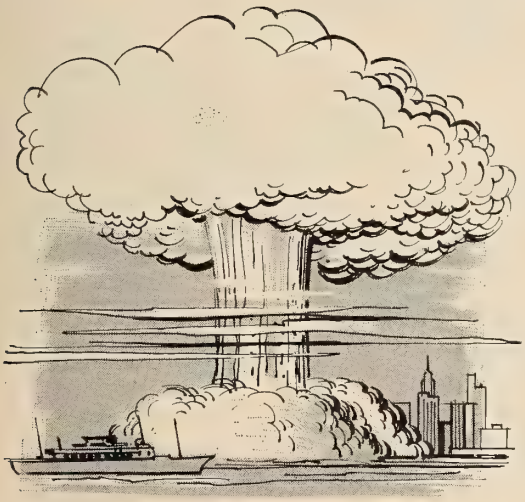
*Reg. U.S. Patent Office
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Troubled waters...

"I listened with considerable interest to your public service program when the DC Junior Bar Association presented a discussion regarding Potomac River pollution. That kind of program, which avails civic leaders an opportunity to participate and have access to broadcast facilities, is an outstanding contribution to the city and an excellent leadership contribution on the part of WWDC. Indeed, it brings to your station much goodwill and public understanding of a problem surrounded with considerable urgency of action. My heartiest congratulations."

WILLIAM H. WATERS
The Chesapeake & Potomac Telephone Co.
Washington 1, D.C.





...or troubled world

"Recently, your station in cooperation with the Office of Civil Defense of the District of Columbia conducted an all-day broadcast from a Family Shelter in the District of Columbia. On behalf of the Arlington County Civil Defense Organization, we wish to thank you for this civil defense public service to the Washington Metropolitan Area. The broadcast was well planned and executed. Those of our residents who listened should be able to use the information to good advantage in furthering their Civil Defense Home Preparedness."

A. T. LUNDBERG
Director, Office of Civil Defense
Arlington County, Virginia

. . . the station that keeps people in mind

The man driving to work compares fishing notes with Art Brown. The housewife fixing dinner adds an extra bit of garnish for Carroll James. They don't have Art or Carroll as car or table companion. Instead, they have an object called a *radio*. From it, all manner of *magic* flows.

Art Brown and Carroll James are but two of our performing crew. Like their colleagues, they are real "pros." Radio is their business—and their reason for being. It shows through in everything they do. They're proud—they're imaginative—they're persuasive. They've helped make us Washington's most listened-to station.

When next you plan for the rich Washington market, the station that keeps *people* in mind is the station for *you* to keep in mind.



WWDC *Radio Washington*

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR



AUTOMATIC DEADWOOD REMOVER

If you sat down deliberately to devise a method of separating the cream from the crop in any list of potential customers, you couldn't devise a more "self-correcting" system than the built-in "deadwood-remover" you find in the circulation methods of ABP businesspapers.

Its name is money—and it works like this:

A man pays money to subscribe to a businesspaper in any given field because he *wants* it, uses it in his work. Because he uses it, he is a likely prospect for what you have to sell to the industry covered by the publication.

When he changes jobs or moves to another part of the forest, he has his subscription transferred. If he no longer needs it, he lets it expire. And if he himself expires, his name automatically comes off the list at next renewal date.

While not quite so complex or visually spectacular as the electronic machinery that sweeps away dead bowling pins and sets up live ones, the deadwood-remover in ABP publications is just as efficient. And it saves you, the advertiser, a good deal of time and money setting up the live wood you need for a high average of sales strikes.

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

public interest, convenience and necessity. I think the courts will stand behind the commissioners if they refuse to renew licenses, or even suspend some of them because of the excess of this kind of program . . . *Sen. Clarence C. Dill, Hutton Bldg., Spokane 4, Wash.*

(Sen. Dill, during his term in Washington, was co-author of the Radio Act of 1927 and the Communication Act of 1934 which set up the FCC. He is now in private practice.)

Questions Minow's answers

EDITOR: . . . My deep appreciation for your editorials as well as your general theme throughout BROADCASTING on Mr. Minow and his general downgrading of broadcasting and everyone connected with it. It is just wonderful how a man who has so little experience in broadcasting has been able to come up with all the answers.—*Norman A. Thomas, Norman A. Thomas & Assoc., P. O. Box 428, Chattanooga, Tenn.*

'Let Americans decide'

EDITOR: [Re FCC Chairman Minow's views] . . . I do not feel it just that the "New Frontiersmen" should employ their power to attempt to mold America in their own image. We are who we are, not who they want us to be . . . and tv, which has risen from nothingness to a vast intercontinental voice and vision instrument, has, in spite of its (and our) imperfections, come about in a truly democratic style in the tradition of free enterprise. Bureaucracy did not create the stations or the programs. Let them man the mechanics, and for all of our faults, let us as Americans decide our own program fare.—*Martin P. Blakely, Sioux Falls, S. D.*

Ammo for radio salesmen

EDITOR: Please send 200 reprints of the very excellent MONDAY MEMO (June 12) by E. G. Neale Sr., entitled "Radio hasn't come back—it's never been away!"—*Max Busch, CBS Radio, New York.*

EDITOR: Would like to order 300 reprints of the June 12 MONDAY MEMO —*Winston K. Marks, Manager, KBOY-AM-FM Medford, Ore.*

Our Spanish readership

EDITOR: It might interest you to know your story on Miss Teenage America contest franchises drew an inquiry from Madrid, Spain. — *Dana C'Cele, Miss Teen Age America, Southland Center, Dallas 1, Tex.*

Custer's lasting stand

EDITOR: Easterners know little more about Los Angeles except "crowded freeways" and "smog." While we agree that these two ingredients are factors in our market your May 29 article relegated them to their proper places. You made a concise yet comprehensive presentation of the important features of the Los Angeles market . . . the most important radio market in the country. —*Fredrick D. Custer, General Manager, KPOL Los Angeles.*

EDITOR: Please send 100 reprints of the Los Angeles market story, May 29 issue.—*Allen Arthur, KFWB Hollywood.*

EDITOR: Send 50 reprints . . .—*Bob Kennedy, KRCA Hollywood.*

EDITOR: Send 500 reprints . . .—*Jack O'Mara, KTTV (TV) Hollywood.*

[Reprints of the special report on the Los Angeles market are available at 25¢ each or $15 a hundred]

Reminder: it's everywhere

EDITOR: In your May 29 editorial, "How about giving tv a chance?" television [is referred to as] the "predominant communications medium."

On reconsideration, I'm sure you would grant that radio is not only the predominant communications medium but the greatest mass medium available. —*Terry F. McAuley, 760 Yale Ave., University City, Mo.*

Early WORM heard the bird

EDITOR: . . Heard a blooper on a sports show yesterday, an area radio station . . .:

". . . Southern California, the nation's top-rated college baseball team . . . is scheduled to take on the Leghorns of Texas."

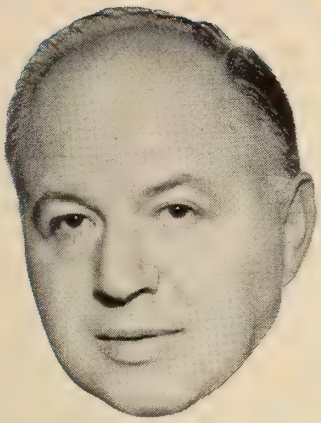
. . . Such a "fowl" thing to say about our Longhorn friends!—*Neal B. Bunn, General Manager, WORM Savannah, Tenn.*

On television, too

EDITOR: I appreciate your mention of our internship program with WMIL Milwaukee (THE MEDIA, June 5); the article, however, should have included mention that we are engaged in a similar program with WMIL's sister station, WXIX-TV Milwaukee. . . .—*Raymond T. Bedwell Jr., Radio-Tv Dept., Marquette U. School of Speech, Milwaukee.*

Plea for national anthem

EDITOR: Having spent several weeks in the hospital listening to radio and tv, I did not once hear our national anthem. It seemed to me that we in radio must alert the American citizen to the fight for democracy. If radio and tv would play the national anthem at noon, this would help more than all the speeches, debates, forums, etc. Detroit stations are now doing this and I would hope others can too.—*Jack M. Roberts, WMZK (FM) Detroit.*



You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Len Tarcher

Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

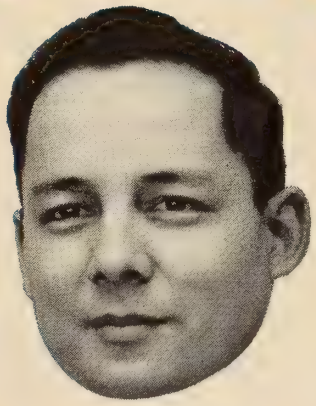


I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

René James Ayes

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



Call your WLW Stations' Representative . . . you'll be glad you did!

the dynamic WLW Stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW Radio

Crosley Broadcasting Corporation, a division of Avco

MONDAY MEMO

from DR. DONALD L. KANTER, Tatham-Laird Inc., Chicago

Self-hatred is no asset in advertising: adapt or get out

Too many top-level agency people display obvious manifestations of self-hatred.

Example: the writer who is unhappy with himself because he feels, after all, that he really is cut out for "better things" than writing advertising copy.

Second example: the researcher who wants to go back to the university to study "significant things."

This self-hatred is projected by thousands of agency people throughout our society. This is a bad thing—an unnecessary thing. It probably accounts for at least part of the so-called bad image of advertising people in the eyes of their non-advertising neighbors. It's as if they believe people like Vance Packard.

If the people who produce advertising feel unhappy about it, ashamed by it, basically cynical about it, this cannot fail to influence attitudes toward advertising on the part of people outside the advertising fraternity. This is destructive. And it is irresponsible. It requires a level of toleration which I, for one, find difficult to maintain.

Time to Stop ▪ This self-hatred should be stopped. Advertising men should proudly, but modestly, carry their heads high and cease and desist from the obvious manifestations of their own cynicism and self-punishment.

I'd like to quote Art Tatham—in a bulletin to our organization—in this regard:

"We believe that an advertisement is an organism of communication designed to achieve a commercial purpose, usually the making of a sale. We believe that the prime criterion of the merit of any advertisement is its ability to accomplish this prime purpose. . . .

"To be good creative people in advertising, we must be able and willing fully and wholeheartedly to accept this belief and all its implications."

No Apology ▪ "We must also believe in the worthwhileness of advertising. We must be able to dedicate our talents to the advertising purpose and to do so proudly, not apologetically.

"We must realize and accept the fact that the goal which the creative advertising person seeks is not to express himself, but to give expression to the client's product! The creative person who is not able to accept these fundamentals should get out and stay out of advertising."

If the strident voices of the self-doubters can be silenced by their own inclinations, however, this would have a salutary effect, through time, on the total advertising fraternity. Moreover, it is their responsibility to be quietly self-respecting.

One small way of trying to help these self-deprecating souls to help themselves —to remove this unfortunate communications network—is to foster self-understanding among the miscreants about some of the reasons lying behind their behavior.

Reasons Why ▪ The beginning of re-education is understanding. It is my hope to speculate briefly on some of the reasons why some of this self-hatred among advertising men may have arisen. My obvious purpose and my hope are that these insights might be of some value to those in the fraternity who are unhappy with themselves and who are cynically sowing seeds of contempt for all of us who work in advertising.

What are some of these underlying reasons for self-hatred among advertising people?

One reason involves the fact that the business attracts unusually talented and bright people. This usually means they are people who have many skills and diverse interests. It is only natural that many among this group feel that they could be doing "other things."

The point: the words "other things" should be substituted for "better things." It should be made clear if the self-deprecators and critics want to do different things they are not necessarily better things. And they ought to get on with doing them, if they are as pluralistically talented as they imply in their saloon broadcasts.

Pioneer Mores ▪ Another explanation may be that we Americans, who take our traditions from New England and the prairie, have more or less unconsciously always been suspicious of such things as the luxurious, opulent life which advertising helps to promote. I am suggesting that unconsciously, perhaps, our puritanism is showing and we have not recognized it for what it is. It's as if they feel guilty for not living the "stark life."

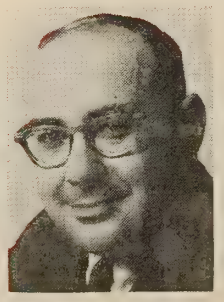
Producing ideas rather than things is another source of discomfort, I hunch. We are a production-oriented society and we value concrete, material, tangible evidence of our own worth. Many agency people really feel they are "not working when they are thinking."

And we Americans have always been suspicious of salesmen. This certainly stems from our agrarian and colonial values-system. We don't mind a sharp horse trader (David Harum), but we do dislike a "snake-oiler." Too many self-hating advertising people are unaware of the fact that everyone everywhere uses persuasion as a legitimate tool of effective human relations.

We too often assume "the grass is always greener" and believe that advertising agency operations are "different" from other economic or academic activities.

Idealistic ▪ We are a nation of reformers—and we continuously postulate utopian ideals. This high-mindedness is moral, but occasionally unrealistic and demanding.

Conclusion: If we have the courage to look into ourselves and really examine some of our tacitly-accepted values, we might find that being a member of the advertising fraternity is to be a useful, productive, moral and creative individual—and we might begin to act like it. This is our responsibility!



Dr. Donald L. Kanter is executive director of creative research for Tatham-Laird Inc., Chicago. His administrative responsibilities include development of advertising campaigns through research and evaluation of those campaigns. Before his association with T-L he was with Social Research Inc. and in charge of motivational research for Gould, Gleiss & Benn, both Chicago. Dr. Kanter is vice chairman, standing committee on research, American Assn. of Advertising Agencies.

KOA 4 TV
DENVER NBC



for more business in DENVER . . . one of America's fastest-growing markets

KOA 4 TV
DENVER NBC



depend on KOA-TV . . . delivering the most powerful sales-impact per dollar

KOA 4 TV
DENVER NBC



NOW REPRESENTED* BY

BLAIR-TV

*Effective July 17, 1961



DISCOVER

North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point–a responsive market of more than 300,000 television homes!

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 3, 1961 Vol. 61, No. 1

IS FCC MAKING FM BASIC MEDIUM?

Plan broadens service to local, regional and 200-mile areas

Major spectrum change would speed fastest-growing service

Question of duplicate fm programs on am outlets is raised

A complete overhaul of the fm broadcast band, fastest growing part of the spectrum by number of stations, has been proposed by the FCC. The action projects the first major spectrum change since the television band was unfrozen in 1952.

Speed-up procedure designed to give this aural service a powerful shot-in-the-arm was announced June 29 by the commission.

More important in some respects is a second FCC proposal, put in form of a question:

▪ Should duplication of am programs on fm stations be curtailed?

The proposed spectrum change would provide three main types of commercial fm stations ranging from local to regional and then to 200-mile protected service areas (see table page 25).

Here the commission issued a "notice of inquiry, notice of proposed rule-making, and memorandum opinion and order." This is an expediting technique that does not include an oral hearing but instead invites comments by Sept. 5, with 30 days for added comments.

But in the program-duplication proposal the FCC simply invited comments, stating that no rules will be adopted without further proceedings (CLOSED CIRCUIT, Feb. 20). This is touchy business since it involves basic regulatory philosophy with possible censorship implications. It was not stated however that the commission might prefer to take fm grants away from am-fm operators who don't do any original fm programming.

There was one obvious conclusion drawn from the FCC's notice:

▪ More and stronger fm signals would be made available, giving even sparsely populated areas access to this relatively noise-free medium.

And behind it all, it appeared, is staff-level belief that fm should become the basic aural medium.

A scanning of the FCC's notice indicates there is no intention of—

▪ Abolishing the 41-year-old am broadcast service, or

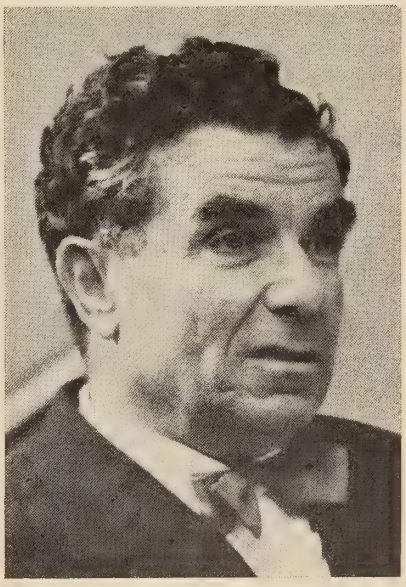
▪ Yanking any of the existing fm stations (unless something is done later about duplicate am-fm operations).

This new plan would provide the biggest shove for fm broadcasting since the commission gave its blessing to this static-free, technically superior (in many cases) medium back in the mid-40s. At that time fm was given 100 channels (88-108 mc) between television's channels 6 and 7. Eighty of the 100 channels (92-108 mc) were set aside for commercial use, the other 20

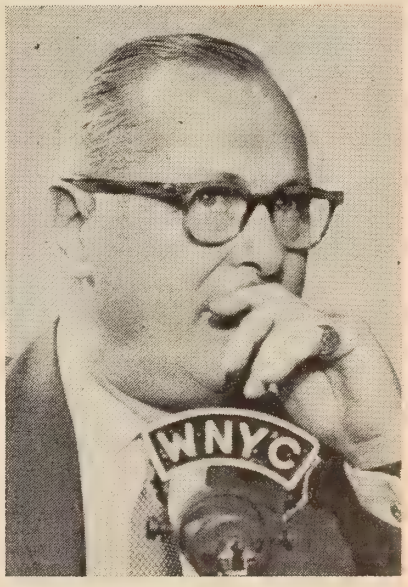
35 witnesses air million words of plaints, proposals



Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson Corp. (International) cites large number of dramatic, music, opera, ballet and special events programs on NBC-TV during his stewardship.



H. William Fitelson, general counsel of the Theatre Guild says that while ratings may have their faults "no one has yet devised a better method" of measurement and suggests that they treat all programs alike.



Robert Montgomery, veteran performer and producer thinks today's programs consist largely of "blood and thunder and sudden death" stories. He suggests limiting network control of production.

(For complete story on FCC program hearing in New York see page 40)

(88-92 mc for education).

Fm had been first authorized in 1940 on the 40 mc band. Its development was slowed to a walk by World War II.

After the war the commission gave its blessing and encouragement to fm applicants. They applied by the hundreds but many became disillusioned when they were unable to attract enough listeners and began falling off in bunches as the public embraced the new television medium.

But in the mid-50s fm began to catch hold as television became an established medium. Much of its growing popularity came from specialized program service such as long-hair or background music rather than the fancy overtones and fidelity that 200 mc channels permitted.

Fm's growth has been steady in the last five years and there are few available channels left in the big metropolitan markets, the northeastern and mid-Atlantic areas, some midwestern spots and the West Coast.

Fm Looks Better ▪ The FCC indicated it is taking a dimmer view of am broadcasting as the years pass. It is constantly bogged down with am applications and often can grant only daytime facilities in this crowded band. Because of this jam, it's felt fm can serve local outlets better than crowded am stations.

And the commission added significantly: 25-million people now have no nighttime primary am service and probably never will.

It's time for complete checkup of fm broadcasting, the staff feels, because new technical information is available and perhaps a way can be found to cut out a lot of unavoidable tape involved in processing of applications.

The new table is essentially different from the allocation formula used in television, being based on protected coverage without assigning specific channels to the nation's cities (as in the case of tv). However the commission wants to reassign fm stations so there isn't a lot of wasted spectrum space resulting from unnecessarily wide separation of stations.

In its notice the FCC specified these four basic proposals:

▪ An overall plan of new fm station assignments based on minimum mileage separations with respect to existing stations, and also to some extent on maximum separations.

▪ Three classes of commercial fm stations instead of two, as now, plus two types of educational stations.

▪ Particular channels for the different classes of fm stations, with protection to existing stations.

▪ An inquiry into such technical topics as signal ratios, polarization, directionalizing and receiver efficiency.

While these technical details are important, the perhaps sinister matter of am-fm duplication will bring close industry scrutiny. Here are the commission's words:

"In an effort to speed the development of the fm service by permitting economical fm operation, the commission has up to now permitted fm stations to duplicate, without limitation, the programming of am stations, usually am stations under common ownership. Many, perhaps a substantial majority, of fm stations operate on this basis today.

Aided Growth ▪ "Probably this has contributed to the growth of the medium for the reasons intended, and also it permits am stations to reach an additional fm audience with a service often of higher quality technically; but at the same time a question exists as to whether duplication, or at least unlimited and total duplication, is an appropriate use of fm facilities or amounts to waste of a valuable frequency band.

"Comments are invited as to whether complete or partial duplication should

Fm's vital statistics

The FCC's notice of a proposed reshaping of the fm band sets up these basic facts:

1,060 commercial fm station authorizations (close to 870 stations actually operating).

Of stations authorized, 110 are Class A (low power), 950 Class B (up to 20 kw and higher).

Of 3,200 am stations, 2,907 have 1 kw or less power (many 250 w stations may increase to 1 kw).

By states, California has the most fm stations, 142. Other leaders—Ohio 90, New York 79 and Pennsylvania 78. There are no fm stations authorized in four states — Montana, North and South Dakota, and Vermont.

Day and night fm propagation is uniform.

BROADCAST ADVERTISING

Will research reveal tv's real image?

TvB STUDIES EFFECTIVENESS; NAB WANTS TECHNIQUE, RATINGS PROBE

Television again is looking at its image but this time the mirror is basic research. Holding up the glass is Television Bureau of Advertising which, through its president, Norman E. Cash, sounds a note of urgency:

"A massive and continuing program of basic research in the field of mass communication is urgently needed now."

The statement is prompted by release today (July 3) of a report covering a TvB-commissioned basic research program conducted at Pennsylvania State U., and the first research substance to be given wide circulation since the program went into effect more than two years ago. It's conservatively estimated the cost of TvB's basic research soundings so far amounts to some $100,000.

The new report—initially and quietly given limited exposure to a selected group of advertising agency executives at the American Assn. of Advertising Agencies' convention this spring—is being released at a time when tv's "numbers" (nose-counting) are coming under the attack of other media, government and tv critics.

Collins' Call ▪ It follows by little more than a month a major proposal of NAB President LeRoy Collins for a research center on or near a university and operated by broadcasters themselves. This center, he reasoned, would get "the most pressing problems of the industry for assignment to the finest research specialists in the nation" (BROADCASTING, May 15).

While both NAB and TvB seek bold moves in research coverage of the television medium, there appears to be a lack of desire by either to consolidate their resources. Additionally, each would seem to be exploring dissimilar paths: NAB apparently embracing the need for research in the areas of ratings, broadcast techniques and the influences of certain programming among other things; and TvB obviously moving out from its "nose-counting" activities to studies of media effectiveness.

be permitted for any fm station and, if only partial duplication should be permitted, what maximum percentage of program time should be permitted for this kind of operation."

In asking for comments on polarization the commission noted the growing use of auto fm receivers having vertical or whip antennas. At present horizontal polarization is standard but circular or elliptical polarization is permitted. Vertical is considered more effective for autos.

Comments are sought on fm receiving sets in relation to their efficiency in picking up and separating signals, with special attention to the efficiency of low-cost sets.

The commission took note of this fm administrative advantage—fm probably will never develop all the assignment problems now associated with am, but a tendency in that direction has appeared. Contours, populations and service problems lead to hearings.

The assignment table is designed on the theory that existing stations are to be protected on a uniform basis regardless of the facilities they use or which are proposed by new stations. This is in accord with television separations. The staff proposes use of vhf propagation curves as a basis for station separation. A new study of co-channel ratios and possible use of offset carrier techniques as well as cross-polarization is suggested.

Proposed Revision ▪ Occasion for all these sweeping proposals to re-make the fm broadcast band was a cluster of three applications. FM Unlimited, Chicago firm, proposed a complete revision of assignments and rule-making. This was granted to the extent of a call for comments and proposed rule-making. Charles River Broadcasting Co. proposed to delete the basic fm area split in assignments. This was denied. And the request of Joseph D. Worth for a flat 75 kw ceiling on Class B stations outside Area 1 was also denied.

The fm area formula specifies a 20 kw maximum power limit on stations in the northeast (New England south to Washington, D. C., and Hagerstown, Md.). This two-area formula would either be abandoned entirely or else the northeast boundaries would be extended into the midwest under FCC's new allocation plan.

Special provisions are suggested for Alaska and Hawaii. Currently Alaska is assigned 100-108 mc, Hawaii 98.1-107.9 mc. Each would have 10 channels for high-power Class C stations, under the plan.

FCC made clear it is thinking in terms of development of "a vast number of local outlets, removing the need for, and it is to be hoped, actually replacing marginal am operations."

The new Class B stations would have a 50-mile protected service radius, with 20 kw power, that would usually cover the growing urbanized areas around cities.

An important phase of the FCC's notice centers around directional antennas and their place in the new allocation. The notice mentioned the use of directionals to avoid wasting signals over water and their place in separation of stations. About a dozen fm stations use directional antennas. A few are employing power approaching 100 kw and even higher.

After skimming over the commission's notice, one communications engineer observed, "This makes fm assignments valuable." He added, "Get in while you can."

How FCC would redesign the fm band

Class	Maximum facilities permitted (or equivalent)	Protected service area radius	Minimum co-channel spacing
Class A (low power)	1 kw ERP, 250 ft. a.a.t.*	25 miles	115 miles
Class B (intermediate power)	20 kw ERP, 500 ft. a.a.t.*	50 miles	190 "
Class C (high power)	100 kw, ERP, 2,000 ft. a.a.t.*	100 miles	300 "
Class D (low power) educational	10 watts (transmitter power), 100 ft. a.a.t.*	6 miles	25 "
Class E (high power educational	same as for maximum commercial station at the same location.		

* Above average terrain.

The urgency of a continued, massive research program is underlined by a bureau observation that "larger budgets, increased competition, narrowing profit margins demand greater accuracy in recognizing and making each decision in this complex age of possibilities, and insist upon finer measures of this accuracy." While a commercial's creation may be complex, its effectiveness measure is still more so, TvB concludes, because this measure must provide the guides for the creation of the next advertisement.

The Pennsylvania State research already has one significant by-product—that of techniques used in testing for media effectiveness. Along this line, Penn State found that closed-circuit tv provides a new way to speed up research. Reason: it permits the study of many things all at one time.

Other important findings:

▪ Many of the tests made previously of either advertising or media are misleading. Reason: These tests did not fit the medium used. To explain further: The researchers feel that it is important to use a visual form of a test to measure a medium that is visual.

▪ When two elements of a commercial are used together—that is picture and supered names, for example—the results are better than when either is used alone. But, the researchers now know, it doesn't necessarily follow that when elements are added, the communication will be improved over and above that much. And, in fact, too many additional details (or information) in the commercial may reduce the communication.

▪ Combinations of the different elements in the message (or communication) must be tested. This process, say the Penn State people, "outlaws many previous tests that had assumed combinations of sight and sound (or copy and sight) were equal to the sum of their parts."

Helping to place previous testing and research in perspective: The Penn State researchers have compiled a bibliography of inter-media research and described it as "the most extensive yet assembled." More than 3,000 titles are included. Copies have been requested by the U. S. Office of Education and the Institute for Communications Research at Stanford U.

Tv basic research is but begun, TvB makes it plain, noting there "would need to be more systematic study both of the effects of communication variables and of conditions of use in terms of desired objectives."

The important decisions made as a result of the Penn State project:

▪ From the preliminary testing, it was decided to limit for now all experimental work to only the medium of television because it embodies the

Proof of tv's effectiveness TvB's aim

MILLION DOLLAR, FOUR-PART PROGRAM CONTINUES

A heated warfare among competitive national advertising media—among which television is but one—is in the background of the urgent note sounded by Norman E. Cash, president of the Television Bureau of Advertising.

But to say Mr. Cash seeks more firepower under his command and is throwing "basic research" into the fray would be missing a point of issue. TvB has a warning for the tv business man. And it amounts to this: "Research terms are difficult to understand," he seems to be saying, "but the Pennsylvania State U. report is one more door unlocked on the way to a more stable advertising dollar in television." Why? First, a look back:

Television Bureau of Advertising as early as 1955 set forth a massive research program (the investment now reportedly comes to nearly $1 million over the six and a half years). The concept encompassed four parts, some in operation concurrently.

In one phase, TvB set out to document whom tv reaches. The bureau did this by publishing summaries of rating services and various analyses on how tv reaches the people (and who those people are). For example, the bureau circulated such reports as a spot sampler, of a seasonal analysis, of Market Research Corp. of America studies on liquid bleach, automatic washer owners, of Pulse studies into appliances, frozen foods and automobiles, and of Nielsen studies ("heavy and light driving" homes, filter and king-size cigarette smoking homes, new and used cars, etc. etc.)

Another phase took in the question of how much it costs the tv advertiser to reach people. In this category, TvB began publishing spot and network gross billing figures (including brand advertising breakdowns) along with some analyses and cost per thousand studies. Both phases—who is reached and the cost of reaching that person—are identifiable as "nose-counting" or documenting in numbers.

What Happens When ▪ By early 1958, the bureau researchers were in still a third phase of what happens when the tv advertiser reaches these people. Out came reports on the Edsel (via neighbor samples), on the Buick (via immediate recall) and thousands of success stories. But the bureau felt, these three phases but scratch the surface. It was decided to launch a broad investigation of why or how tv makes people do things.

The latter conclusion brought up the fourth phase. The facets: a Pulse study showing how time is spent, on "E-motion" which indicates why people turn to television, an image study on specific effects of tv's role and still two other inter-related studies: (1) A cash-award competition for exceptional research plans (plans and new ideas which can point the way for others), and (2) the basic research project at Penn State that already has compiled what has been done so far in this field and determining what is valuable.

Still other benefits will come from Penn State, as they will from other facets of the fourth phase.

That briefly is the historical background of tv's research. But now for the urgency:

The day may not be far off when each of the highly competitive but powerful national advertising media will reach its limits in the amount of documentation available on the numbers (and types etc.) of people an advertiser can expect to reach with a given message. It's at this point that a differential—that is, how effective the medium is once it reaches the person—could make the difference as to which vehicle the advertiser will select to invest his money, and how much of a budget it can expect.

Television can be ahead if it can button down the answers "soon" to a few basic questions of why people will or will not do certain things when tv reaches them, if it can remove most of the unpredictable, and if it can show advertisers what they can do to make their commercial use of the medium more effective and thus increase their sales.

Seen from this viewpoint, the stakes appear high and the urgency great.

elements of virtually all the mass media, including print, the spoken word, pictorial and other non-word signs and symbols.

▪ Perception was the area chosen for the first study.

It's apparent the research group at Princeton will continue to concentrate on perception as a means to a better understanding of why people act as they do as a result of viewing television (commercial) messages. As the word perception implies: it's what one viewer as distinguished from another sees in a particular communication that would appear important to the buying decision.

The actual testing at Princeton included the showing of whole messages or commercials, and then the respondent's perception compared with what actually was contained in the commercial, and later, a simplified message (printed name, spoken name, picture and combinations). This message was sent on closed circuit into a number of different classrooms at the same time, each room receiving a different combination of the elements making up the communication.

Further Study ▪ TvB phrases the lessons learned this way: "There are many more things to be known before the effectiveness of any advertising or advertising medium can be adequately measured. The maze of possible factors, the importance of their control, the variation in results with changes in tests, the way factors work alone and in combination . . . all attest to the need for further study."

Mr. Cash noted the report found "most communications research is . . . inadequate, limited and superficial," and in the early findings now in hand a "maze" of opportunities for a greater effectiveness in communication both in advertising and in other (governmental and educational) fields would appear to be opening up.

Closely related to the process of learning more about the problems in this area is TvB's competition—now closed—which has nearly 150 people who have recommended plans and ideas as designs for future tv-communications research.

A governing committee and a group of prominent educators are associated with the competition and also have connection with the Pennsylvania State U. project.

The governing committee has Mark A. May as its chairman. He is professor emeritus of psychology at Yale U. and chairman, U. S. advisory commission on information. Others: Leon Arons (as secretary), TvB's vice president for research; C. R. Carpenter, psychology professor at Penn State; John B. Carroll, professor at Harvard U.'s graduate school of education; Joseph T. Klapper, a communications research consultant for General Electric Co.; Paul F. Lazarsfeld, chairman of Columbia U.'s department of sociology;

WTTG-TV

Channel 5—Washington, D. C.,
the Metromedia Station
in the Nation's Capital,
announces the appointment of
Blair Television Associates
as national representative
effective July 1, 1961.

Wilbur Schram, a Stanford U. professor in communication research; Milton Sherman at Marplan, research affiliate of McCann-Erickson, and the late Samuel A. Stouffer, professor of sociology at Harvard.

The group of educators-researchers: Philip H. Coombs of the Ford Foundation; Roy M. Hall, assistant commissioner for research, U. S. Office of Education; Marion Harper Jr., board chairman of Interpublic; Ralph Hetzel, vice president of Motion Picture Assn. of America; Arno H. Johnson, chairman of the Advertising Research Foundation and an economist with J. Walter Thompson; Thomas B. McCabe, president, Scott Paper Co., Porter McKeever, director of information for the Committee for Economic Development; Frank Pace Jr., chairman of General Dynamics Corp., Gilbert Seldes, director of the U. of Pennsylvania's Annenberg School of Communications, and John F. White, president of the National Educational Television & Radio Center.

Now it's CBS Television Stations National Sales

A newly-named department will now handle national spot sales for CBS-owned tv stations. In effect, the change today (July 3) amounts to CBS Television Spot Sales becoming CBS Television Stations National Sales, a name which Bruce R. Bryant, vice president and general manager, feels accurately classifies the station representation function in "selling television advertising to national accounts."

Mr. Bryant explained that national selling means "a great deal more than offering a list of spot announcements in a delivery-service function" and that a spot campaign has become a major expenditure which takes in program purchases, announcements and participations and involves a careful study of markets, business trends and competition.

CBS-owned tv stations—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will continue to be represented by the Sales Arm which will have six regional offices (New York, Chicago, Los Angeles, San Francisco, Detroit and Atlanta).

Rep appointments...

- WMIL Milwaukee: Bob Dore Assoc., N. Y., as national representative.
- WITN (TV) Greenville-Washington, N. C., and WRRF those cities: Venard, Rintoul & McConnell, N. Y.
- KDEO San Diego; KFXM San Bernardino, and KAFY Bakersfield, all Calif.; Robert E. Eastman & Co., N. Y.



First 'VIP' in Blair's new Chicago building

First agency executive to receive "VIP" treatment ("very important presentation") at the new Chicago office of the John Blair station representative organizations is Harold Tillson (r), manager of the media department of Leo Burnett Co. there. On the giving end June 27 were (l to r): Sherwood (Skip) Hinman, Blair-Tv; Arthur Stringer, vice president, Blair Television Assoc., and Harry Smart, vice president, Blair-Tv. Blair's $6 million 11-story glass and aluminum structure at 645 North Michigan Ave. already houses midwest offices of McGraw-Hill and as of July 15 also will house the Chicago office of The Caples Co.

ADVISORY AD GROUP

Proposes publication of self-regulation manual

Publication of a self-regulatory manual covering the advertising and media industries was proposed June 29 at a Washington meeting of the Advertising Advisory Committee of the Dept. of Commerce.

Secretary of Commerce Luther H. Hodges took part in the meeting, attended by a score of advertising and department officials. William Ruder, special assistant to Secretary Hodges, said the department will cooperate in the project provided it is "a completely factual presentation of what is being done and if the contents are approved."

The manual is designed to serve as a basic reference work on the subject of self-regulation by broadcasting, print media, agencies and advertisers. A study of these self-disciplinary projects was presented May 30 at the Advertising Federation of America convention in Washington by Earl W. Kintner, former chairman of the Federal Trade Commission (BROADCASTING, June 5).

A threefold base was laid for the manual by the committee—help business make more effective use of advertising; create a better understanding of self-regulatory processes in advertising, media and related business organizations, and provide businessmen with information necessary to participate in self-regulatory machinery.

Secretary Hodges said the department welcomes the counsel of the advertising advisory group, headed by Frederic R. Gamble, president of American Assn. of Advertising Agencies. The secretary was asked to review a provision in the defense appropriation bill restricting advertising by defense contractors and subcontractors. The committee will meet again in late September.

Agency appointments...

- Food Fair (shopping center chain), New York, appoints Newhoff-Blumberg, Baltimore, to handle advertising and pr for its new Reisterstown Plaza shopping center, that city.
- Silco Cut-Price Stores (chain store group which operates 60 stores in seven states), Philadelphia, appoints Philadelphia Spot Sales to organize a series of test spots. Order calls for 50 weekly spots in 15 markets.
- New Jersey State Democratic Committee, Trenton, appoints Guild, Bascom & Bonfigli, N. Y., as agency for the gubernatorial campaign of Judge Richard J. Hughes. Media plans have not been set.



Over one-half the viewers who watch news in the 3-station Atlanta market see it on WSB-TV. The latest Neilsen survey (March 6-April 2) shows Channel 2's eight daily newscasts with a 54% composite share of audience. This dominance by WSB-TV comes from years of consistently offering the best, fastest, most accurate newscasts. Put your product on top in the nation's 24th market...put your advertising on WSB-TV... Atlanta's top station!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

COSTS FOR LONGER BREAKS

No definite 40-second pattern emerging as several stations reveal rate plans

There were some definite answers last week as to how tv stations will price the 40-second station breaks as they become available from the networks (BROADCASTING, June 26).

WWJ-TV Detroit, WTVJ(TV) Miami and the Crosley Broadcasting Corp., on behalf of its five stations, announced rate card revisions towards this end.

Edwin K. Wheeler, WWJ-TV general manager, said that its 40-second prime-time rate, effective last Saturday (July 1) is $900 which also becomes the rate for 60-second announcements. The 20-second charge remains at $700.

The Crosley plan becomes effective in the fall when the network 40-second break is initiated. It covers WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio; WLWI(TV) Indianapolis, Ind., and WLWA(TV) Atlanta.

Robert E. Dunville, Crosley president, said that the 40-second break rate would be 65% above the basic 20-second rate; the 30-second rate would be 40% over the 20-second charge.

Mitchell Wolfson, president of Wometco Enterprises, announcing the 40-second rate for WTVJ, also noted that the door would not be closed to advertisers already with commercials of shorter duration. "WTVJ will designate across-the-board positions in which announcements of specific denomination will be available, will expand its already successful scheduling of sponsored audience features in announcement time periods and will price the new 40-second availabilities at a rate between 130% and 140% of the twenties," Mr. Wolfson stated.

The WTVJ plan will allow 20-second and 10-second spots only at 8 p.m. and 10:30 p.m., Sunday through Saturday. On days when the network permits 42 seconds between programs, the remaining 10 seconds of break position will be employed for public service purposes.

Mr. Wolfson explained that the sudden appearances of 20-second availabilities would appear to exclude the traditional 10-second advertisers, but that WTVJ was aware that some campaigns are ideally suited to the ID format and that some sponsors have "small fortunes" invested in 10-second commercials. "We feel we have an obligation to these clients, hence our setting apart special strips in prime time for their use," he said.

WTVJ's 8:30 p.m. and 9:30 p.m. positions, Sunday through Saturday, will be sold as two 20-second commercials only. When one position is unsold, it will be used for station promotion. In no event will WTVJ permit any break position to be occupied by more than two commercial units. The 40-second commercials will be available during all time classifications.

Example of the sponsored audience feature in announcement time periods is WTVJ's *Weather Eye*, a complete 30-second weather program including opening and closing sponsor billboards, weather news and a Phillips 66 commercial. Program will be of 42-second duration as availabilities open in the fall. Extension of this type of show, Mr. Wolfson said, will be *News Break*, with a composition like *Weather Eye* and to be expanded to 42-seconds in the fall.

Mr. Wheeler, commenting on WWJ-TV's plan, said the new rates reflect an equitable value to the advertiser and a satisfactory return to the station. He termed the price differential between 20 seconds and 40 seconds as realistic "since it offers exclusivity and provides greater scope in which to develop copy points." Mr. Wheeler also declared WWJ-TV will continue its long-standing policy that precludes triple spotting.

Crosley's Mr. Dunville pointed out that the 40-second commercials would help to dispel images of "over-commercialization" among viewers.

"The tv viewer would prefer seeing and hearing a longer commercial message for one product in the station break period, rather than trying to assimilate several messages which are perhaps confusing and which at least tend to leave the viewer with the idea of 'over-commercialization,'" he said.

Mr. Dunville said the new rate structure could result in less revenue for Crosley but that the reduction in commercials will meet with the viewers "overwhelming" approval. Also, he declared, the advertiser will profit because of the reduced time cost for his more effective commercial.

"The 40-plus second break is a forward step for the industry," Mr. Dunville said.

FAAG makes advertising, public relations awards

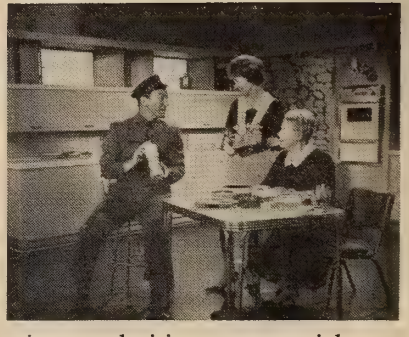
The First Advertising Agency Group presented its 1961 annual advertising and public relations awards under business and consumer advertising classifications last week in San Diego, Calif.

The FAAG award recipients for ra-

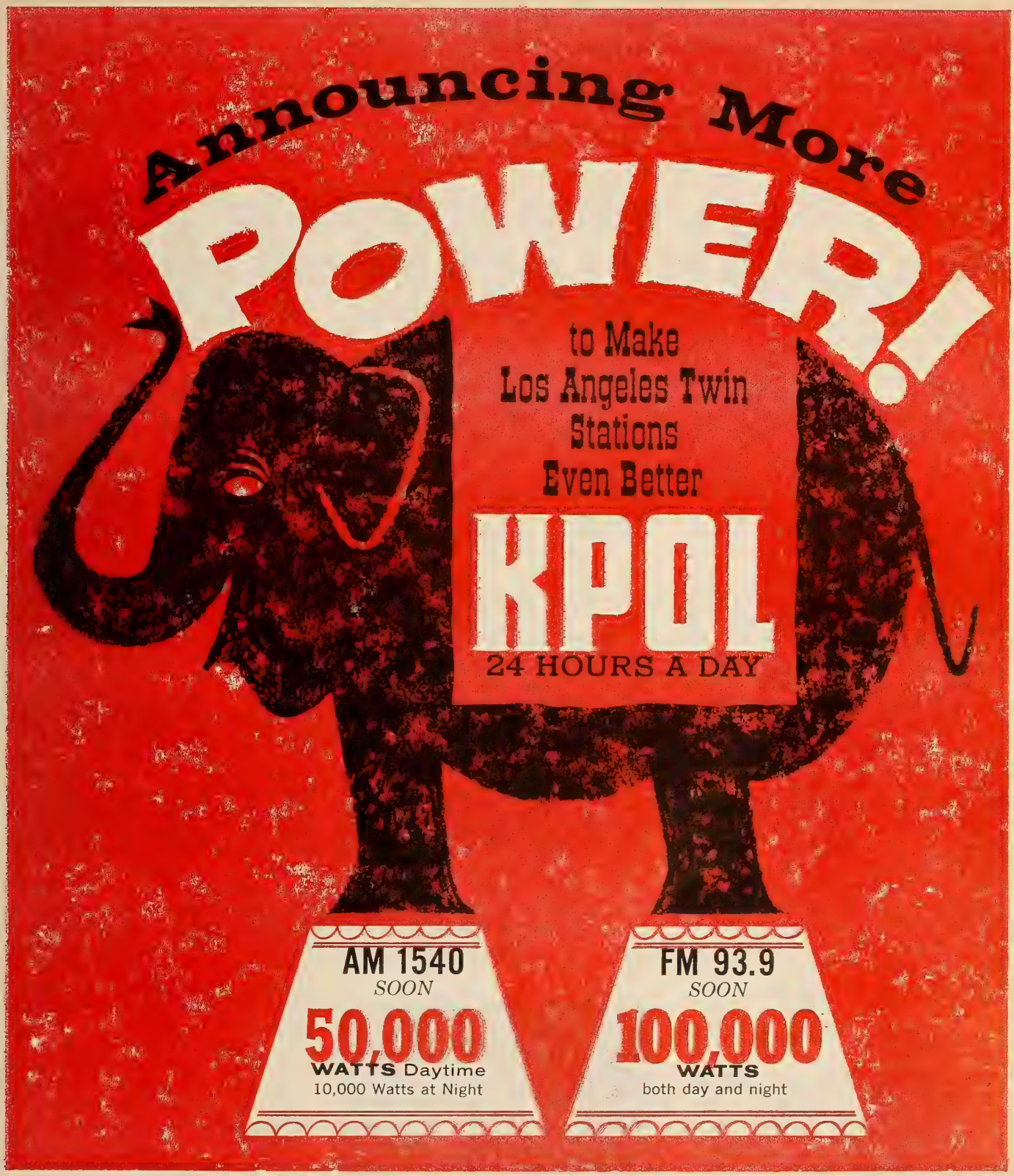
Zsa Zsa on Lestoil: 'Darlings, it's the greatest!'







Lestoil (all-purpose liquid cleanser), which kicks off a new spot television campaign beginning today (Monday), to introduce its two latest products—Sparkle Scent Lestoil and Pine Scent Lestoil—has none other than Zsa Zsa Gabor as its spokeswoman. And while she may not be the "typical" housewife, the Hungarian-born beauty does demonstrate an interesting if not unusual sales approach (see photos above). The minute television commercial was produced by The Sackel Jackson Co., Boston. Story line deals with "hard working" Zsa Zsa, Lestoil and the concern of the servants for the tired Miss Gabor.



THE DIFFERENCE IS THE MUSIC. Great popular music, attractively arranged to appeal to adult listeners and higher income families, is played around the clock.

NEWS ON THE HOUR—Headlines on the Half Hour—and commercials only on the quarter hour, is the effective music and news format that produces maximum sales and inquiries for advertisers. For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Blvd., Los Angeles 5, Calif.

Represented Nationally by Paul H. Raymer Co.

KPOL

dio and television:

Television programs — first award: Ridgway-Hirsch Adv. Co. for Dempsey-Teleger & Co. Citations of excellence: Woodard, Voss & Hevenor for Albany Savings Bank and The Keelor & Stites Co. for Buckeye Loan & Building Co.

Television commercials—first award: Wermen & Schorr Adv., for Crisp Products. Citations of excellence: Woodard, Voss & Hevenor for Fitzgerald Brothers Brewing Co. and Taylor & Norsworthy for Lone Star Boat Co.

Radio programs—first award: Wermen & Schorr Adv. for The Evangelical Foundation. Radio commercials—first award: Woodard, Voss & Hevenor for Saratoga Vichy Spring Co. Citations of excellence: Davis, Johnson, Andersen & Colombatto, for Bandini, and Wermen & Schorr Adv., for Crisp Products.

Advertising's responsibilities to media

TIME'S LARSEN SAYS THEY'RE MORE THAN JUST PAYING THE BILLS

Advertising has more responsibilities toward media and toward the public which listens, watches and reads the ads and editorial contents presented by America's radio, television, newspapers and magazines than paying its bills for time and space promptly, Roy E. Larsen, chairman of the executive committee of Time Inc., told the Advertising Assn. of the West last Monday (June 26).

Keynote speaker at AAW's 58th annual convention in Seattle, Mr. Larsen said that the growth of U. S. media into what he called "the greatest free communications system in the world," has been made possible by advertising. And he said, "It is advertising that has brought mass production and mass distribution to the communications industry."

The advertiser helps to set the standards of the communications media. Mr. Larsen said that it's advertising's responsibility to "demand that the important news and information of our times be communicated effectively."

"I do not mean to say that every media buyer must appoint himself a judge of editorial or programming policies, or that temporal or immediate conditions should determine the placement of every advertising campaign. One or two or three advertisers cannot determine how well our communications will work. But the cumulative effect of all advertising can—and will.

"The support of media through advertising, like the support of education by the public, is long-range. It affects our children and our grandchildren. The support we give to a good educational system is an investment in the future. The support that advertising gives to a good communications system is an investment in how well informed our citizens will be and how high their standards will be in the future."

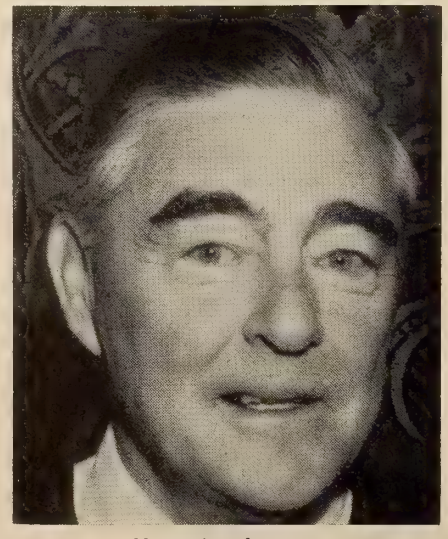
Truth & Taste ▪ Mr. Larsen noted that one of the best replies for advertising's critics is to produce "better and more effective advertisements." In that respect, Donald S. Frost, vice president of Bristol-Myers Co., said in a Monday afternoon address, advertising's public responsibility is not confined to questions of "truth and taste." Advertising, he said, is also obliged to respect and demonstrate its respect for the consumer's intelligence.

This, Mr. Frost asserted, means advertising that does not "bore, brag or berate—that does not shout when it should speak, that does not boast when it should convince, that does not exhort when it should explain." It also means advertising that "not only says what it means but means what it says," advertising that is believable and does not inflate the insignificant " . . . advertising that you and I and the family next door are going to read, heed and be guided by."

Emerson Foote, president, McCann-Erickson Inc., a Wednesday speaker, told the AAW that it is possible that by 1971 the average family will have an income of more than $10,000 a year with a gross national product of $800 billion and an annual national advertising expenditure of $25 billion.

To handle its obligations in 1971, advertising "will have to perform at a distinctly higher level of effectiveness and responsibility," Mr. Foote declared. "It must shake off almost completely certain bad habits from its adolescence. It must develop a new respect for the consumer whom it exists to serve."

Lack of consumer respect is one of many reasons advertising is now in trouble, Mr. Foote noted. "A consumer must not and cannot be thought of as someone to be badgered into buying something by endless repetition of not-too-pleasant, not-too-tasteful and not always truthful harangues."



Keynoter Larsen

Need For Understanding ▪ At a Tuesday session on advertising education Don Belding, consultant to Foote, Cone & Belding, stressed the need for an understanding of the American economic system and the part advertising plays in its operation by the adult public, by the teachers in our schools and colleges and by their students.

Mr. Belding expressed concern about students who will soon be going overseas in great numbers. "What will they say about advertising when the Communist youths laugh at it in their presence? I'm concerned about the teachers or businessmen who say that advertising is an economic waste. . . . I'm concerned with the social science teachers who state that advertising, by urging people to buy more than they need, causes distress and misery. I'm concerned with advertising leaders who have backed away from responsibility. I'm concerned that the teachers of advertising in our secondary schools, colleges and universities do not get the full support they must have from their own deans and from the advertising industry. All these concerns point to a new need for understanding of risk capitalism, our free enterprise competitive economic system and the place that advertising plays within it."

Mr. Belding praised the American Academy of Advertising, national professional organization for college and university teachers of advertising, for its work in raising the quality of advertising education. The history of AAA since its organization at the 1958 convention of the Advertising Federation of America was traced by Billy I. Ross, U. of Houston, dean of AAA for the past year. AAA now has 239 members, he reported—187 educators and 52 interested practitioners of advertising.

AAA is endeavoring to stimulate the teachers of advertising to do a better job, but professional advertising men and women can do this better than other teachers can, Mr. Ross stated. Meetings of AAA will be held concurrently with

AGAIN WMAR-TV leads all other Baltimore TV stations with more quarter-hour firsts based on both homes viewing and ratings from sign-on to midnight!* This is *VIEWMANSHIP* at its best in Baltimore!

In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

Sunpapers Television
Baltimore 3, Md.

CHANNEL 2

THE KATZ AGENCY, INC.
National Representatives

*ARB, April '61—NIELSEN, May '61 Reports

those of advertising organizations whenever possible, he said. "We think that we need to get off the campus and that you need to come on the campus," he told the AAW.

Brand Names ▪ "The brand images built by advertising become intangible assets of far greater value to the advertiser sometimes than his tangible assets," John P. Cunningham, board chairman, Cunningham & Walsh, told a Wednesday session.

He added that the values of these images are so great with some companies that all their plants and equipment could be destroyed overnight, but the companies could be rebuilt and business resumed because of the "respect that resides in millions of minds for their brand names."

He concluded, "If, overnight, such brand names as Jello or Revlon or Ford or Colgate or Goodyear were completely wiped out of people's minds, thousands of machines and men would stand idle.

"That is the power of creativity."

Enforce Codes ▪ FCC Commissioner Frederick W. Ford cautioned the advertising men to be ever mindful of their own codes and those of the broadcasting industry. Speaking at the Wednesday session, he urged advertisers to insist that stations they use subscribe to the industry's codes.

Adherence to them is essential to assure that advertising and broadcasting are kept free and unshackled from government intervention. "If the fear of government intervention is unreasonably over-emphasized, people will lose their initiative and their capacity for good showmanship," Commissioner Ford said. "Without the personal discipline that must accompany freedom in this respect, however, restrictive measurements will undoubtedly follow."

The over-abundance of commercials on many stations today should be a matter of concern to advertisers as well as broadcasters, the commissioner stated. He said the present significance of the 40-second station break controversy is not important but that if further increases are made, it will be a matter of concern as related to overall time devoted to commercial copy.

The commission's concern, he said, rests with the creation of a proper relationship between program material and the portion of air time devoted to commercial copy.

On the same day Commissioner Ford spoke to the western advertisers, he also addressed the Washington State Assn. of Broadcasters meeting in Seattle.

The AAW also announced the following awards in radio and television:

RADIO ADVERTISING AWARDS
REGIONAL/NATIONAL

1st Prize Advertiser: Brown & Haley Candy Co., Tacoma. Agency: Miller, Mackay, Hoeck & Hartung, Seattle. Copywriter: Roger Bye. Producer: Radio Recorders, Hollywood. Caption: "Mountain Bar Ballad"

2nd Prize (Tie) Advertiser: Hills Bros. Coffee, S. F. Agency: N. W. Ayer & Son, S. F. Copywriter: John Pullen-Robert Smock. Producer: Vic Englund. Caption: "Good Cup"

2nd Prize (Tie) Advertiser: Oklahoma Div. of Humble Oil & Refining Co. Agency: Needham, Louis & Brorby, Chicago. Copywriter: Kenneth Snyder. Producer: Ad-Staff, Inc., L. A. Caption: "Your Motor will purrr"

3rd Prize Advertiser: Japan Air Lines Co., Ltd., S. F. Agency: Botsford, Constantine & Gardner, S. F. Copywriter: Peter Day. Producer: Musical Engineering Assoc., Sausalito. Caption: DC-8 Jet Introductory spot #4

Honorable Mentions: Culligan, Inc., Northbrook, Ill. (Alex T. Franz, Inc., Chicago); First National Bank of Arizona, Phoenix. (Ptak & Richter Advertising Inc., Phoenix).

LOCAL

1st Prize Advertiser: Assumption Abbey Wine Co., Guasti, Calif. Agency: Walker Saussy, Hollywood. Copy & Production: Ad-Staff Inc., Hollywood. Caption: "Gregorian Chant"

2nd Prize Advertiser: Citizens Bank, L. A. Agency: Hixson & Jorgensen. Copywriters: Dal Williams, Chuck Stuart. Producer: Spotmakers, Hollywood. Caption: "Mattress"

3rd Prize Advertiser: Planter's Nut & Chocolate Co., S. F. Agency: Fletcher Richards, Calkins & Holden, S. F. Copywriter: Robert Pritikin. Producer: George Rappaport. Caption: "1-2-3-2 Nuts to you"

Honorable Mentions: Granny Goose Potato Chips, Oakland. (Lennen & Newell, S. F.) Great Falls Breweries, Great Falls. (Wendt Adv., Great Falls). *San Francisco Examiner* (Examiner Promotion Dept.). Sturdy Dog Food Co., Burbank, Calif. (Jon Byk Adv.).

TELEVISION AWARDS
ANIMATED—60-SEC.

1st Prize Advertiser: Bank of America, S. F. Agency: Johnson & Lewis, S. F. Orig-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 22-28 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 22	**The Untouchables** (9:30 p.m.)	ABC-TV	28.1
Fri., June 23	**Twilight Zone** (10 p.m.)	CBS-TV	21.0
Sat., June 24	**Gunsmoke** (10 p.m.)	CBS-TV	23.7
Sun., June 25	**What's My Line?** (10:30 p.m.)	CBS-TV	22.5
Mon., June 26	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	18.7
Tue., June 27	**Garry Moore** (10 p.m.)	CBS-TV	24.1
Wed., June 28	**Naked City** (10 p.m.)	ABC-TV	17.2

Copyright 1961 American Research Bureau

memo to:
Phil McGibbon

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND
26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

C. E. HOOPER, JAN.-MAR. '61

114

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell



FARGO is America's MIGHTIEST MITE!

Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—and also has over 200 wholesale distribution firms!

WDAY-Radio serves more than 75,000 Fargo-Moorhead people *alone* — more than 25,000 farms. And the Fargo metropolitan area is No. 2 in the Nation, in Retail Sales Per Family!

WDAY-Radio really delivers the bulging "buying-power" audience in its 55-county market —54% more *adults* listen to WDAY-Radio than the next station! Ask PGW for details!

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1*
IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

inator of Idea & Copy: Alan Alch. Creator of Visual Treatment: Alan Alch. Producer: Film Fair, Hollywood. Caption: "Bank Americard"

2nd Prize Advertiser: Ralston Purina Co., St. Louis. Agency: Guild, Bascom & Bonfigli, S. F. Originator of Idea & Copy: Gil Lumbard. Creator of Visual Treatment: Alex Anderson. Producer: Film Fair, Hollywood. Caption: "Roaring 20's"

Honorable Mentions: Calo Pet Food Co., Oakland. (Foote, Cone & Belding, S. F.) Bardahl International Corp., Seattle. (Miller, Mackay, Hoeach & Hartung, Seattle).

ANIMATED—20-SEC.

1st Prize Advertiser: California Chemical Co., Ortho Div., Richmond. Agency: McCann-Erickson, S. F. Originator of Idea & Copy: John Magnuson. Producer: Imagination Inc., S. F.

2nd Prize Advertiser: Calo Pet Food Co., Oakland. Agency: Foote, Cone & Belding, S. F. Originator of Idea & Copy: Doris Craig. Creator of Visual Treatment: Quartet Films, Hollywood. Producer: John Libberton. Caption: "Tiger-Teacher, Classroom"

Honorable Mentions: Pacific Telephone, S. F. (BBDO, S. F.). MJB Co., S. F. (BBDO, S. F.).

ANIMATED—10-SEC. OR LESS

1st Prize Advertiser: Culligan, Inc., Northbrook, Ill. Agency: Alex T. Franz. Originator of Idea & Copy: Dallas M. Williams, L. A. Creator of Visual Treatment: Lee Mishkin. Producer: Dallas Williams Productions, L. A. Caption: "Hey Culligan Man"

2nd Prize Advertiser: Western Airlines, L. A. Agency: BBDO, L. A. Originator of Idea & Copy: Allen R. McGinnis—Morton J. Metzler. Creator of Visual Treatment: Bill Melendez. Producer: Playhouse Pictures, Hollywood. Caption: "Hassock"

Honorable Mentions: Scudder Food Products, Anaheim, Calif. (Campbell-Mithun, Hollywood). MJB Co., S. F. (BBDO, S. F.).

LIVE—60-SEC.

1st Prize Advertiser: Ralston Purina Co., St. Louis. Agency: Guild, Bascom & Bonfigli, S. F. Originator of Idea & Copy: Maxwell D. Arnold. Creator of Visual Treatment: Randy Grochoske. Producer: Flagg Films, Hollywood. Caption: "The Mysterious Dr. Chex"

2nd Prize Advertiser: Mattel Inc., Hawthorne, Calif. Agency: Carson/Roberts, Los Angeles. Originator of Idea & Copy: Cy Schneider. Creator of Visual Treatment: Dick Perkins. Producer: Filmways of California, Hollywood. Caption: "Shooting Shell & Holster"

Honorable Mentions: Purex Corp., Ltd., South Gate, Calif. (Foote, Cone & Belding, L. A.). Kaiser Aluminum & Chemical Corp., Oakland (Young & Rubicam, S. F.).

LIVE—20 SEC.

1st Prize Advertiser: Sunkist Growers, Products Dept., L. A. Agency: Foote, Cone & Belding, L. A. Originator of Idea & Copy: Copy Group, F.C.&B. Creator of Visual Treatment: Dick Clarke. Producer: Screen Gems, Hollywood. Caption: "Strawberry-Lemon"

2nd Prize Advertiser: Pacific Telephone, S. F. Agency: BBDO, S. F. Originator of Idea & Copy: Ralph Holmstad. Creator of Visual Treatment: Bruce Lauritzen. Producer: Jack Denove Productions, Hollywood. Caption: "Airplane"

Honorable Mentions: Olympia Brewing Co., Olympia, Wash. (Botsford, Constantine & Gardner, Seattle). MJB Co., S. F. (BBDO, S. F.).

LIVE—10 SEC. OR LESS

1st Prize Advertiser: Purex Corp. Ltd., South Gate, Calif. Agency: Foote, Cone & Belding, L. A. Originator of Idea & Copy: Douglas Easterberg. Creator of Visual Treatment: Douglas Easterberg. Producer: Cascade Pictures, Hollywood. Caption: "Two bottles"

2nd Prize Advertiser: MJB Co., S. F. Agency: BBDO, S. F. Originator of Idea & Copy: B. J. Pote—Alan Meyer. Creator of Visual Treatment: Bruce Lauritzen—Don Schwab. Producer: Cascade Pictures, Hollywood. Caption: "Pour"

LOCAL—ANY LENGTH

1st Prize Advertiser: Peter McKay Motors Ltd., New Westminster, B. C. Agency: KVOS (Canada) Ltd., Vancouver, B. C. Idea, Copy, Visual Treatment: KVOS (Canada) Ltd., Vancouver, B. C. Producer: J. V. Gettles, Vancouver. Caption: "NSU PRINTZ"

2nd Prize Advertiser: Gai's Variety Bread, Seattle. Agency: Kraft, Smith & Ehrig, Seattle. Originator of Idea & Copy: Dal Williams—Chuck Stuart. Creator of Visual Treatment: Spotmakers, Hollywood. Producer: Spotmakers, Hollywood.

Honorable Mentions: Golden Tulip Foods, San Diego. (Phillips-Ramsey, San Diego.). Signature Homes, Tucson (Harwood Adv., Tucson).

COLOR—ANY LENGTH

1st Prize Advertiser: Carnation Co., L. A. Agency: Erwin Wasey, Ruthrauff and Ryan, L. A. Creator of Visual Treatment: Bernard Gruver (Playhouse Pictures). Producer: Playhouse Pictures, Inc., Hollywood. Caption: "A Royal Secret"

2nd Prize Advertiser: Golden Grain Macaroni Co., San Leandro. Agency: McCann-Erickson, S. F. Originator of Idea & Copy: John Magnuson—Bea Sidler. Creator of Visual Treatment: Bob Mills (Imagination Inc.). Producer: Imagination Inc., S. F. Caption: "Noodle-Roni"

Business briefly...

Mars Inc., Chicago, through Needham, Louis & Brorby there, last week signed for full-hour special on ABC-TV Oct. 19, to promote Halloween candies. Program, scheduled for Thursday 8:30-9:30 p.m. EST period, will be musical version of Nathanial Hawthorne's *Feathertop* starring Jane Powell and Hugh O'Brien. Producer will be Tony Charmoli.

Hallmark Cards Inc., Kansas City, has signed for an 11th season *Hallmark Hall of Fame* series (tv specials) on NBC-TV. First dramatic production next fall: "Victoria Regina" with Julie Harris in the title role, and will be taped in color (90 minutes) in early August. Foote, Cone & Belding, Chicago and New York, is the agency.

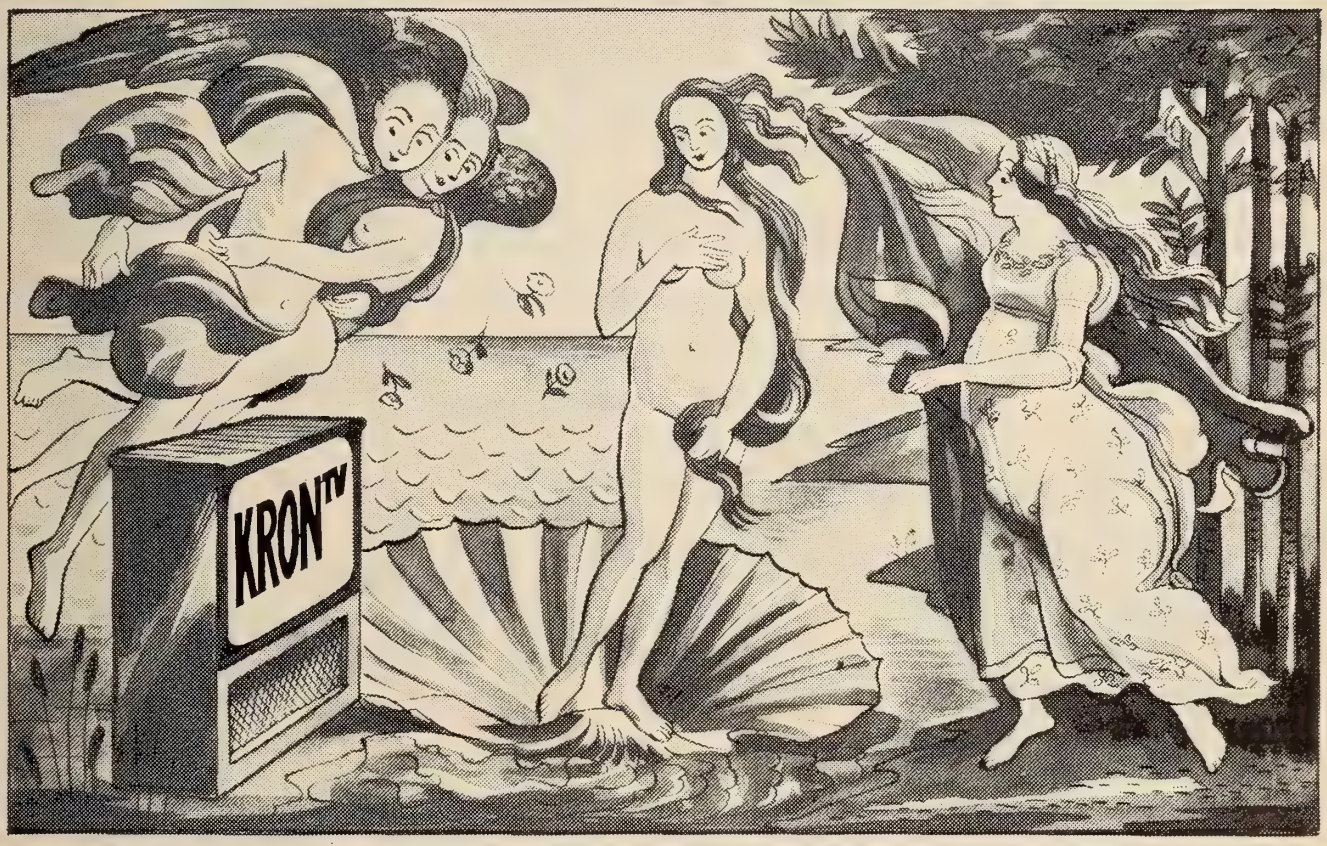
Big buy ▪ To announce its entry into the Hawaiian market, MacMillan Petroleum Corp. has bought heavily on KORL Honolulu. The station reports that MacMillan has purchased a spot schedule that started June 7, with a series of 10-second teaser spots and will continue through the year, with the original 13-week contract calling for the use of 1,000 announcements a month on KORL. Business was placed direct.

Tropical drink ▪ Realemon-Puritan Co., Chicago, will introduce a new tropical drink product, Happyland Punch. Test radio campaign started in that market last week. Expansion to other markets will follow later. Agency: Lilienfield & Co., Chicago.

Eldon Industries Inc. (toys) will enter network tv for the first time this fall, ordering weekly quarter-hours in three Saturday morning children's programs on CBS-TV and NBC-TV. Advertiser will continue its spot tv campaign covering 50% of U. S. tv homes. Agency: Kenyon & Eckhardt.

Chevrolet Motor Div., General Motors Corp., Detroit, has made official its sponsorship next season of the hour-long *Bonanza* film series on NBC-TV. Chevrolet for several years was the advertiser of the *Dinah Shore show* on

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV has the
#1 local news program
#1 network news program
ARB, May, 1961

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

the network, but it is dropping Miss Shore for the adventure film that moves from the current Saturday, 7:30-8:30 slot to Sunday, 9-10 p.m. Agency: Campbell-Ewald, Detroit.

Chevrolet Motor Div., General Motors Corp., will sponsor 12 five-minute weekend news broadcasts on CBS Radio for the eighth consecutive year. Agency: Campbell-Ewald Co., Detroit.

Hertz Rent-A-Car, N. Y., has bought alternate-week minutes in *Dick Powell's Mystery Theatre,* beginning this fall (NBC-TV, Tues., 9-10 p.m. EDT). Agency: Norman, Craig & Kummel, N. Y.

General Mills, through Knox Reeves Adv., Minneapolis, has bought NBC-TV's *All-Star Scouting Report,* two 15-minute programs preceding all-star baseball games on Tues., July 11 at 3:30 p.m. EDT, and Mon., July 31 at 2:30 p.m. EDT .

Mars Inc. has signed to partially sponsor four ABC-TV programs next fall. The programs are *Bugs Bunny* (Tue., 7:30-8 p.m. EDT), *Cheyenne* (Mon., 7:30-8:30 p.m. EDT), *The Hathaways* (Fri., 8-8:30 p.m. EDT), and *Leave It to Beaver* (Sat., 8:30-9 p.m. EDT). Agency: Needham, Louis & Brorby, N. Y.

Procter & Gamble and **American Tobacco** have signed as sponsors of *The Joey Bishop Show,* beginning on NBC-TV Wed., Sept. 20 (8:30-9 p.m. NYT). Mr. Bishop plays a legman for a public relations firm in the weekly series produced by Belmar Productions in association with NBC. Agencies: Benton & Bowles N. Y. for P&G and SSC&B, that city, for American Tobacco.

The Seven-Up Co. has bought a 10-week schedule of CBS Radio newscasts, features and dramatic shows. Agency: J. Walter Thompson Co., Chicago.

Bristol-Myers' Mum Deodorant has bought five program units a week in CBS Radio's *Art Linkletter's House Party* as well as network news shows. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

SMOKING OUT THE SMOKERS

Pulse profiles give complete rundowns on audiences including potential and actual users of products

NBC-TV's *Wagon Train* delivered more cigarette smokers to its sponsor, R. J. Reynolds, than any other nighttime cigarette tv program on the air, according to the Pulse "Tv Audience Profiles" report covering cigarette sponsors in the 1960 autumn period.

ABC-TV's *Maverick* (R. J. Reynolds) delivered the highest concentration of male cigarette smokers in its audience, an analysis of tobacco-sponsored programs showed. The ABC-TV *Untouchables* (Liggett & Myers) and the CBS-TV *Twilight Zone* (also Liggett & Myers) were tied for concentration of female cigarette viewers.

The extensive Pulse profiles are compiled three times a year, the first having appeared last January. A February-March report has just been published and a third, compiled in the spring, will appear later in the summer. The reports provide an analysis of all U. S. network tv programs in terms of 36 separate product-use, and demographic classes such as age, sex, home ownership, family income, education and occupation.

Pulse data are based on 1,750 personal interviews in U. S. households. The figures provide basic information answering the question—what kind of viewers?

Another breakdown of the first profile report shows that CBS-TV does the best job of delivering female viewers who are cosmetic purchasers to daytime tv network sponsors.

The extensive Pulse compilations provide the answers to literally thousands of marketing questions based on network viewing, according to Pulse, including the cost-per-prospect efficiency of programs. Since the tv population amounts "to virtually all the entire population" in the opinion of Pulse, the marketing material is deemed true for the entire country.

Following are rankings of the 10 leading nighttime network tv programs having cigarette sponsors by number of male viewers (over 18), shown by total cigarette-smoking viewers delivered and by concentration (number of cigarette-smoking viewers per 100 persons viewing the programs):

	Viewers (000)	#/100
Wagon Train	12,250,	54
Gunsmoke	11,326,	55
Rawhide	10,402,	57
Untouchables	10,111,	60
77 Sunset	9,240,	53
Perry Mason	8,976,	52
Maverick	8,580,	70
Cheyenne	7,841,	60
Route 66	7,313,	55
Hawaiian Eye	6,785,	55
MEDIAN for all nighttime network programs	3,986,	51

Rankings of the 10 leading nighttime network tv programs having cigarette sponsors by number of female viewers (over 18), shown by total cigarette-smoking viewers delivered and by concentration (number of cigarette-smoking viewers per 100 persons viewing the programs):

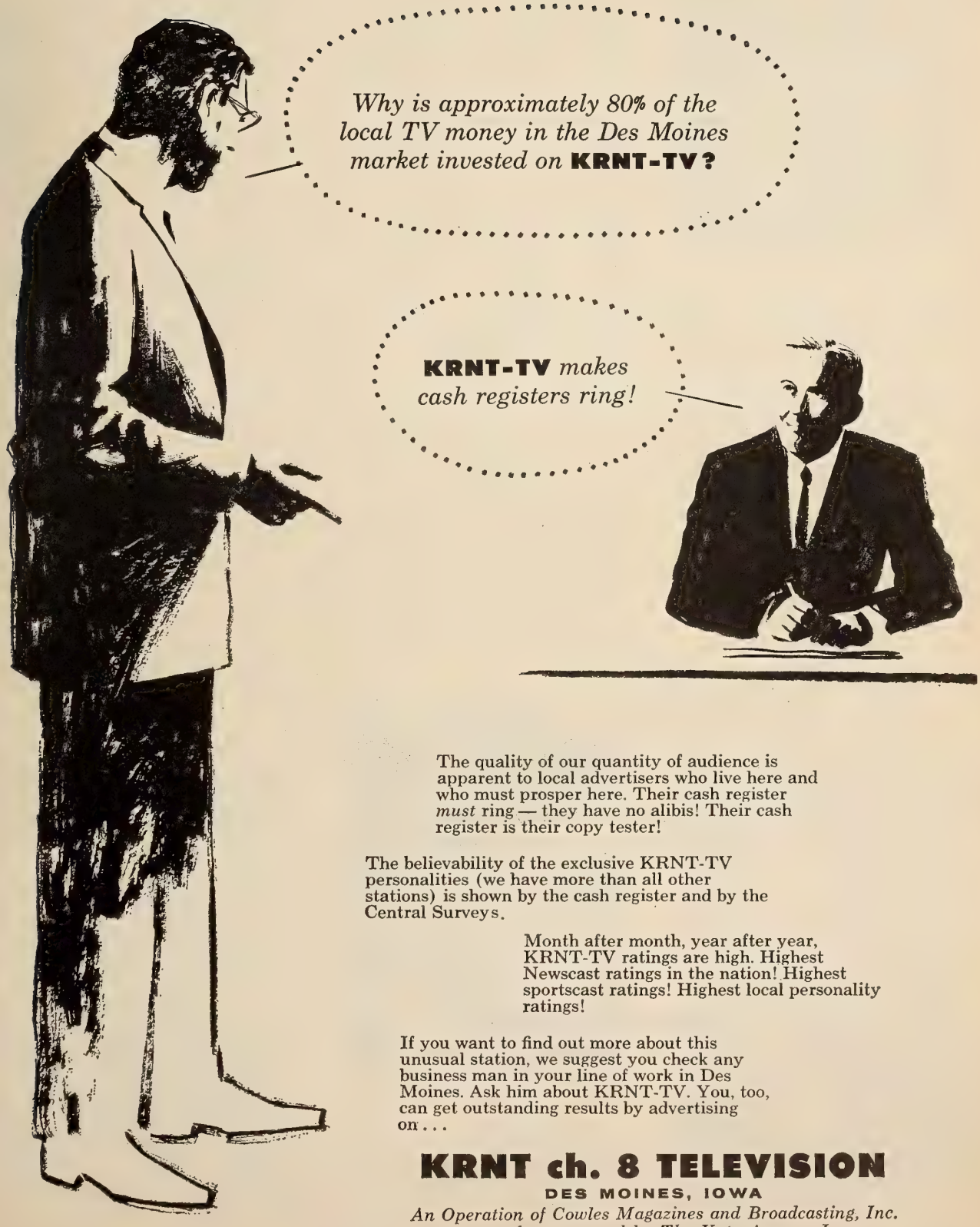
	Viewers (000)	#/100
Wagon Train	7,445,	33
Untouchables	7,154,	43
Gunsmoke	6,890,	34
77 Sunset	6,838,	39
Perry Mason	6,098,	36
Rawhide	5,544,	31
Garry Moore	5,016,	35
Twilight Zone	4,930,	43
Cheyenne	4,805,	37
Maverick	4,752,	39
MEDIAN for all nighttime network programs	2,827,	35

Ranking of daytime tv networks showing number of cosmetic-buying female viewers delivered by each network and concentration of these viewers per 100 persons delivered:

	Lipstick # per (000)	100	Eye shadow # per (000)	100	Nail enamel # per (000)	100
MEDIAN						
All networks	554	27	79	4	370	18
CBS programs	739	28	111	4	480	17
ABC programs	222	20	37	2	222	18
NBC programs	628	27	111	4	407	19

	Hair spray # per (000)	100	Color rinse # per (000)	100	Home Permanent Preparation # per (000)	100
MEDIAN						
All networks	480	21	222	12	222	9
CBS programs	517	19	333	12	259	10
ABC programs	158	18	74	9	79	8
NBC programs	480	21	321	12	259	9

Total Homes: all networks—2,218,000; CBS—2,772,000; ABC—1,186,000; NBC—2,218,000.



The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION

DES MOINES, IOWA

An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

Better programming still a year away

THAT'S CONSENSUS AMONG MORE OPTIMISTIC OF FCC'S WITNESSES

Wait till '62-'63. With that hopeful slogan the current phase of the FCC hearing on tv practices came to an end in New York Thursday.

It had lasted for eight days over a two-week period during which time 35 witnesses delivered a million words of testimony, enough to fill approximately 2,000 pages of transcript. For the most part, the creative people of tv who testified—writers, producers, directors and performers — denounced the medium that made their opinion worth subpoenaing. But in the midst of all the funeral tones a few up-beat notes were heard.

Veteran performer Garry Moore predicted that "quality material" would be back on the air by the 1962-63 season. News and public affairs producers Fred W. Friendly, Irving Gitlin and John Secondari followed one another to the stand to testify that creative freedom was supreme in their areas and that the future augured well for the same sort of "unrestricted" programming in other creative areas.

Terrific, Says Como ▪ NBC personality Perry Como declared that "tv has done a terrific job," and Pulitzer Prize winning writer Tad Mosel expressed belief that "tv has its cycles just like other mediums." He prophesied the imminent demise of violence and rebirth of fine drama.

Producer Albert McCleery saw a reversal of the action-adventure and western trend by the '62-'63 season; and former NBC executive Sylvester L. (Pat) Weaver predicted improved tv service in the very near future.

Almost all the witnesses were agreed that come-what-may there is a great public appetite for fine programs and enough available talent around to create it.

The evidence wasn't overwhelming, conclusive, nor convincing but a hint of things to come.

It's too late for next season, network schedules are locked-in, they said, adding that programming-in-balance and "over-emphasis on violence" will still be with us with the big change coming a season later.

At the close of the hearings, FCC Chief Counsel Ashbrook P. Bryant (see story below) expressed the hope that no "retaliatory action" would be taken by television people against those witnesses who specifically named names in criticizing various aspects of tv practices (CLOSED CIRCUIT, June 26). At a future date—probably by late fall or early winter—the commission study group will hold its next phase of the hearing. Details have not yet been determined.

A running account of the final sessions (June 26-29) follows:

Can Reject Sponsors ▪ Garry Moore, CBS-TV performer and first witness to testify June 26, said his contract with the network permits him to reject certain types of advertisers which would detract from the program's "image." He cited deodorants specifically and said that, on certain occasions, he has turned down network requests to place this category of sponsor on his programs (*The Garry Moore Show* and *I've Got A Secret*).

Under questioning, he conceded that he had had "some differences" with the network on the number and spacing of commercials on the variety show, because, in its early years, seven commercials were carried on the program. He added that only five commercials are carried now, but acknowledged it was because the show "now has a track record."

Quality Ahead ▪ Mr. Moore said there has been "a sameness" to tv programming in recent years and pointed to a preponderance of westerns and action-adventure series on the air, and added: "I sense a genuine concern on the part of network management to produce more live drama. It won't happen right away—it'll be as dreary as ever next season. But within the limits of talent available, I believe you will see more 'quality' material on the air by 1962-63."

George Schaefer, president, Compass Productions, New York, told the hearing there was a "considerable" audience for "serious" tv drama, and estimated that *Hallmark Hall Of Fame*, which his company produces, reached an audience ranging from 10-million to 30-million viewers, depending on the production shown. Mr. Schaefer said there was "a huge void" on tv because of an absence of "good drama and good music" in the medium, and attributed this condition to "a lack of courageous sponsors."

Taboos Cited ▪ Audrey Gellen, a producer for Talent Assoc.-Paramount Ltd., said it was difficult to obtain top writers for serious tv dramas because of sponsor taboos. Miss Gellen claimed many sponsors are "afraid" to underwrite plays with political and racial themes and stated that du Pont expressed considerable apprehension of Talent Assoc.'s productions of both *The Member of the Wedding* and *The Lincoln Murder Case.*

FCC: no vendettas, please

In a threat as hollow as the center of a dum-dum bullet, FCC Counsel Ashbrook Bryant closed the program hearing in New York by warning broadcasters that the commission would look askance at any that retaliated economically against the dissident industry witnesses that had appeared.

He expressed the FCC's "appreciation" to those who testified and held forth the agency's protection of the witnesses. "I am authorized by the commission to state that it is also confident that the testimony given here will not be made the basis for any actions which would adversely affect the professional careers or future activities of these witnesses. It is perhaps unnecessary to add that retaliatory action against witnesses in a hearing such as this would hardly comport with the responsibilities assumed by the commission licensees."

By what adjudicatory process the FCC would determine a witness had been "retaliated against" if no one would buy the services of a producer, director or writer, Mr. Bryant did not vouchsafe.



A counsel counsels

One of the central characters in *Member,* she said, was a Negro governess and Du Pont "objected to her holding children in her arms too close to her bosom." The other production dealt with a theory held that well-known political figures knew Abraham Lincoln was to be murdered and did not try to prevent it. Miss Gellen testified that Du Pont objected because "you can't knock patriotic figures." It was not brought out if either of the tv dramas was revised.

News Left Alone ▪ Fred W. Friendly, executive producer, *CBS Reports,* told the hearing that advertisers have never interfered with the editorial portions of that program and said his sole responsibility is to CBS News and CBS Inc. He believed this sponsor non-interference is traditional in news-type programs because "journalists on responsible publications, through the years, have fought to keep editorial and advertising contents separate and distinct." In reply to a question, Mr. Friendly said he would like "to see more freedom on drama programs."

Just the Advertisement ▪ The producer also told the hearing that in his range of experience "CBS has done nothing remotely resembling censorship." He recalled that a potential advertiser, who he would not further identify, once wanted some words deleted from the *Year of the Polaris* program. Mr. Friendly refused the request, the advertiser was lost and the network did not interfere. On his shows, Mr. Friendly said, "the advertiser has only the privilege of inserting his advertisement."

The next witness, Irving Gitlin, executive producer of creative projects, NBC News and Public Affairs, echoed Mr. Friendly's testimony. He said that in making of documentaries for NBC "no external influences" have ever been exerted. Next season, he predicted, the largest number of public affairs programs in the history of broadcasting would be produced. A venture supported by a lot of advertising interest. He said the only question is "can we produce many shows of high quality? The public's appetite is so high" for this type of programming, "that we will be hard put to satisfy it."



Dave Garroway admits his doubt of the value of program ratings.

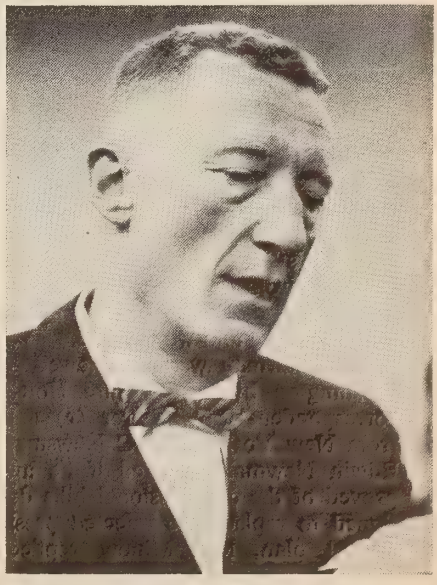
Public Affairs Boom ▪ John Secondari, executive producer of special projects, ABC-TV, and the third public affairs executive in succession to testify, said there was "a tremendous upsurge" in public affairs programming, noting that his network "had immensely increased its budget to almost three times what it is this year," and has 21 public affairs programs scheduled for next season. He also said that while the network (unlike CBS and NBC) allows an outside company like Time Inc. to produce documentaries, the network "always retains full and complete documentary control." Mr. Secondari added, however, that Time Inc. will not be associated with the network next season.

Fred Coe, an independent television producer, on Tuesday took issue with virtually all of the writers and directors who had worked under his supervision on *Philco-Goodyear Playhouse* by insisting that advertiser interference was at "a minimal." In earlier testimony, writers and directors had claimed that Mr. Coe had had to "battle" continuously with advertisers on *Playhouse* over subjects to be treated, but Mr. Coe asserted:

"Of course, we did have discussions about what we could do. But basically the atmosphere was friendly."

Mr. Coe testified there is a "large minority" audience for tv drama, and offered the view that the decline of such programs is traceable largely to the rating system. The action-adventure and westerns have garnered large ratings, he said, and blamed cancellations of *Playhouse* and another of his programs, *Mr. Peepers,* on the "rating system."

Need 'Strong' Producer ▪ Albert McCleery, a CBS-TV producer, testified that "you don't run into trouble with sponsors when you have one strong man to whom responsibility is dele-



Producer Herbert Brodkin sees "continual" problem of interference.

Como most casual of FCC hearing witnesses

Perry Como testified to a standing-room only audience that was mostly made up of teenage girls and Federal Court House employees.

Attired in a bright yellow basque shirt and checkered sports coat he was the most casually dressed of all the witnesses at the hearings. During most of his testimony he chewed gum and made little physical and verbal asides to the audience.

At one point when FCC assistant counsel James Tierney remarked that, "I don't want to put words in your mouth," Mr. Como quickly replied, "I wish you would."

Before taking the stand Mr. Como was overhead telling Mr. Tierney, "I'm a dope about these things, please don't make me look like more of one than I am." Throughout his interrogation he pleaded ignorance. After he left the stand Mr. Como was mobbed by his squealing fans.



gated." He indicated the producer of the show should be the individual with the final word, but said that today decisions seem to be made by "a committee" of the networks and agencies. Mr. McCleery said he had encountered difficulty with sponsors only rarely, but pointed out he had operated under the principle of preparing productions that would preserve "high standards and a sense of responsibility."

Mr. McCleery echoed the sentiments of other witnesses who had pointed to an "imbalance" of programs on the networks—a preponderance of westerns and action-adventure shows and a scarcity of serious drama programs. But he expressed the view the 1962-63 season would show a reversal of the trend because networks and advertisers are becoming "sensitive" to the criticism levelled by the government and other opinion-making organizations. He offered one suggestion:

"I think the credits at the end of each show should list the names of the account executive at the agency, the advertising manager of the sponsor and the programming executive at the network who selected the show. I think you would have better shows on tv if these people responsible for programming were named. I think their pride would be hurt if their name were associated with a mediocre show."

Fight Among Networks ▪ Irving Mansfield, president of Impa Productions, a tv packaging company, attributed the "imbalance" in programming to "a fight that is going on among the three networks to become bigger," and added: "Each one is striving to become bigger than the other and the result is this 'imbalance.' "

Mr. Mansfield agreed with other witnesses that the ratings are virtually "all-important." But he said he felt a show did not necessarily have to be among the top ten to be successful, indicating that the show may have other values to a sponsor than wide circulation.

Ratings Best Yet ▪ H. William Fitelson, general counsel to the Theatre Guild and managing director of its radio and tv departments, said while ratings may not be the best method of measuring numbers of viewers, "no one has as yet devised a better method." He added that they are "just as fair and unfair to one program as the other," and at best they might measure quantity but not quality of an audience.

Mr. Fitelson feels that there is great public interest in tv and thus "programming should be designed for the entire public not just the largest segment of it."

In this connection he suggested: full disclosure be made of the names of all people who, directly or indirectly, own stock in tv stations and networks; a national, government-controlled, nonprofit and non-commercial network be created; and that legislation be passed to restrain networks from "producing or owning interests in production." (News, special events and public-affairs programs excepted.)

In explaining his network "restraining" proposal, Mr. Fitelson said, "The networks control the marketplace and they control production as well."

Garroway Sees Dilemma ▪ Performer Dave Garroway, a long-time host of NBC-TV's *Today,* said he believes broadcasters are faced with a dilemma: on the one hand, they must program in the public interest and they also must operate as a free enterprise entrepreneur (for profit). He expressed the view that a program such as *Today* can meet this challenge but he doubted the program's formula could be widespread. In reply to a question, Mr. Garroway said he was "dubious" about the value of ratings.

Ralph Nelson, a Hollywood tv producer-writer-director, recounted several episodes to indicate networks and advertisers are interested mainly in action-adventure rather than quality drama shows. He stated he had completed a series pilot called "Mr. Doc." for CBS Films, and was told agencies rejected the program because it had "no sex and violence." Mr. Nelson, who is now associated with Four Star Productions, told of another setback. Last winter he was advised by Four Star executives that a *Dick Powell Show* would be produced for the fall for NBC-TV as "a great, dramatic program," and he was told to round up "the best available writers, producers and directors" for this series. Several weeks later he said he learned there was a change in plans. NBC-TV, he was advised had insisted that the *Dick Powell Show* be a dramatic series with action-adventure stories patterned along such motion pictures as *The Maltese Falcon* and *The Treasures of Sierra Madre.*" Mr. Nelson indicated he was "disappointed" and said he could not induce top writers



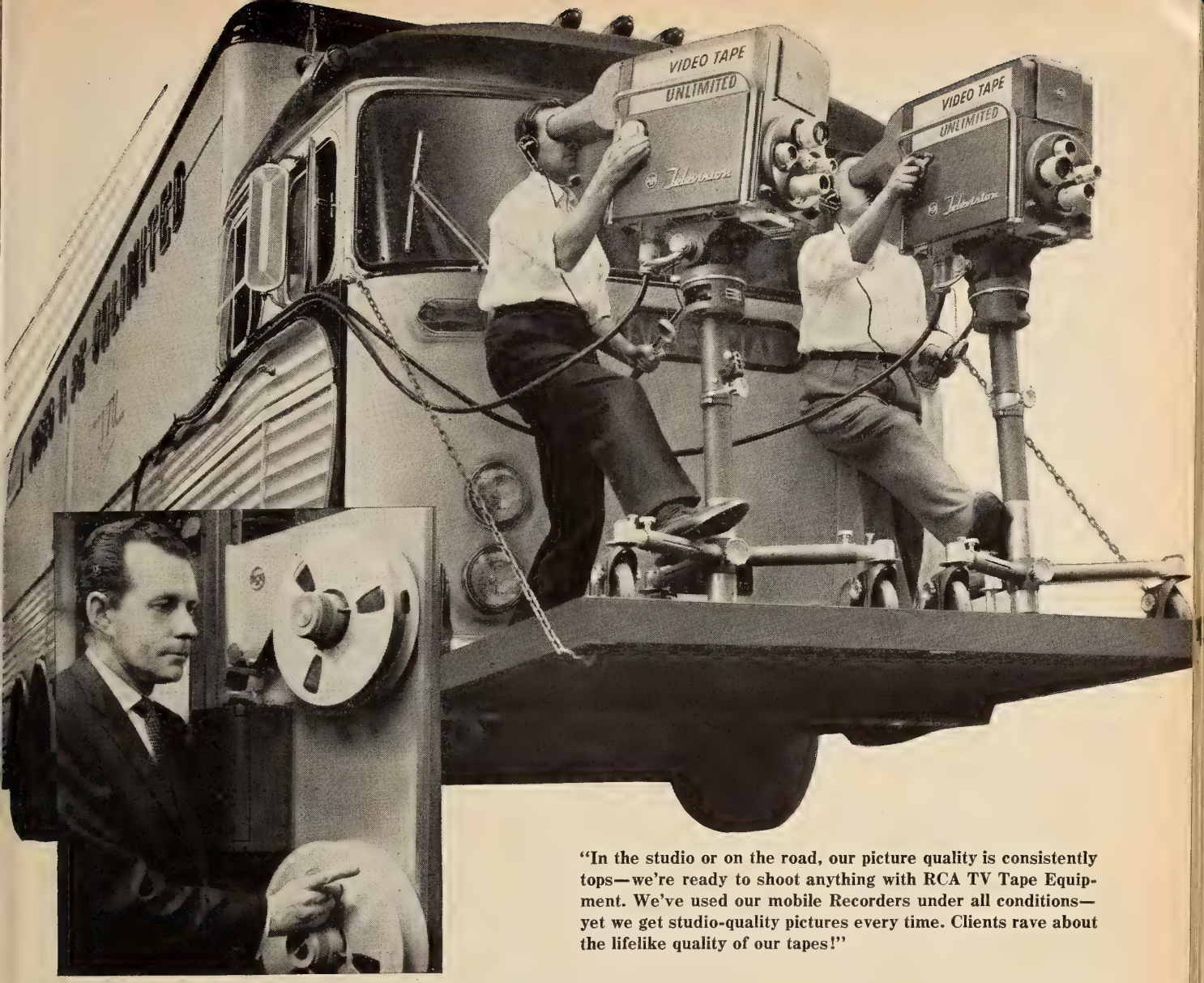
Minow appears on one of tv's fertile gardens

Much in demand as a guest star, FCC Chairman Newton N. Minow (l) appeared Wednesday on his third network show in two months on NBC-TV's *Today*. He exempted the program from his "wasteland" category and praised it as being generally informative and worthwhile.

The chairman was interviewed in Washington by NBC White House correspondent Ray Scherer (r) and from New York by NBC Newsman Edwin Newman. Asked if he approved of the congressional bills designed to replace the rejected presidential plan, Mr. Minow replied, "Oh, yes. They go a long way towards unshackling us from dreary and dismal red tape and I'm very satisfied with them."

Mr. Minow said President Kennedy had liked the chairman's State of the Airwaves message to the NAB convention and pointed out that the President reappointed him to a full seven-year term on the commission the day after the reorganization plan failed. Mr. Scherer characterized this as a "vote of confidence" from the White House.

Chairman Minow said he hoped the program improvements he has recommended will become evident on the networks the season after next and that local stations will incorporate some of them before then.



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and directors to contribute to this series.

Richard M. Saul, acting chief of the Complaints and Compliance division, FCC, testified FCC Chairman Minow's recent talk criticizing tv as "a vast wasteland" drew "the largest volume of mail from a single speech made by a commission chairman." He said that as of June 23, 4,278 pieces of mail had been received. Of this total, 98 percent expressed agreement with chairman Minow's views, according to Mr. Saul.

"They Make Cheese" ▪ Perry Como star of NBC-TV's *Perry Como Kraft Music Hall* and president of his own tv packaging firm, Roncom Productions Inc., testified that NBC doesn't have any proprietary or equity interests in his program. He said he never had any differences with anyone, "as far as what we can do on the tv show." About his sponsor the entertainer said, "They make the cheese and we put on the tv show." Mr. Como, who was accompanied by his lawyer, declined to comment on diversity and balance on tv on the basis he doesn't have the time to see enough prime time shows.

Mr. Como, in a brief statement, also said he was "sickened" by the way tv has been "picked on and re-picked on" by other witnesses who testified in the two-week hearings. He asserted "tv has done a terriffic job," and suggested that so-called intellectuals that don't like it can just flip the little dial and it's all over."

Interference ▪ Mr. Como was followed to the stand by Herbert Brodkin, a producer of 21 *Playhouse 90* plays and now head of his own production company. He said producers of fine tv plays face a "continual" problem of interference because network programming and agency people, among others, "all seem to think they know more about what makes a good play."

The producer recalled that when producing the *Alcoa-Goodyear Playhouse,* he would save the "tough plays" for the weeks Alcoa sponsored the program and would schedule the superficial dramas for the Goodyear weeks. "Alcoa was most cooperative, most intelligent, most enlightened sponsor," Mr. Brodkin declared. "Goodyear was just the opposite." He went on to say that the more realistic the play, the harder it was to get it approved and "the more we fought, the more we accomplished."

He singled out Hubbell Robinson, Tom McAvity and Charles Underhill, who formerly were in charge of programming for CBS, NBC, and ABC, respectively, as knowledgeable men who taught creative people to "give a little, roll a little and come back strong."

Montgomery Comment ▪ Robert Montgomery, veteran performer and producer of the former *Robert Montgomery Presents* program (NBC-TV), was highly critical of today's programming, insisting it consists largely of "blood- thunder- and sudden-death" stories. In this connection, he voiced the view there is a "causal relationship" between crime and violence on television and the acts and attitudes of teenagers.

Mr. Montgomery said that since networks control the contents of prime time on television, they also dictate what is placed there. In essence, he said, networks control both prime time and the contents of these segments. He suggested there may be two solutions—a broad experiment of pay tv and government inquiry leading perhaps to prohibiting networks from control of production, with the exception of news and public affairs programs.

Doubts Advertiser Control ▪ Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson Corp. (International) and former NBC chairman, echoed other witnesses' views on the decline of quality programs but differed with many when he asserted: "advertiser control is not a factor" in television. Advertisers, he said, did control radio programming, and, at the outset, attempted to gain control of tv programming but were resisted by the networks.

Without being explicit, Mr. Weaver indicated networks abandoned their earlier goals of providing a broad base of entertainment and information and succumbed to the "Hollywood B picture" trend. He insisted that viewers "want to be sold on the better not the worse" and claimed that "they will respond to adult appeals, although not all the time." As examples, he cited the large number of dramatic, music, opera, ballet, special events and other varied programs carried on NBC-TV during the seven years (1949-56) of his stewardship.

Mr. Weaver said he was optimistic about the future, and expressed the belief that improved television service will emerge as a result of "the public outcry of the last few years; because of the increasing knowledge and bitterness of many artists who have not been given a place to work in television, because of the interest of the FCC and Chairman Minow's declaration that the public that owns the air can be considered in the future as an interested party."

FCC: survey local program needs

THAT'S ORDER IN DENYING ELIZABETH FM

An applicant for a new fm station in Elizabeth, N. J., was denied a construction permit by the FCC last week on the ground no survey had been made to determine local needs and that programming proposals were "prepared by individuals totally without knowledge of the area they seek to serve."

In ruling the "public deserves something better," the commission denied the application of Suburban Broadcasters whose principals, Patrick Henry, David Larsen, Stewart B. Kett and James B. Glenn Jr., also have applied for new fm stations in Alameda, Calif., and Berwyn, Ill. Identical programming proposals were used in all three applications, the commission said. The Illinois application was dismissed. Mr. Henry owns KJAC (fm) Alameda.

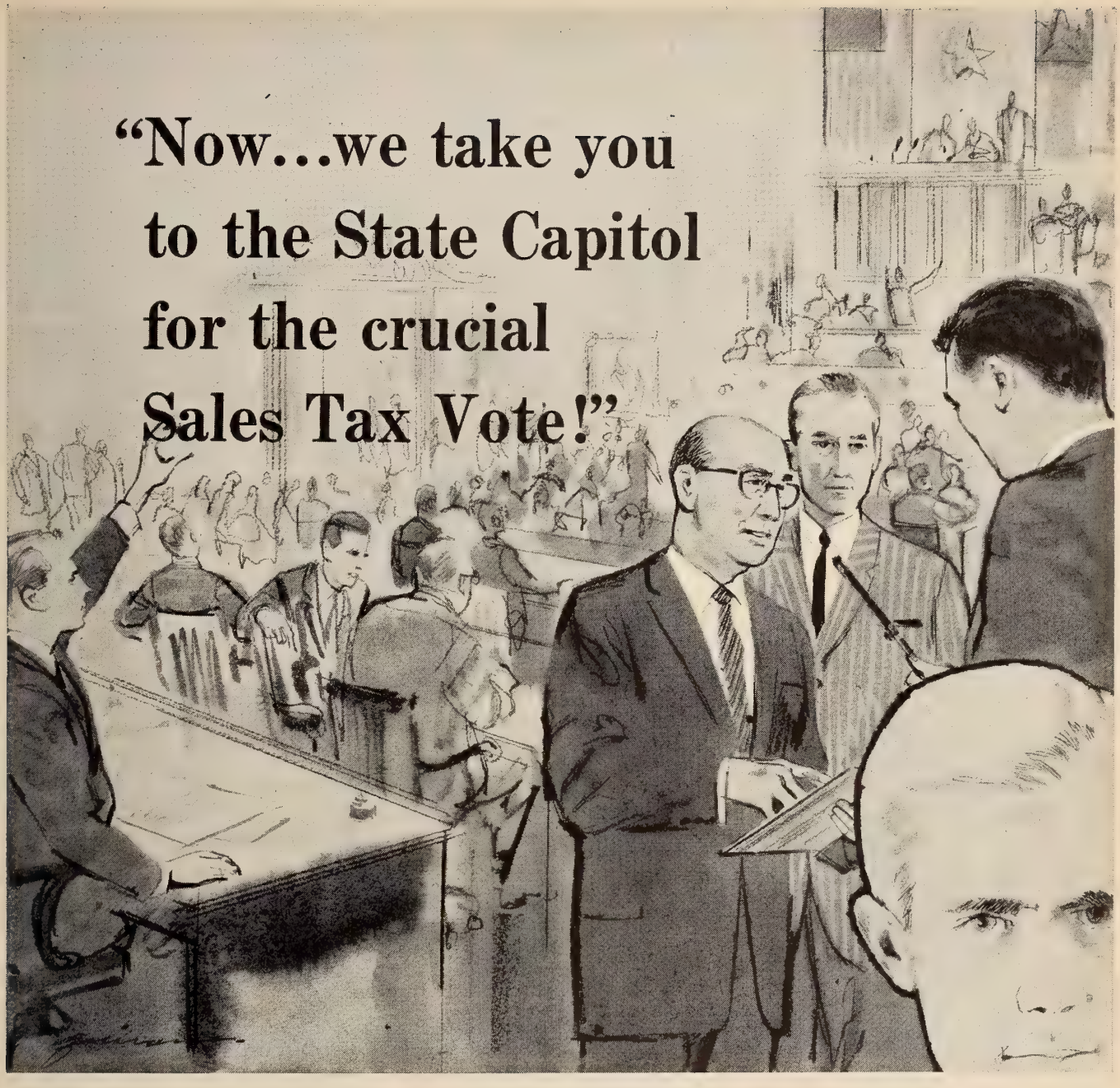
A commission hearing examiner had favored a grant to Suburban and stated in his initial decision that Elizabeth programming needs may be served in the same manner that such needs are served by fm stations generally. The FCC decision took a completely opposite view.

Satisfy Community Needs ▪ The commission stated that it has generally presumed that an applicant would satisfy the programming needs of the community he seeks to serve and that he would have knowledge of such needs. Such an assumption cannot be used, however, when it is demonstrated that the applicant has taken no steps to familiarize himself with the community needs, the FCC continued.

While recognizing a need for the first Elizabeth service which Suburban proposed, the commission said that a local outlet for community self expression must also be provided and that Suburban has made no inquiry into the characteristics or particular needs of Elizabeth.

"The evidence admits of no other conclusion than that Suburban's program proposals were not designed to serve the needs of Elizabeth," the commission stated. "The applicant has made no showing as to Elizabeth programming needs and a determination of whether Suburban's program proposals would be expected to meet such needs is rendered impossible. In essence, we are asked to grant an application prepared by individuals totally without knowledge of the area they seek to serve. We feel the public deserves something more in the way of preparation for the responsibilities sought by applicant than was demonstrated."

The decision was issued on a 4-2 vote with Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.



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OPTION TIME REMANDED

FCC gets its wish as court sends case back for reconsideration, while present rule remains

Network option time, the networks' time honored method of assuring station clearances, was officially back before the FCC last week when the U. S. Court of Appeals in Washington remanded, at the request of the commission.

Next step will be up to the FCC, which already has announced that it will reconsider its 1960 order reducing the allowable option time in the four daily time periods from 3 to 2½ hours (BROADCASTING, May 8). Earlier, the commission had asked the court to remand the case so it could reconsider (BROADCASTING, April 24).

Last week's court action was taken by Circuit Judges Warren E. Burger, E. Barrett Prettyman and David L. Bazelon. The court, in making the remand, retained jurisdiction.

The original commission order was appealed by independent KTTV (TV) Los Angeles on the grounds option time is a violation of the antitrust laws—a view shared by the Dept. of Justice. In reducing by one-half hour the allowable time an affiliate could pre-empt to its network in any given time segment, the FCC ruled that option time is "reasonably necessary" for network operations and that such operations are in the public interest.

In asking for the remand, the commission first said that its 1960 order, which went into effect last Jan. 1, would be vacated. The networks objected to this, however, and in its May notice of further rulemaking, the commission announced that the new rule would remain in effect pending reconsideration.

Comments Are Coming ▪ Following the court remand, the FCC now is in a position to set a deadline date for comments on these two issues:

- Whether time optioning is in the public interest.
- If option time is found contrary to the public interest, how should a rule be written to prohibit the practice?

Respondents were ordered not to discuss the question of whether option time is in violation of the antitrust laws. The commission, however, was pressed by the House Antitrust Subcommittee to make a ruling on this question when FCC Chairman Newton N. Minow testified before that body three weeks ago (BROADCASTING, June 19). Chairman Minow promised that the FCC would consider this question and Justice Antitrust Chief Lee Loevinger said his department would take further steps if the commission does not declare the practice illegal.

Also due to play a major role in option-time reconsideration by the commission is the program incentive plan of CBS and non-standard reimbursement contracts of all three networks. Government officials have openly expressed the view that such plans are designed to skirt option-time limitations and the commission already has started an investigation (BROADCASTING, May 29).

The commission has announced firm plans to expedite its reconsideration of option time and warned that filing dates, which have been awaiting the court remand, will be followed strictly. This date now is expected in the immediate future. Also, the commission stated in its May order, no reply comments will be accepted and that oral argument will be held after the comments are in.

RKO seeks more time on pay-tv experiment

Pay tv in Hartford is not just around the corner. It will be at least a year before the first coin will be dropped into a decoder.

This was made apparent in a petition for an extension of time to the FCC by RKO Phonevision Co., the only company authorized to date to conduct an over-the-air pay tv experiment (BROADCASTING, Feb. 27). The company asked that its authorization be extended to start July 1, 1962 instead of the current deadline, Aug. 23, 1961. Phonevision said it has gone forward with plans for feecasting over ch. 18 WHCT (TV) Hartford "with all possible speed" despite pending court action by theatre and other interests to prevent the test (BROADCASTING, March 27).

Zenith Radio Co., which is cooperating with RKO General in the proposed three-year experiment, will have completed the coding transmitting equipment by the end of 1961, the petition stated. "However, because of the lead time required for tools that must be obtained from outside suppliers, Zenith will not be able to start delivery of the decoders before May 1, 1962," the company reported.

Other Problems ▪ Programming problems present another roadblock, Phonevision admitted. It said it was anxious to be able to present prospective subscribers a firm and specific schedule of a reasonable number of committed programs covering the initial period of the trial.

Teco Inc., the programming arm of the Phonevision organization, has advised RKO that it is "in the process of concluding an exhaustive and comprehensive survey of program availabilities . . ," the company reported. Preliminary negotiations with U. S. and European motion picture producers have been conducted; surveys have been made of Broadway and off-Broadway stage productions and a study of educational-pay-tv possibilities are being explored—not only in the Hartford area but in colleges throughout New England and the Middle Atlantic states, RKO said. Operas, symphonies and specialty artists are also being considered.

The company told the FCC that in view of the progress it has made and the problems with which it is forced to deal that it feels it has established "good cause" for the requested time extension.

Procedures in ch. 5 case questioned by WHDH-TV

Ch. 5 WHDH-TV Boston last week asked the FCC to clarify and modify its May order setting out steps to be followed in further consideration of the *ex parte* tv case (BROADCASTING, May 29).

WHDH-TV, which received the ch. 5 grant in 1957 over three other applicants, maintained that there are serious procedural defects in the commission's plan as well as a fundamental question of fairness. In its May order, the FCC directed WHDH-TV, Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc., the three remaining ch. 5 applicants (DuMont had dropped out) to submit briefs "pursuant to the commission's decision of July 14, 1960 . . ." which vacated the WHDH-TV grant. These briefs are due July 24 with oral argument to be held later.

The Boston station said that under the court remand of the case, the FCC must consider its original 1957 grant as well as facts disclosed during the remand hearing. There is no basis for restricting further FCC action to accepting the 1960 decision without question and disregarding the 1957 grant, WHDH-TV maintained. The two decisions are equally binding on the commission, the station said.

Rule would limit owners of vhf-tv translators

Rulemaking which would deny vhf-tv translator licenses to broadcasters seeking merely to extend their coverage areas beyond their established bounds was proposed by the FCC last week.

The proposal, on which Commissioner John S. Cross dissented, would provide in substance that vhf translator licenses will be granted only to stations wishing to fill in "white" areas; areas which are for some reason islands of no

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reception within the boundaries of the stations' service contours. The commission's reason for the proposal is its belief that vhf translators are becoming "another weapon in the competition between tv licensees rather than an instrument to be utilized by people living in areas receiving little, if any, tv service." Unrestrained translator licensing could also result in programming duplication, the commission said.

The commission emphasized that the proposal would not, however, place any further restrictions on the operation of uhf translators. Comments are due Sept. 15.

USIA BUDGET

Senators pleased by Wheeler's testimony about tv service

Like any commercial television producer, Romney Wheeler, director of the U.S. Information Agency's television service, has found it's easier to ask the sponsor for a bigger budget if his shows are getting demonstrable results.

Mr. Wheeler testified last week before a Senate Appropriations subcommittee, headed by Sen. John L. McClellan (D-Ark.), asking for restoration of $518,400 cut from his budget by the House. The agency is asking $2,258,500 for television activities for the 1962 fiscal year.

Mr. Wheeler reported that some USIA programs, broadcast across the Iron Curtain, had drawn howls of rage from communist leaders.

He said USIA "drew blood" from the communists with a film on Commander Alan B. Shepard's space flight, which was broadcast from West Berlin ad received on sets in East Germany. Mr. Wheeler said an East German commentator got on the air a week later and called the film "ditry propaganda."

He also told the senators of *Castro, Cuba, and Communism,* a "hard-hitting" film on the perversion of the Cuban revolution, which was acquired from WPIX-TV New York, and of an agency-produced film dealing with disenchanted refugees of that revolution. Both films received wide distribution in Latin America, where, Mr. Wheeler said, local stations accept virtually everything the tv service makes available.

To the subcommittee members who had been questioning USIA officials for almost a week in hopes of turning up examples of how the agency had "shown up" the communists, Mr. Wheeler's testimony was particularly refreshing. Sen. John Stennis (D-Miss.) turned to USIA Director Edward R. Murrow and asked if he didn't think the tv service was asking for too little in the way of funds.

Mr. Murrow agreed that the television budget would provide "a puny effort"—about enough to finance a half-hour western series on network tv for one season. But he noted that the service was established only two years ago, and was due for "rapid expansion."

The senators were advised the budget would be revised upwards. The $2.4 million supplemental budget request the agency will seek (BROADCASTING, June 26) contains $531,000 for stepped-up television activities in Latin America and Southeast Asia.

FCC-FAA members discuss tall towers

Two representatives of the FCC General Counsel's Office met last week with members of the Airspace Utilization Div. of the Federal Aviation Agency to discuss a new FAA rule which in effect gives the aviation agency the final word on height and placement of broadcast towers (BROADCASTING, June 19).

An FAA spokesman said the discussions were "in-house—intra-government" in nature. Daniel Ohlbaum, assistant general counsel and John O'Malley, the FCC representatives at the talk, were equally loathe to disclose the essence of the discussions. Jurisdiction over tall towers has been a bone of contention between broadcast and aeronautical interests for several years. In the past the FCC has vigorously defended its prerogatives, citing provisions of the Communications Act as reserving final say-so on towers to the FCC.

Court doesn't consider MCA's plea against FCC

The Court of Appeals in Washington last week refused to consider an appeal by MCA Inc. and its vice president, Taft B. Schreiber, against an FCC subpoena requiring submission of records and oral testimony on the company's tv programming.

A three-man court consisting of Circuit Judges David L. Bazelon, Warren E. Burger and E. Barrett Prettyman ruled that it did not have jurisdiction and dismissed the appeal. At two separate appearances in Los Angeles hearings, Mr. Schreiber had refused to submit the records and answer questions of FCC counsel (BROADCASTING, March 13).

The next step in the legal battle is up to the commission and/or the Justice Dept. It was speculated that court action will be instituted in Los Angeles against MCA and Mr. Schreiber under Sec. 409 (g) and (m) of the Communications Act. The latter would constitute a criminal action which calls for a fine of from $100 to $5,000 and a prison term of not more than one year. Sec. 409 (g) action would be a move to force the witnes to appear and answer questions.

Mr. Schreiber was prepared to testify last March on a confidential basis but the commission refused to accept this condition. The dispute arose in the FCC's 2½-year-old program inquiry which was in session in New York last week (see story, page 40).

FCC to reverse examiner in Moline ch. 8 case

The FCC on June 28 issued staff instructions which look toward granting the application of Moline Television Corp. for a new to station to operate on ch. 8 in Moline, Ill.

The step, which does not yet constitute a grant, would reverse an April 28 initial decision by Hearing Examiner Charles J. Frederick, which favored Community Telecasting Corp., one of four other applicants competing for the same facilities. The other three are Illiway Television Inc., Midland Broadcasting Co. and Tele-View News Inc. Oral argument of the case took place on June 2.

Principals of Moline Corp. include Francis J. Coyle (12.5%), Victor B. Day, David Parson, ex-WGN head Frank P. Schreiber (each 10%), Richard Stengel (9%), Charles C. Agnew, L. S. Helfrich and Samuel M. Gilman (each 5%), with the remaining interests being divided among 15 others.

JFK pushes satellite research

SPACE COUNCIL TO MAKE COMMUNICATIONS STUDY

A top-level study of ways to develop a communications satellite system as early as possible was ordered June 24 by President Kennedy. The study will be conducted by the Federal Space Council, headed by Vice President Johnson.

This will be the first major inquiry by the White House into the problems involved in setting up this revolutionary use of satellites as space relay stations.

Heretofore policy problems have been studied mainly by National Aeronautics & Space Administration, from a technical viewpoint, and the FCC, from the standpoint of ownership and operation. FCC has been represented as leaning toward ownership and operation of a space relay system by a group of international communications firms.

The President's letter ordering the inquiry did not make any recommendation looking toward private operation and ownership. President Eisenhower on the other hand had recommended a private system.

The Cost of Freedom — One of a Series



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Their Christ . . . **LENIN**

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The godlessness of communism is chillingly plain. So what's the point? Simply that they compete with us in selling morality of government to the world. The danger is that we may not understand their concept of morality . . . and thus expect *them* to apply *our* concept of morality to their actions.

Here is the "morality" that faces us.

"We, of course, say that we do not believe in God . . . We say that our morality is entirely subordinated to the interests of the class struggle." ★ ★ ★

★ ★ ★ "When people talk to us about morality we say: For the Communist, morality consists entirely of compact united discipline and conscious mass struggle against the exploiters. We do not believe in eternal morality, and we expose all the fables about morality . . . "

—Selected Works, V. I. Lenin, Vol. IX, pages 475 and 478. Published by Cooperative Publishing Society, Moscow, 1935.

Only through knowing the hard-core of communism, factually documented, will we be able to understand it, and take steps not just to contain it, but to offer something better to the world: Freedom.

We believe this "sales campaign" should begin at home. It's not enough to know what we are against. We must know *why*.

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FCC reorganization moves along on Hill

SENATE SUBCOMMITTEE, HOUSE COMMITTEE APPROVE SIMILAR BILLS

Congressional action to revamp the FCC along lines recommended by the agency hit full stride last week.

The Senate Communications Subcommittee on Wednesday held a brief hearing on the reorganization measure that was drafted in cooperation with the FCC (BROADCASTING, June 12); then promptly sent it on to the parent Commerce Committee. The measure (S-2034), introduced by subcommittee chairman John O. Pastore (D-R.I.), is expected to be reported to the floor this week.

The House Commerce Committee, meanwhile, approved a virtually identical bill (HR-7856), Wednesday, only two days after it was introduced by the committee chairman, Rep. Oren Harris (D-Ark.) (AT DEADLINE, June 26).

With this kind of drive evidenced by the congressional committees directly concerned with regulatory-agency matters, observers at the FCC and on Capitol Hill predict enactment of reorganization legislation within a month.

Rep. Harris junked his earlier FCC-reorganization proposal (HR-7333) after representatives of the FCC, NAB and other interested groups told him at a hearing last month (Broadcasting, June 19) they preferred the Pastore bill.

Both Senate and House measures, which would allow the commission to delegate any of their tasks and to exercise discretion in granting review and permitting oral arguments, are designed to give the commission some of the flexibility intended for it by the ill-fated Presidential reorganization plan.

Two-Step Appeal ▪ Essentially, they would set up a two-step procedure for appeals. Parties would have the right to file exceptions to initial decisions and to have those exceptions considered by some review authority. If still unhappy, litigants could apply for review by the full commission. The commission, however, need not grant review, as it now does. And if it did, it would not have to hear oral arguments.

Both bills omit the most controversial feature of the President's plan—that permitting the chairman to assign personnel, including commissioners, to delegated tasks. That function would remain with the commission.

But, as FCC Chairman Newton N. Minow observed in his testimony before the Pastore subcommittee Wednesday, the commission could, under both bills, delegate the assignment responsibility to the chairman.

The commission has already given the chairman this job in many non-adjudicatory matters, he said, "and undoubtedly would delegate further authority to assign staff personnel to hear adjudicatory cases" if the Pastore bill were enacted.

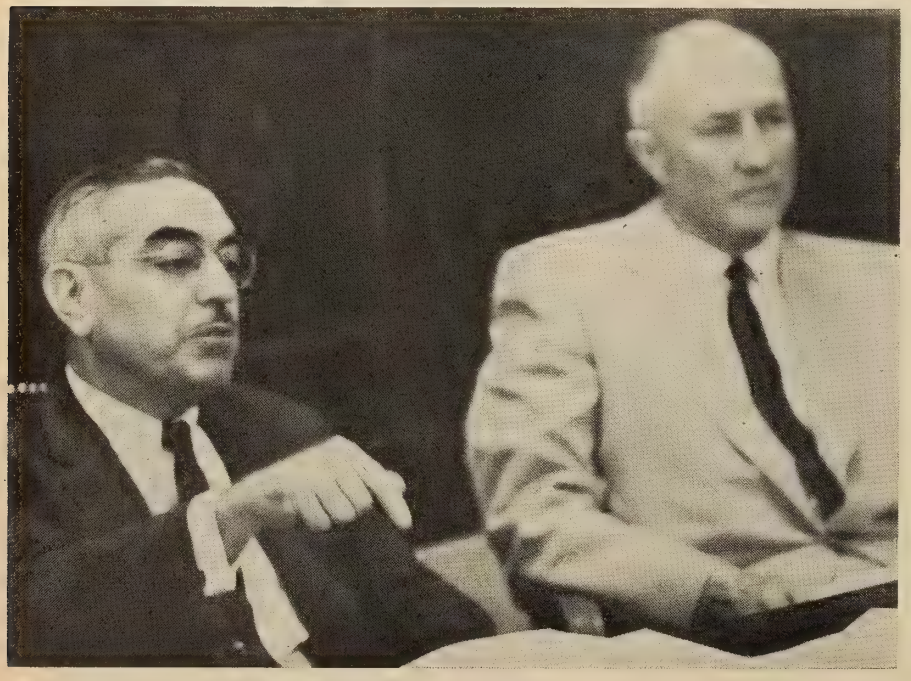
With most of his colleagues sitting around him during his testimony, Mr. Minow expressed the commission's endorsement of the Pastore bill's "objectives"—and most of its provisions. Giving what he said were the "consensus" views of his six fellow commissioners, Mr. Minow said the bill would permit the agency to expedite its work and "cut down on the administrative lag."

He also gave assurances that the commission would "not delegate the development of policy or major legal doctrines to an employe board or even a panel of commissioners." The commission, he noted, has not delegated decision-making responsibility in important non-adjudicatory matters, which it has long had the power to do.

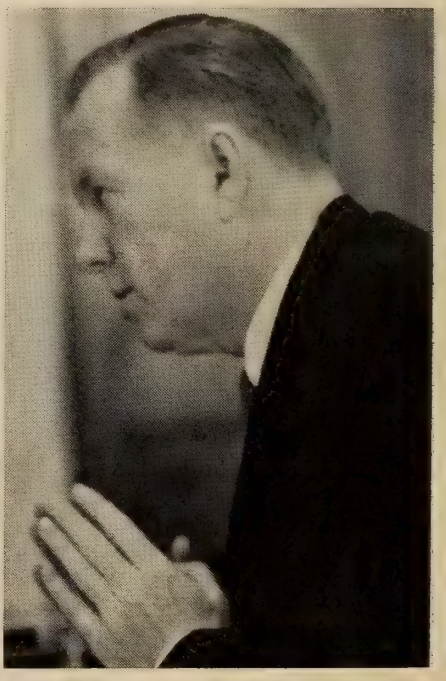
Likes Limitation on Appeals ▪ Going beyond his prepared statement in answer to a question, Mr. Minow gave his personal endorsement to the one feature of the Harris bill that has no counterpart in the Pastore measure—the provision permitting the commission to rule out in advance the possibility of review for certain classes of minor cases. The right of appeal in these cases would be limited to filing exceptions to initial decisions.

"Certain cases are just not important enough to concern the full commission," Mr. Minow said. There was little likelihood, however, that Sen. Pastore would incorporate this limitation on the right of review in his bill.

Sen. Pastore's determination to push his bill along the legislative path was



Sen. John O. Pastore (D-R. I.), subcommittee chairman, drives home a point as Sen. Strom Thurmond (D-S.C.) observes the proceedings.



Robert M. Booth Jr., FCBA president, strikes a prayerful pose.



The FCC fielded practically a full team for the Senate Communications Subcommittee hearing on Wednesday. Clockwise from the front they are Commissioners Robert E. Lee, T.A.M. Craven, Robert T. Bartley (partly hidden), Rosel H. Hyde, John S. Cross, Chairman Newton N. Minow, Associate General Counsel Henry Geller and General Counsel Max Paglin. Absent was Commissioner Frederick W. Ford who was out of town.

evident in his questioning of Robert Booth Jr., president of the Federal Communications Bar Assn. Mr. Booth said the association favored "the objectives and many of the provisions" of the bill, but then began ticking off a series of recommended changes.

Sen. Pastore finally broke in to remark, "You say you like the objectives, but so far you don't agree with one line of the bill."

He turned aside, among others, FCBA suggestions that the right of oral argument be retained and that the present prohibition against the commission consulting its key employes on adjudicatory matters be kept. Both the Pastore and Harris bills would permit the commission to seek the views of employes not involved in the case under discussion.

Pastore Buys One. ▪ The senator did, however, accept an FCBA suggestion that some assurance be given that personnel conducting reviews of initial decisions have qualifications equal, if not superior, to the examiners who pass on the original pleadings. This recommendation, it was learned, will be contained in the committee report accompanying the bill.

The only other witness Wednesday was Leonard H. Marks, one-time assistant general counsel of the FCC and former president of the FCBA. As he has at previous hearings on FCC reorganization matters, he recommended that an administrator be appointed to handle all routine cases. He said such an official could save half the commission's time.

Mr. Marks agreed with Sen. Pastore's view that the commission has the authority under present law to appoint such an administrator. But, he said "experience shows" that the commission is reluctant to take action of that nature "unless directed to."

CBS, in a letter to the subcommittee, went along with most of the proposals in the bill, but recommended that three commissioners, or "a majority less one," be permitted to call up a case for review. Under the Pastore and Harris bills, a majority of the commissioners would be required.

Industry group meets FCC on 'plugola' rules

A special committee representing the networks and NAB met with FCC staffers last week in an effort to clarify ambiguities in the commission's rulemaking requiring disclosures of financial interests held by broadcasters or employes in products promoted over the air (BROADCASTING, June 10).

Current deadline for comments is July 10 but, as a result of last week's conference, this date will be extended. The meeting was described as exploratory with the industry men seeking a fuller explanation of just what is wanted by the commission. As presently drafted, the rules and cited examples cover many more situations than the commission actually intended, according to industry views.

The commission asked that suggested revisions be submitted, which the broadcasting representatives agreed to provide by July 14. Meeting with FCC Broadcast Bureau Chief Kenneth Cox and others were Douglas Anello, NAB chief counsel, Leon Brooks of CBS, Howard Monderer of NBC and ABC's Mort Weinbach, Dave Stevens and Al Schneider.

AT&T won't appeal WSAZ-TV rate case

AT&T has announced it will not appeal the initial decision of FCC Hearing Examiner Herbert Sharfman finding the company liable to reimburse charges of $14,541 asked by WSAZ-TV Huntington, W. Va. for alleged overcharges on summer programs feeds (BROADCASTING, May 22).

AT&T's acting general attorney George E. Ashley said in a letter to the FCC that instead of appealing the WSAZ-TV case, the company will revise its tariff schedule to eliminate any possible question as to how much will be charged for any specific service.

Mr. Ashley said "Our decision not to appeal has been made reluctantly, because we believe very strongly that the initial decision is erroneous. It is contrary to long-established methods of administering the company's applicable tariffs."

A spokesman for the FCC Common Carrier Bureau, under whose jurisdiction the case falls, said that as few as three or four broadcast stations would be affected by this decision.

The charges were made by AT&T on network pickups from Columbus, Ohio, to Huntington in 1958 and 1959.

Salt Lake stations lose catv test case

JUDGE RULES COMMUNITY ANTENNA SYSTEMS MAY PICK UP TV SIGNALS

A television station cannot legally prevent operators of community antennas from picking up their programs unless they are protected by copyright or an exclusive license.

This was the position taken by a San Francisco federal district court judge in a precedent-setting ruling handed down June 27.

The ruling came in a suit which was originally filed by three Salt Lake City television stations — KTVT, KSL-TV and KUTV—to enjoin two Idaho firms from intercepting and distributing their programs without their consent.

Not Unfair ▪ In denying a move by the stations for summary judgment, Federal Judge William T. Sweigert held that Cable Vision, Inc., which operates a commercial community antenna service in Twin Falls, Idaho, and Microwave, Inc., a microwave relay service, were not engaging in unfair competition.

The stations had asked for immediate issuance of an injunction on grounds the interception of programs for sale to subscribers would constitute a misappropriation of the fruits of their financial investment, skill and labor.

At present Cable Vision maintains two high-gain antennas for picking up the signals of three Idaho television stations. However, it and Microwave have announced plans for installing additional facilities to receive broadcasts from the three Salt Lake City stations, some 200 air miles away.

Cable Vision serves its Twin Falls subscribers by means of a coaxial cable. Subscribers are charged aout $100 to have their television sets hooked up with the cable, and they pay an additional monthly rate of $4 to $5 for the antenna service.

KLIX-TV Buys Service ▪ By arrangement with the Salt Lake City stations, station KLIX-TV of Twin Falls pays from $3.85 to $5 an hour for permission to rebroadcast their signals.

On the evidence presented so far, Judge Sweigert said, there was no clear showing that Cable Vision and Microwave were improperly enriching themselves by picking up programs beamed from Salt Lake City.

"The stations," he said in a 34-page opinion, "are in the business of selling their broadcasting time and facilities to sponsors to whom they look for profits.

"They do not and cannot charge the public for their broadcasts which are beamed directly, indiscriminately and without charge through the air to any and all reception sets of the public as may be equipped to receive them."

The two Idaho defendants, on the other hand, have nothing to do with sponsors, program content or arrangement of programs, the judge continued. The firms, he added, are only in the business of selling antenna service to a part of the public which the stations' programs were intended to reach but which cannot receive them under ordinary circumstances.

Must Show Exclusivity ▪ Judge Sweigert went on to say that when the case eventually goes to trial—no date has been set—the stations may back up their injunction demand by showing that their programs are protected by a copyright or an exclusive license arrangement.

He observed that the stations had conceded that the question of whether they have a common law copyright to programs which they themselves create is a subsidiary issue in the case.

The issue, however, was not sufficiently documented by the stations to justify a determination of the point by summary judgment, he said.

A full examination of the issue would require detailed identification and description of those particular programs involved in the stations' claim of common law copyright, the opinion elaborated. It said the necessary documentation would have to deal with the manner in which the programs were created, produced and arranged as well as all contracts pertaining to the programs and the stations' rights to them.

The judge commented that the problem presented by the case "is one of first impression and of great importance in the field of television."

Serve 700 Communities ▪ He noted that community antenna systems now serve some 700 communities in more than 40 states and have a viewing public of about 2,000,000 subscribers. He placed the investment cost at more than $100,000,000.

In pressing for summary judgment, the stations placed their main stress on the question of whether their broadcasts, regardless of program content or copyright, could be picked up without their consent.

They rested their case largely on a U.S. Supreme Court ruling of 1918 holding that International News Service was guilty of unfair competition when it picked up and distributed news originally gathered by Associated Press.

Judge Sweigert concluded, however, that the law of the supreme court decision could not be applied to the pending suit because the two cases have significant differences.

Differences ▪ "In the first place, Associated Press and International News Service were identical businesses engaged in the keenest competition to supply news to their respective members for sale to the public," the judge explained.

In the pending case, he said, the stations and the companies operating the antenna system are not engaged in the same kind of business. "They operate in different ways for different purposes."

The judge said further that, as distinguished from two press services competing for the same newspaper readers, operation of the Idaho antenna system does not interfere with the profits the Utah stations derive from sponsors.

"On the contrary, the practice may enhance plaintiffs' possibilities of profit in that field by extending the reception of plaintiffs' programs," he said.

In his view, the judge said, the only interference involved in the present

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case is interference by the Idaho companies with the tv stations' asserted right to charge for any rebroadcast or other relaying of one. He said the function of selling rebroadcast rights "is not only subordinate to, but inconsistent with" the primary purpose of a television station.

Rejects Argument ▪ Judge Sweigert went on to reject the stations' argument that the Twin Falls tv station will not continue to pay for rebroadcasting their programs if operators of the community antenna system are permitted to pick up the same programs.

He said the argument "begs the very question" of whether the Salt Lake City stations, apart from copyright or exclusive license laws, have a property right sufficient to support a requirement of consent by either KLIX-TV of Twin Falls or the defendants before they rebroadcast.

"We conclude, therefore, that the consent and payment arrangement which these plaintiffs have with KLIX Twin Falls, is not a solid base upon which to rest, in whole or in part, their claim of unfair competition," the opinion stated.

Turning to another aspect of the case, Judge Sweigert noted that the Salt Lake City stations conceded that owners of tv sets in the Twin Falls area either individually or in groups could put up their own antenna and receive the Utah broadcasts without infringing any of the stations' rights.

"The fact that owners, unable or unwilling to undertake the difficulties and expense of such construction, prefer to use the similar antenna service provided by defendants does not change the essential situation," he commented.

Principal Same ▪ "Defendants' antenna service facility is simply a more expensive and elaborate application of the antenna principle needed for all television reception. It does not otherwise differ from what the owners could do for themselves."

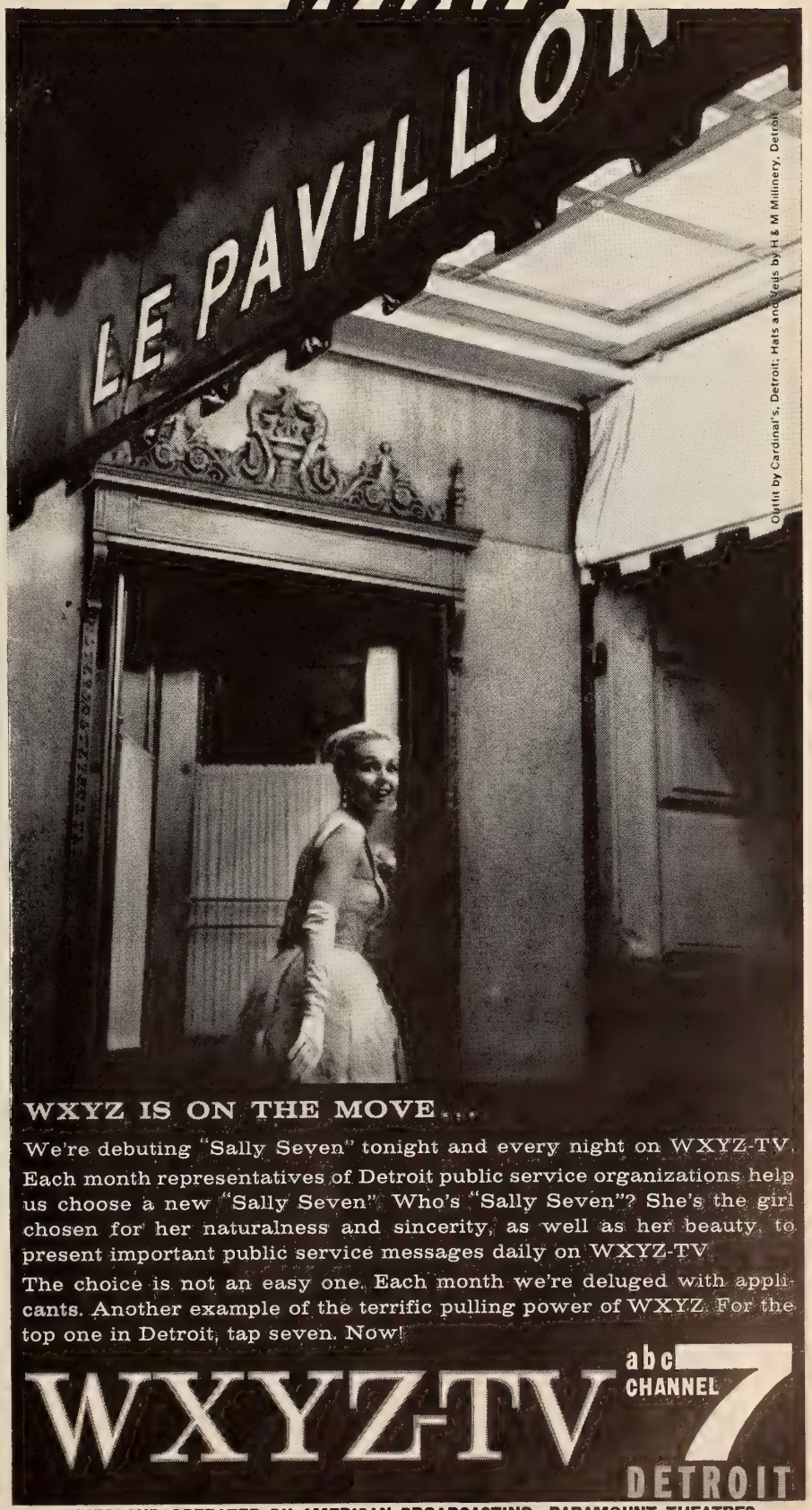
By agreement between the two sides in the case, argument on the motion for a summary judgment were heard last December in San Francisco. The ruling was filed in the federal district court for Idaho at Boise, where the case was initiated.

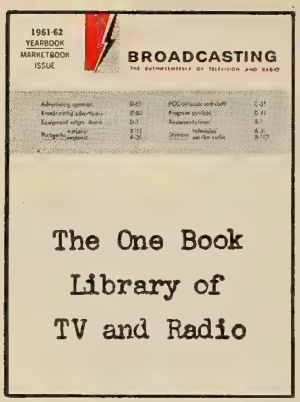
Each of the Salt Lake City stations brought a separate suit against the defendants in the case, but the three suits have been consolidated for court action.

Idaho Microwave received authorization from the Federal Communications Commission in December, 1959, to construct the additional facilities needed to pick up the Salt Lake City broadcasts.

The FCC later stayed the authorization pending further hearing.

W. L. Reiker is the owner of both Idaho Microwave and Cable Vision.





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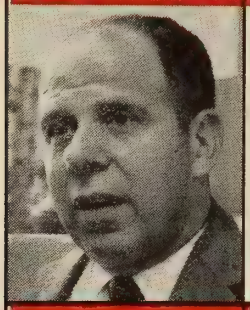
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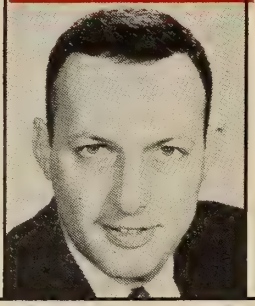


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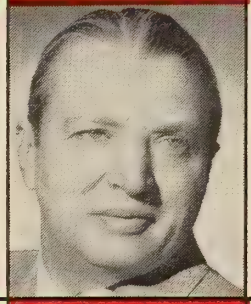


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Philco-NBC hassle thrown back to FCC

COURT CALLS FOR HEARING IN LICENSE-RENEWAL CASE

Philco Corp. last week won a major battle in its four-year fight with NBC-RCA when the U. S. Court of Appeals in Washington ordered the FCC to hold an evidentiary hearing on the 1957 renewal of license for NBC's WRCV-TV Philadelphia.

A unanimous three-judge decision, written by Circuit Judge Henry W. Edgerton, found that the commission erred in several areas and quoted the language of the agency itself to cite reasons why Philco should have been given a hearing. The license period in question expired last summer and Philco has filed a competing application with NBC's current application for renewal of WRCV-TV on ch. 3.

The required hearing on last week's remand can be consolidated with other hearings already scheduled concerning the WRCV-TV license, the court stated. This includes the Philco-WRCV-TV comparative hearing as a part of NBC plans to transfer the Philadelphia station to RKO General Inc. (BROADCASTING, May 1).

Philco originally protested the WRCV-TV 1957 renewal without a hearing but was dismissed as a party without standing by the commission. Philco appealed to the court which remanded the case to the commission, saying the protestant did have standing, but without passing on the sufficiency of the protest. The commission subsequently held oral argument and in July 1960 again dismissed Philco's protest on its merits as being legally insufficient to warrant the requested hearing.

Immediately following the court's reversal of the commission last Thursday (June 29), there was speculation that an appeal would be made by either NBC-RCA or the FCC to the Supreme Court.

In its protest which won a reversal of the commission, Philco charged that NBC lacked character qualifications; monopolistic trends of RCA; preferential publicity for RCA on NBC stations, among others.

"We think the commission should have held the hearing," the court stated. "We think it was error to divorce the alleged background [of NBC-RCA] from Philco's allegations of current monopolistic and other improper conduct." The court said the commission is not foreclosed from further action because it already had considered the pleading involved and that charges of new misconduct against RCA-NBC gave new significance to the protest.

Another Error ▪ The commission erred again, the court said, in failing to consider Philco's charges that NBC gave preferential publicity to RCA. This and other errors were compounded by the FCC's belief that the earlier court remand concerned only Philco's standing to protest, the reversal stated.

Further, Judge Edgerton said, unfair or harmful competion by NBC-RCA against Philco might be found to show that NBC lacks character qualifications and preferential publicity also is linked to the character of NBC.

Pointing out that the FCC ruled Philco charges were insufficient because Philco "failed to adopt as its own and offer to prove," the court ruled that the Communications Act does not "require formal offers of proof." Conversely, the court said, "we think the protest alleges present misconduct with the particularly the statute requires."

A protestant need not plead his evidence, the appeals court continued, and cited several previous opinions setting precedents.

Circuit Judges Charles Fahy and George T. Washington joined in the opinion.

SEC reverses stop order on Hazel Bishop stock

The Securities & Exchange Commission relented last week and lifted the stop order it had imposed on an issue of 1,274,823 shares of common stock of Hazel Bishop Inc., New York (BROADCASTING, June 26).

The cosmetics manufacturer and distributor submitted amendments to its prospectus offering the shares by 112 of its stockholders. The addenda disclosed fully those deficiencies in the company that had been objected to by the SEC in its June stop order.

Among statements offered in the amendment, HB conceded that its advertising expenditures have declined steadily since 1957. The company said in its current fiscal year it intends to spend about $1.5 million on advertising. This amount is substantially below that spent in any of its last five fiscal years, HB said.

In the amendments are certain restrictions imposed on the sellers (among which are company officers). The shares will be offered through brokers at prices current in the market at the time of sale. This may affect the market price of the stock for an indeterminate time, the company admits.

Hill okays JFK's FTC reorganization

President Kennedy finally had his way with Congress last week in his efforts to reorganize the regulatory agencies. The Senate on Thursday voted approval of his Federal Trade Commission plan.

Since the measure was previously approved by the House, it will go into effect on July 8.

The FTC will now be able to delegate any of its functions to commission panels, individual employes or employe boards, and Chairman Paul Rand Dixon will be able to assign commission personnel to delegated tasks.

Senate approval of the measure had been in doubt right up to the 47-31 vote. Two previous reorganization measures had been killed—one for the FCC in the House, one for the Securities & Exchange Comission in the Senate. The Senate Government Operations Committee had recommended a similar fate for the FTC plan.

The Senate followed up its action on the FTC by voting approval of the President's proposal to reorganize the Civil Aeronautics Board, thus giving him a reorganization-plan batting average of .500.

FCC sets WINS license renewal for hearing

$10 MILLION SALE TO STORER WILL NOT BE AN ISSUE

In a brief, 30-word announcement, the FCC stated last week that it has instructed its staff to prepare an order designating for hearing the renewal application of WINS New York.

Not mentioned in the order is the fact than an application also is pending for the sale of WINS by J. Elroy McCaw to Storer Broadcasting Co. for $10 million (CLOSED CIRCUIT, June 26). The proposed transfer—while very much in evidence—will not be an issue in the hearing.

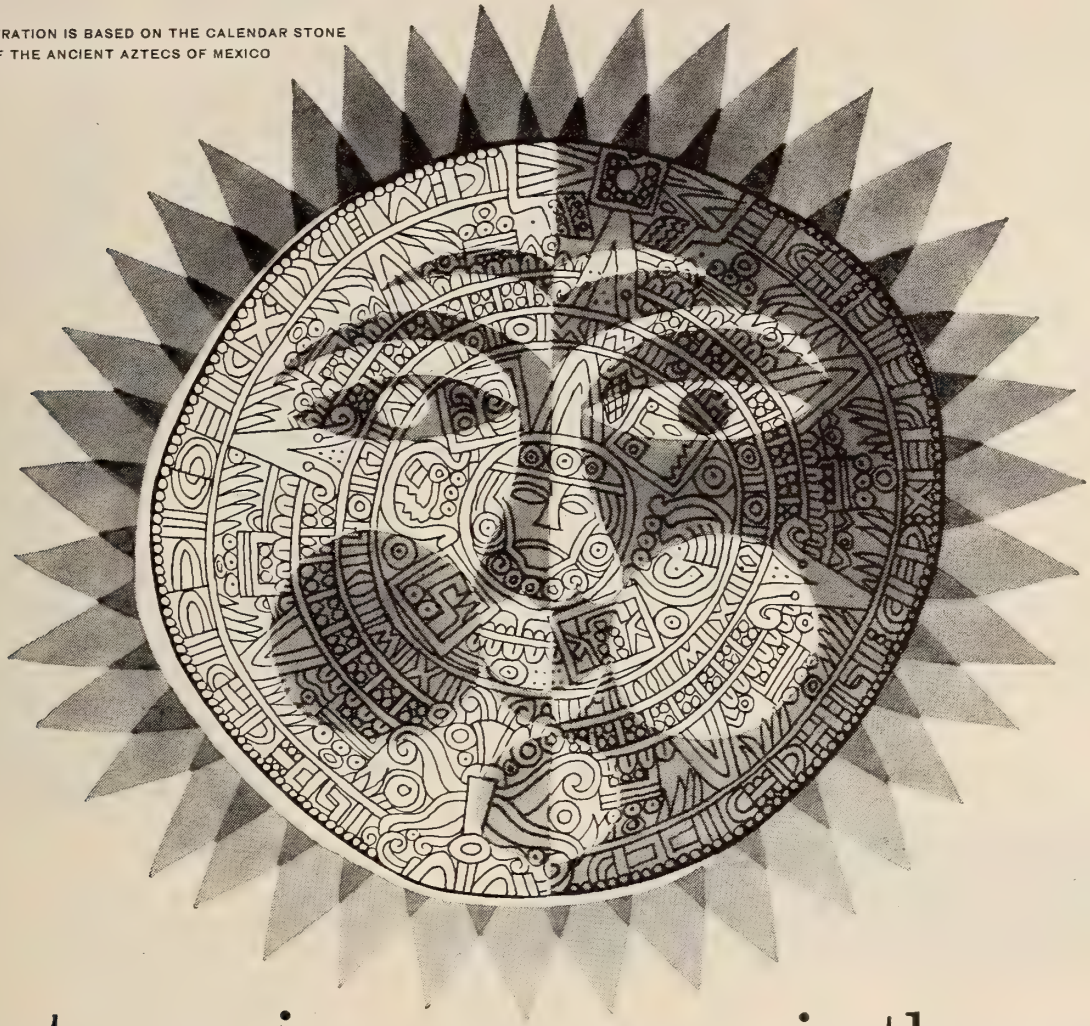
While the hearing issues have not been set, WINS was the subject of a lengthy and controversial investigation early last fall by the FCC, principally on payola matters. The conduct of the commission's investigator was questioned and he was subsequently vindicated in an FCC meeting. Also playing a role in the investigation were certain documents of the House Legislative Oversight Subcommittee.

A former WINS disc jockey, has admitted accepting payola and currently is under indictment in New York for alleged commercial bribery. A second WINS operation under an FCC cloud is the station's past programming.

In addition to WINS, Mr. McCaw owns KTVR (TV) Denver, KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

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TO HELP YOU have a wonderful time during your season in the sun, the following do's and don't's are worth remembering.

Do get your suntan gradually. Never expose more than a few minutes at first. Increase sunning five minutes daily thereafter. Use a protective cream or lotion. Should you get a severe burn with blisters, have your physician treat it.

Do take it easy. If you suddenly plunge into strenuous activities, you'll risk muscular aches and pains and perhaps a strain on your heart. Pace yourself. Stop when you begin to feel pleasantly tired.

Do be a careful camper. If you plan a camping trip at some faraway place, take along adequate first-aid supplies—plus a few household remedies.

When building a fire outdoors, keep it small, watch it constantly and have pails of water or sand nearby. Never leave a fire until it is out completely.

Don't take chances in the water. Always follow a most important rule of water safety . . . never swim alone. And when toddlers are around water, watch them constantly. Even if you think you're an expert swimmer, be extra careful in strange waters.

Stay out of water during thunder storms. Learn rescue breathing. This simple technique—when applied promptly and properly—can save many lives.

Don't be a risky boater. Know and obey all the marine "rules of the road." Provide life jackets for every passenger at all times. If possible, stay with any small craft that upsets, and signal for help.

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THE LIGHT THAT NEVER FAILS



KDUB-TV, ET AL, SOLD

Multi-station Texas deal brings over $4 million

Sale of Texas Telecasting Inc. stations (KDUB and ch. 13 KDUB-TV Lubbock, ch. 12 KPAR-TV Sweetwater-Abilene and ch. 4 KEDY-TV Big Spring) by W. D. (Dub) Rogers and associates to the principals of KSYD Television Co., Wichita Falls, Tex. for in excess of $4 million was announced Friday (June 30), subject to usual FCC approval. Mr. Rogers, under the agreement, will continue with the new owners as general manager for an extended period. His future plans envisage continued service in television.

The transaction has been under negotiation for several months and was handled by Hamilton, Landis & Assoc.

Principals in KSYD-TV are Sydney A. Grayson, president and general manager and a 15% owner and Nat Levine, secretary-treasurer, 22.37%. Other stockholders are Irving and Murray Gold, 11.18½% each; Lee Pension Fund, 22.37% and 17.89% KSYD-TV treasury stock.

KDUB-TV, primary affiliate of CBS-TV, began operation in 1952 and operates with full power. KDUB, which began in 1955, is on 1340 kc with 250 w full time. KPAR-TV began operation in 1956 with 145 kw visual and 72 kw aural and is also affiliated with CBS-TV. KEDY-TV began operation in 1956 with 12.9 kw visual and 6.88 kw aural and is affiliated with CBS-TV. KEDY-TV is operated under lease with option to purchase 50%. Texas Telecasting also owns 50% of KVER-AM-TV Clovis, New Mexico.

Mr. Rogers owns approximately 40% of Texas Telecasting and Vernice Ford approximately 30%. Other owners are W. W. Conley, 5.04%, W. H. Shipley, 4.75% and 14 others own no more than 2.8%.

Mr. Rogers is immediate past chairman of the NAB Television Board and is president of Television Pioneers and



Sealing the $4 million sale of Texas Telecasting Inc. to KSYD Television Co. are the respective presidents, W. D. (Dub) Rogers (seated left) and Sidney Grayson (seated right). Watching with various degrees of approval are (l to r): DeWitt (Judge) Landis, Hamilton-Landis & Assoc., brokerage firm which handled the sale; Nat Levine, secretary-treasurer of KSYD-TV, and James A. Phillips, assistant secretary-treasurer and general counsel of the KDUB stations.

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$100,000

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former chairman and one of the founders of TvB and chairman of Tv Stations Inc., film-buying company. In making the announcement, Mr. Rogers said that "broadcasting is the business I know and I am going to stay in it."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WNTA-TV Newark-New York: Sold by National Television Assoc. to Educational Television for the Metropolitan Area for $6.2 million. Howard Shepard, former board chairman of the First National City Bank, New York, heads the educational group. WNTA-TV is ch. 13. Howard E. Stark was broker (see story page 62).

▪ KDUB-AM-TV Lubbock; KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring, all Texas: Sold by W. D. (Dub) Rogers to principals of KSYD Television Co., Wichita Falls, Tex. (Sidney A. Grayson, president and general manager), for amount in excess of $4 million. Hamilton, Landis & Assoc. was broker (see separate story, page 58).

▪ KQBY San Francisco: Sold by Sherwood R. Gordon to Atlass Broadcasting Inc. for $750,000. Principals of Atlass Broadcasting are Frank Atlass and his sister Patricia. Mr. Atlass was formerly with WIND Chicago and is head of Atlass Productions, Beverly Hills, Calif. KQBY operates on 1550 kc with 10 kw. Broker was Edwin Tornberg & Co.

▪ WAIR - AM - FM Winston - Salem, N. C.: Sold by Forsythe Broadcasting Co. to Jon and Nancy Holiday and Joseph Mullen for $246,775. Mr. Mullen is president of WHYE Roanoke, Va. Mr. Holiday is vice president and general manager of that station. WAIR operates on 1340 kc with 250 watts. WAIR-FM is on 93.1 mc with 34 kw. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 81).

▪ KJAX Santa Rosa, Calif.: Sold by Lew L. Gamble and Joseph Gamble Stations Inc. to KJAX Inc. for $225,000. John K. Withers, president of KJAX Inc. has interest in KBST Big Spring, Tex.

▪ WBRY Waterbury, Conn.: Sold by WBRY Broadcasting Corp. to Crystal-Tone Broadcasting Co. Inc. for $200,000 and agreement not to compete in radio within 50-mile radius of Waterbury for five years. Gustave Nathan is president of the buying company.

▪ WNOS-AM-FM High Point, N. C.: Sold by Charles E. Doss and J. W. McClain to William D. Benton, Archie Laney, Frank Funderbunk and Robert I. Smith (who also own WMAP Monroe, N. C.) for $122,500 less certain liabilities.

▪ WCBB (TV) Augusta, Me.: Educational tv construction permit for ch. 10 sold by Bates College to Colby-Bates-Bowdoin Educational Telecasting Corp. for $128,740. In sale application Bates stated other two colleges wished to participate in station operation and that Bates felt this would strengthen the station and its operation, "financially and in other respects."

▪ KTRC Santa Fe, N. M.: Sold by Radio De Santa Fe Inc. to Santa Fe Broadcasting Inc. for $100,000, including $10,000 for agreement not to compete for five years in radio within 50 miles of Santa Fe. Carl S. Godwin is president of purchasing company. Chairman Minow did not participate.

Sarnoff answers the sharpshooters

'POST' ARTICLE GIVES FACTS AND FIGURES ON TV SHOWS

Television's critics were met head-on by Robert W. Sarnoff, NBC board chairman, in the lead article of the July 1 *Saturday Evening Post*. Mr. Sarnoff produced an analysis of NBC-TV programming that showed news-public affairs-education, or "cerebral programming," far ahead of other types.

The article, as told to Stanley Frank of the *Post* staff, was written before FCC Chairman Newton N. Minow made his "vast wasteland" speech to the NAB convention May 9, according to a subsidiary article summarizing the Minow views.

Mr. Sarnoff took the principal arguments offered by television's detractors and matched them against performance, the "insatiable drain on creativity" and the need to give a mass audience what it wants. His views appear under the heading, "What Do You Want From Tv?" He said in effect that what the public wants it will get, equated against the problem of mass appeal vs. specialized programming.

His pet peeve, Mr. Sarnoff said, "is the exaggerated emphasis put on the Top Ten rated shows by the trade press, advertising agencies and sponsors, a practice that spawns a rash of bad imitations patterned on a few formats and themes which happen to be popu-

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		New Orleans	

lar at the moment."

All surveys show that average viewing time is increasing slightly, he said, "an indication that the customers are satisfied with the general run of programs today." The great majority unquestionably wants diversion — westerns, mysteries and adventure yarns, he added, noting that viewers must recognize the need to exercise selectivity when flipping the dial "because tv cannot cater to eggheads and western fans in equal measure."

Mr. Sarnoff spoke in a caustic way about those who want culture from tv and then don't bother to hunt for such programs in program listings or to tune-in when they find them.

He gave this breakdown of NBC-TV programs for February, 1961, which he called a routine month without an unusual run of big news or public-affairs specials—news-public affairs-education 23.9%; games, quizzes 17.9%; variety shows 14.9% drama 12.7%; westerns 6%; situation comedy 5.4%; audience participation 5.4%; sports 5.4%; action adventure 5.1%; children's 2.8%; opera 0.5%.

He'd like to see more controversial questions debated, more experimental drama, more classical music, fewer action shows "that are carbon copies of a handful of protypes." As to balance, he felt tv is guilty on only one serious count—excessive violence, especially in action show watched by children.

Palmer Enterprises realigns top echelon

A reorganization of Palmer Enterprises (WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, Iowa), following the recent (May 27) death of Dr. B. J. Palmer was announced last week (CLOSED CIRCUIT, June 26).

Assuming the presidency is Dr. David D. Palmer (son of Dr. B. J. Palmer), who had served as vice president and treasurer. At the same time, Paul A. Loyet, resident manager of WHO-AM-FM-TV Des Moines and vice president of Central Broadcasting Co. (licensee of WHO) was re-elected. William D. Wagner was re-elected secretary of both corporations.

Dr. Palmer also announced the retirement of Ralph Evans, executive vice president of Palmer Enterprises, Herbert C. Hender, a board member of both corporations, and Wilfred C. (Woody) Woods, assistant manager of WHO-AM-FM-TV. A successor to Mr. Woods, a 25-year veteran in the company, will be named shortly, according to Dr. Palmer, who also announced plans to designate an additional executive for the Davenport operations.

Recurring reports of the sale of any or all of the Palmer broadcast properties were denied by Dr. Palmer.

New D.C. law firm announced

Morton H. Wilner and Philip Bergson, associates in the Washington law firm of Lyon, Wilner & Bergson, last week announced formation of a new partnership with Arthur Scheiner and Gilbert B. Lessenco. The new firm is Wilner, Bergson, Scheiner & Lessenco.

Mr. Scheiner, who has practiced law for the past seven years, previously was chief of the rules and standards division of the FCC. Mr. Lessenco has been associated with Messrs. Wilner and Bergson for the past six years.

The new firm is located at 1343 H St. N.W., Washington 5, D. C.

Collins opposes government intervention in radio-tv

NAB President LeRoy Collins last week reaffirmed his belief that "honest self-evaluation" is essential to broadcasting progress, but he said it was equally essential radio and television remain free of "government thought control."

Gov. Collins was the keynote speaker at the dedication of a new headquarters building for WGN-AM-TV Chicago.

The NAB president said that more than any other influence, "broadcasting has broadened enormously the horizon of enlightenment and entertainment of the American people." He said he has criticized shortcomings as well as praised virtues of broadcasting "because I want broadcasting to do better." Gov. Collins said "I believe deeply that—with any individual, with an business, with any organization, with any government—honest self-evaluation is essential to progress."

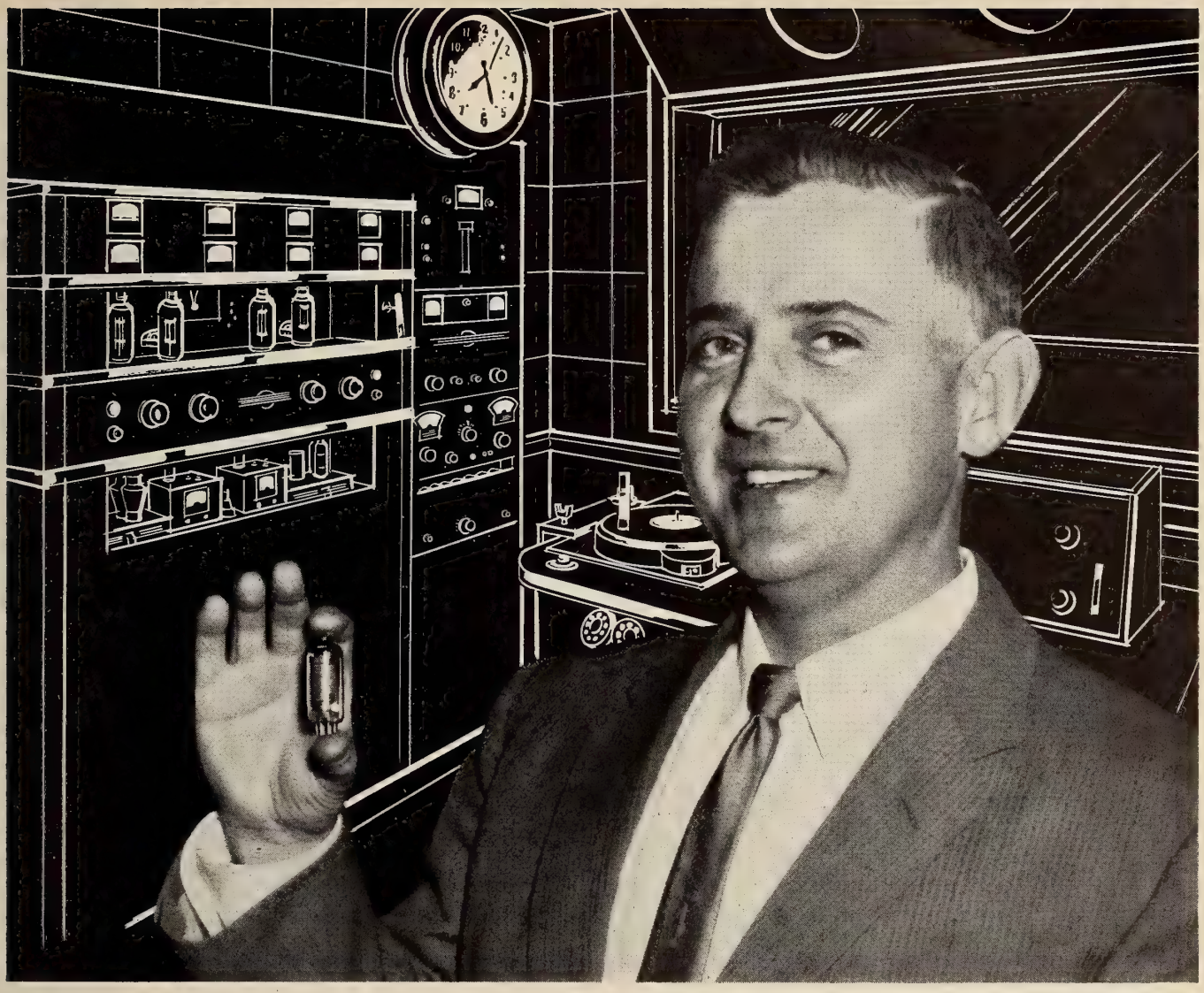
Broadcasters "cannot wear blinders," Gov. Collins said, "and make the kind of track record of which we are capable."

Reviewing America's tradition of free enterprise and the basic concept that the people are capable of deciding their own destinies ("Government is their instrument, not the other way around"), Gov. Collins said that if the people "are to be allowed to make those decisions, then the means of communication—the one ingredient which is essential to the free exchange of ideas—must remain independent of any government thought control."

Citing the multiple pressures centering on broadcasting from all elements of society, Gov. Collins felt it understandable that there should be "some" people "who would seek to relieve broadcasting of those problems by governmental intervention." But he cautioned that it is incumbent upon all in private business and government to remain ever alert and resistant to such efforts no matter how well-intended."



Gov. LeRoy Collins (center), NAB president, was the principal speaker at last Tuesday's dedication of the new $3.5 million WGN-AM-TV Chicago "Mid-America Broadcast Center." Here he talks with J. Howard Wood (l), president of WGN Inc. and publisher of the parent Chicago Tribune, and Ward L. Quaal, executive vice president and general manager of WGN Inc. The new WGN studio-office-headquarters building is a two-story structure containing some 100,000 square feet of floor space, situated on a 13-acre site.



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ETV GROUP BUYS WNTA-TV

Commercial broadcasters put up $2 million of the $6.2 million purchase price

WNTA-TV Newark-New York (ch. 13) was sold last week to a New York civic group that plans to use the station as an educational outlet. The sales price was $6.2 million in cash. Station broker Howard E. Stark handled the transaction on behalf of educational group.

In a joint effort approved by the Dept. of Justice, commercial broadcasters are contributing an estimated $2 million toward the purchase price. The three tv networks (which own New York stations) will donate approximately $500,000 each while independents WOR-TV and WNEW-TV, both New York, have pledged $250,000 apiece. The remaining New York station, WPIX-TV, reportedly will offer assistance when WNTA-TV switches to etv.

Balance of the $4.2 million needed will be met through grants from philanthropic groups with public support expected to meet operating costs. Purchasing organization — Educational Tv for the Metropolitan Area (ETMA) — is headed by Howard Sheperd, former board chairman of the First National City Bank.

Negotiations for WNTA-TV have been in process for several weeks following the announcement of licensee National Telefilm Assoc. that it planned to sell the station. ETMA hopes to receive FCC approval prior to the first of the year and transfer ch. 13 to etv programming on Jan. 1 with call letters WMET (TV).

Opposition to the transfer is expected to be lodged by New Jersey Gov. Robert Meyner, who is battling to retain ch. 13 as the lone vhf facility allocated to New Jersey. He has appointed a committee whose goal is to maintain ch. 13 in the state. The FCC currently is accepting comments on rule-making to assign a vhf channel to etv in New York and Los Angeles, with the deadline for submitting statements this Thursday (July 6).

WNTA-TV now is telecasting on a curtailed eight-hour day and ETMA plans to take station off air for brief period pending change-over to educational tv programming.

Airborne group refuses WXIX-TV's etv offer

Offer of a Milwaukee uhf station to provide educational tv during hours it is not normally on the air on a free, experimental basis was refused last week when the program source turned down the plan. Had permission to rebroadcast been granted, the station would have been the only outlet providing etv service to that area.

WXIX-TV Milwaukee wanted to carry programs of the Midwest Program on Airborne Television Instruction, which transmits educational material of Purdue U. by means of airplane. The station had sought and received encouragement from Milwaukee area representatives of the etv system and had offered to set up the equipment and run summer-session programs without cost. If the experiment proved successful, WXIX-TV planned to continue the service and charge MPATI only operating costs.

MPATI gave as its reason for turning down the request that WXIX-TV was a commercial station and that the educational group's contracts have royalty and copyright provisions that call for noncommercial broadcasting. The station agreed to run no commercials during the educational hours but MPATI still declined the offer.

FCC, etv group, co-sponsor uhf exhibit

A two-week exhibit of uhf equipment and components will be jointly-sponsored in Washington by the FCC and the Greater Washington Educational Tv Assn. The exhibition will be held in the Dept. of Commerce lobby, beginning July 15.

It is being held to acquaint the general public with the plans of GWETA to serve Washington and its environs with educational programming on ch. 26, for which it received a grant a fortnight ago (BROADCASTING, June 19). Particular emphasis will be given to motivating a massive conversion program to receive uhf since the Nation's Capitol presently has only vhf service.

Actual uhf pictures will be shown visitors through two special translators which will rebroadcast on uhf channels the signals of Washington's four commercial vhf stations. Robert G. Weston, engineering assistant for Commissioner Robert E. Lee, is handling the details of the exhibit.

Among equipment manufactures who will display equipment at the exhibit are Zenith, Vicar Inc., Technical Appliance Corp., Entron, General Electric, Blonder-Tongue, Westinghous, JFD Electronics Corp., Sylvania, Legum (Admiral), Jerrold and Channel Master.

Virginia's story

The Virginia Assn. of Broadcasters has published a survey in pamphlet form under the title "Broadcasting in Virginia" which details the importance of the broadcasting industry in informational and public affairs field. The report, based on returns from questionnaires sent to every station in the state, covers the spectrum of Virginia broadcasting from its history through its programming to its place in national organizations. Replies were received from 57 radio and 8 television stations, representing 60% radio and 76% television returns.

Stations participating in the report indicated the amount of their programming that was devoted to religion, general public service announcements (such as highway safety or fire prevention), news, sports, politics, and classical music. They also detailed the national organizations such as networks or industry groups to which they belonged.

Mutual adds another station

Mutual has announced the signing of WPEO Peoria, Ill. as an affiliate and said this addition gave it outlets in 88 of the nation's top 100 markets, compared to 80-81 for each of its three network competitors. Mutual's count showed that among the top 100 markets MBS had gained three during the past year, while CBS Radio's affiliations in the same 100 rose from 77 to 81, NBC Radio's remained at 81 and ABC Radio's dropped from 84 to 80. WPEO, a 1 kw daytimer on 1020 kc, is a member of J. W. O'Connor group of stations. It brings Mutual's total of directly linked affiliates to 422.

Kansas radio directory

Kansas congressmen, senators, state officials and organizations are receiving a special directory of Kansas radio and tv stations that includes beeper-phone listings to be used by these news originators on appropriate occasions. The directory was compiled by the Kansas Assn. of Radio Broadcasters and also includes station addresses, names of managers (with home phone numbers) and program and news directors.



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TV PROGRAMMING'S WESTWARD MOVE

CBS-TV's Lansbury: Hollywood is becoming the capital

"Hollywood is on its way to becoming the tv program capital of the nation, for live as well as filmed programs," according to Bruce Lansbury, CBS-TV director of daytime programs, Hollywood.

With the move of *Brighter Day* from New York to Hollywood, starting this afternoon (July 3), CBS-TV is now originating the majority of its live (and taped) daytime program fare in Hollywood, which is now the source of 16¾ hours a week compared to New York's daytime output of 15 hours of CBS-TV daytime shows.

"The reason is simple," Mr. Lansbury observed last week. "It's more efficient and more economical to put on programs here than in the East. We have the best crews in the business at Television City in Hollywood, crews that have handled such top dramatic shows as the *Playhouse 90* and *Climax* series. We have the finest stages for television, the best facilities that money can buy.

"In New York, nothing was built for television originally; it all had to be adapted for tv from original construction for some other purpose. Out here, our facilities were built for tv and for tv only. In New York, studies are in one part of the city; props and scenery are stored away across town. Cartage charges are enormous. In Hollywood, the studios, wardrobe, props, shops—all the basic services right down to the Mimeograph machines are under one roof.

"There's more talent out here too," Mr. Lansbury went on to claim, "and the trend is all to the West. Nothing is happening in New York. So the actors, writers, directors, producers—all the creative people—are coming out here and they're coming out to stay."

Asked why, if Hollywood facilities and personnel for television are so superior to those available in the East, CBS-TV has not moved all of its live programming to its West Coast headquarters, Mr. Lansbury said that this is exactly what is happening, so far as CBS-TV is in control of the situation. "With the exception of *Captain Kangaroo,* the only daytime programs we have left with New York originations are those that are owned and produced by advertising agencies. Everything else—everything we control—comes from Hollywood."

The CBS-TV Hollywood-originated programs now include four half-hour Monday-Friday game shows: *Video Villiage, Double Exposure, Your Surprise Package* and *Face the Facts; Art Linkletter's House Party* and a court show, *The Verdict Is Yours,* also each a half-hour a day five days a week; the afore-mentioned *Brighter Day,* 15-minutes a day, Monday-Friday, and a Saturday morning half-hour children's program, *The Magic Land of Allakazam.*

Mr. Lansbury said, all of the game shows and some of the other programs are produced and taped on a six-a-week schedule. "This lets us get a backlog of programs on hand in case of emergency or to give vacations to the performers and crews without interrupting the broadcast schedule. In five weeks, we get one week ahead. We couldn't do it in New York. The stages and other facilities needed just aren't available there."

Daytime programs are important in terms of employment, Mr. Lansbury noted. They employ more than 300 people in Hollywood regularly, he said, with an annual production budget in excess of $3 million. *Face the Facts* alone uses 30 actors a week, he said, adding, "and that's just for one game show."

With its facilities and its trained crews, Hollywood can handle visits from big programs like the *Ed Sullivan Show* or the *Garry Moore Show* for a week or two of Hollywood originations without the need for bringing in extra people, Mr. Lansbury said, noting that this is another money-saving advantage the CBS-TV Hollywood set-up has to offer.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 3-7, 10-12 (10:30-11 a.m.) **Play Your Hunch,** part.

July 3-7, 10-12 (11-11:30 a.m.) **The Price Is Right,** part.

July 3-7, 10-12 (12:30-12:55 p.m.) **It Could Be You,** part.

July 3-7, 10-12 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 3-7, 10-12 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 3, 10 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

July 5, 12 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 5, 12 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 6 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 7 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Borby.

July 8 (9:30-10 a.m.) **Pip The Piper,** Gen. Mills through Dancer-Fitzgerald-Sample.

July 8 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 8 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 8 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 9 (6-6:30 p.m.) **Meet the Press,** co-op.

July 9 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 9 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

BETTER PROGRAMS

Storer Jr. says its cause was those payola scandals

The payola scandals of last year may be credited with an assist in the improvement in programming at the Storer stations, George B. Storer Jr., president, Storer Broadcasting Co., stated Tuesday (June 27) in Los Angeles.

Mr. Storer was in Los Angeles for the first anniversary of KGBS Los Angeles with that call, with 50 kw power and with a "beautiful music" program format. The station, formerly known as KPOP, was purchased by the Storer organization in 1959.

Shocked "when we learned that some of our disc jockeys, our friends and long-time employes, were guilty of wrong practices and at best dubious morals," Mr. Storer said the SBC management began examining its own operations to see where things went wrong in the past and to prevent any repetition in the future. The result of this analysis was the installation of a quality control set-up like those used in manufacturing to catch faulty products before they leave the factory.

At SBC, the quality control process began with taping all broadcasts and selecting tapes at random for study to make sure none of the FCC rules and regulations were violated, nor any of SBC's own rules. But the tapes revealed more than that kind of information, Mr. Storer reported. They also showed differences in program quality from station to station, with some dee jays obviously more adept at selecting recordings for their programs than others. One result, he said, was the appointment of Visilio Liappus of WGBS Miami as music programmer for all

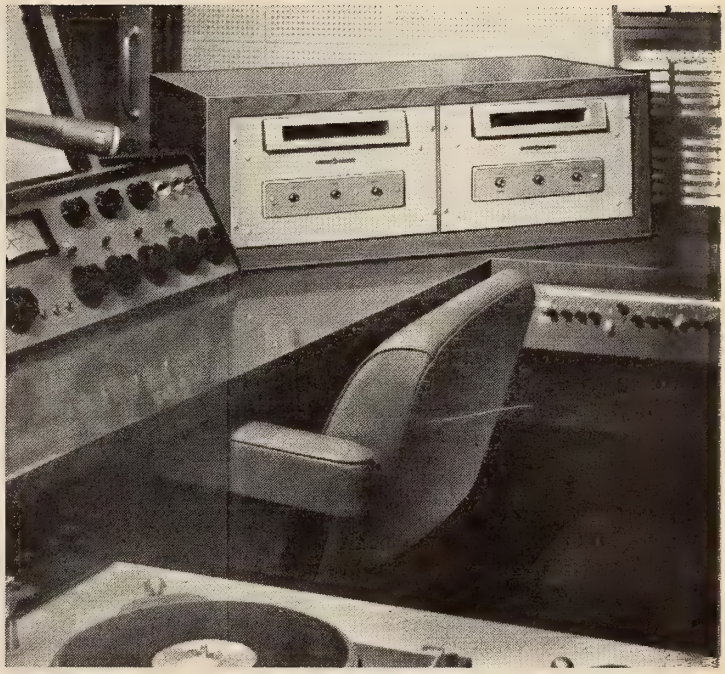
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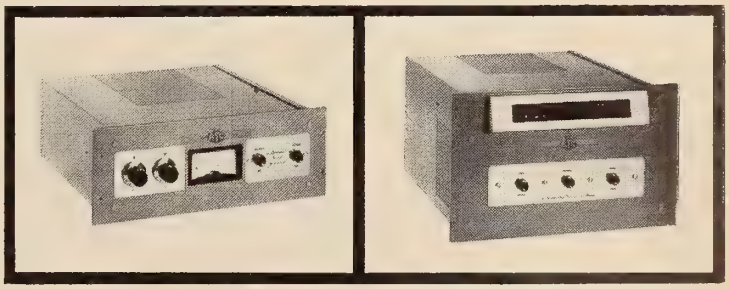
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'Dr. Fox, call surgery'

Can a straightforward report on health and medicine conducted by a prominent physician be a successful radio program? WCCO Minneapolis has discovered over the past two years with *Doctor's House Call* that it can indeed. Conducted by Dr. James Roger Fox of the medical faculty of the U. of Minnesota, and chairman last year of the American Medical Assn.'s tv-radio committee, the daily five-minute program covers the vast spectrum of medical and health interests from exercise through diabetes to doctors' fees.

Audience response to the program, run twice daily over WCCO, has been good. The series averages 300 letters a week, all of which are guaranteed answers by the AMA, which has backed the program in concept and execution to the hilt. The association has endorsed and will act as co-sponsor of the series, and permits mention of its name on each broadcast. Further, all programs are reviewed prior to broadcast by the AMA.

Doctor's House Call does not claim to be an exhaustive odyssey into the world of ills and ailments, and each broadcast pointedly suggests that the listener consult his physician. Already 260 taped five-minute episodes of the program are available for placement on radio stations of the sponsors' choice. Syndicated by Prestige Productions Co. of Minneapolis, the program will be sold in the upper midwest by this firm and in the rest of the U.S. by Signal Productions of Hollwood.

So far, the series has been sold to 24 U. S. stations, radio outlets of the Armed Services network, plus Hong Kong and Australia.

the company's "beautiful music" operations, including KGBS.

Asked about violence on television, Mr. Storer said that there appears to be a conflict between what the public watches and "what it thinks it ought to watch. Ask anyone what's wrong with television and the answer inevitably will be 'too much violence'," he said. "Yet the rating reports in city after city show that the programs with the biggest audience are those with plenty of violence."

Admitting that tv programming has room for improvement, Mr. Storer stated he would fight to the end any attempt of the FCC to control the program content of either television or radio.

Screen Gems plans its first live tv show

Screen Gems Inc., New York, last week anounced the sale of the first live tv show ever produced by the company, *Showdown,* to CTV, a new Canadian network scheduled to go on the air in September. The program, a musical game show, will be carried on eight stations associated with CTV on Fridays, 7:30-8 p.m.

Lloyd Burns, SG vice president in charge of international operations, said *Showdown* is the first of an assortment of new properties planned for Canadian production by Screen Gems. The game program will be produced live in Montreal in cooperation with CFCF-TV and fed to other stations on CTV. Mr. Burns also reported that CTV has bought *Top Cat,* an animated cartoon series produced for SG by Hanna-Barbera Productions.

'Continental Classroom' will be back on NBC-TV

NBC-TV's *Continental Classroom* will be returning for its fourth year on the network next season with a new course in American Government. The two-semester course, taught by Dr. Peter H. Odegard, professor of political science at California U., will be televised in color and carried nationally by some 170 stations Monday through Friday from 6:30-7 a.m., NYT, starting Sept. 25. The program, which is expected to cost about $400,000 in over-the-line costs, will be financed by NBC.

In the previous three years of its existence, *Continental Classroom* was presented on NBC by Learning Resources Institute on grants totaling $1.6 million from the Ford Foundation and $100,000 a year gifts from several giant corporations. LRI ended its association with NBC-TV on May 26, the date of its concluding telecast for the past season, in a dispute with the network over transmittal methods. The institute will offer its own college credit courses, *The College of the Air,* on CBS-TV next season (weekdays, 1:05-1:30 p.m., NYT).

In addition to the course in American Government, NBC will present this past season's *Continental Classroom* course in Contemporary Mathematics, in color tape telecasts in the 30-minute preceding period (6-6:30 a.m., NYT) also beginning Sept. 25. The educational programs are expected to attract a weekly audience of 1.2 million people, and more than 300 colleges and universities are expected to offer the courses for full academic credit.

'SEA HUNT' RERUNS

Ziv-UA series already sold in 50 markets by Economee

Ziv-United Artists, which has sold four-year productions of *Sea Hunt* in almost 200 markets on a first-run basis, now has placed the series in rerun status. Pierre Weis, vice president and general manager of Economee Div., has announced reruns of *Sea Hunt* sold in more than 50 markets (see list, page 69).

Mr. Weis reported 156 half-hour episodes of the program are available to stations through Economee. He noted that first-run episodes of the fourth year of *Sea Hunt* continue until April 1962 in most markets, and until the fall of that year in other markets.

Program notes...

Warriors pact ▪ WCAU Philadelphia has signed a five-year exclusive contract to broadcast the professional basketball games of that city's Warriors of the National Basketball Assn. Bill Campbell, WCAU sports director, will handle the play-by-play of the estimated 40 games to be broadcast. WCAU previously held the broadcast rights for the Warriors' games from 1955-1959.

Housewifely program ▪ *Hints 'n' Helps for Homemakers,* a 15-minute "coffee klatch" on film, is being offered to tv stations by Association Telefilms, N. Y. The 15-week series includes housecleaning hints, recipes and pointers on house-buying and remodeling. Each film also includes trailer announcement advising the series may be shown in clubs, home economic classes and churches, free of charge.

School-age program ▪ *Update,* a new weekly tv news program designed for juniors and high school students, will be presented by NBC-TV (Sat., 12 noon NYT) starting Sept. 16. The program will discuss current national and world affairs.

Space merger ▪ WPIX (TV) New York and the National Film Board of Canada will co-produce for tv *Universe,* a documentary film dealing with the exploration of space beyond the solar system. Reportedly, it marks the first time that the National Film Board and an American tv station have joined forces for a tv production.

Second year ▪ Screen Gems' syndicated property *Tightrope,* on CBS-TV during during 1959-60 season, has been sold in Mexico City for the second year, under the sponsorship of Telas Junco Department Store. The series, now in nine Latin American countries, as well as in England and Japan, will be dubbed into French shortly. The series is also in 95 U. S. markets.

On the rocks ▪ KDKA Pittsburgh will present a five-part documentary beginning today (Monday) entitled "Redevelopment on the Rocks," which deals with a 12-year program in suburban McKees Rocks that seemingly has never even begun. The segments will be presented on the nightly *Program PM* series and will feature various city and governmental officials and their roles in the 12-year project.

New host ▪ Durward Kirby will host CBS-TV's *Candid Camera* next season, succeeding Arthur Godfrey who earlier announced his intention to leave the program. Mr. Kirby begins his assignment Sunday, Oct. 1 (10-10:30 p.m. EDT), when *Camera* starts its second season on the network.

Space show ▪ KBTO El Dorado, Kan., presented a special two-hour show, *Men in Space,* the story of the successful Russian and American launchings of men in space. The station obtained a 45-minute documentary from Radio Moscow and an hour-long program from the Voice of America to prepare its show. KSAC, U. of Kansas station, duplicated the show at a later date.

Producer alliance ▪ The Alliance of Television Film Producers last week added three new production organizations as members bringing the total ATFP membership to 18. New members are: Bing Crosby Enterprises, producer of the new *Ben Casey* series; Bellman Enterprises, producing the *Joey Bishop Show,* and Calvada Productions, producing the *Dick Van Dyke Show.*

Summer showcase ▪ WKBW-TV Buffalo, N. Y., has announced the debut of a new public affairs show, *WNED-TV Summer Showcase,* an hourlong program every Sunday (3-4:p.m.) dealing with the accomplishments of that city's etv station. The new show was designed for summer viewing but WKBW-TV reports it will carry the show for a longer period.

Falls' safety surveyed ▪ As an aftermath to the recent tragedy in which four persons lost their lives as their boat was crushed going over Niagara Falls, WGR-TV Buffalo presented a special program, "Lifeline for Niagara." By use of film, video tape and eye-witness account, the presentation gave a survey of accidents over the falls, and demonstrated both the lack of and need for safety precautions.

Firms merge ▪ Merger of United Film Service Inc., Kansas City, and Motion Picture Advertising Service Co., New Orleans, two pioneer movie theatre screen advertising firms, has been announced. Kansas City production unit of the new company will enter tv commercial production field. W. J. Scrogin will head unit.

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

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Official syndicates five off-network shows

BUYS THEM FOR $2 MILLION FROM SHARPE AND LEWIS

Official Films Inc., New York, last week bought five off-network programs, totaling 263 episodes, for a price estimated at more than $2 million. The series are being placed immediately into syndication to stations by Official.

Seymour Reed, Official president, reported the company acquired the programs by purchasing five tv-film production companies owned controlled by Hollywood producers Don W. Sharpe and Warren Lewis. The properties in the transaction are 114 half-hour segments of *Peter Gunn,* which is ending a three-year run (NBC-TV and ABC-TV) on Sept. 25; 34 half-hours of *Mr. Lucky,* 34 half-hours of *Yancy Derringer;* 39 one-hour *Wire Service* programs and 42 half-hour segments of *duPont Theatre.*

Under terms of the transaction, Official has exchanged an undisclosed number of shares of its stock for all of the stock of the five privately-held Sharpe-Lewis companies. The board of directors of Official Films will be increased from six to seven to include Mr. Sharpe.

Mr. Reed noted that the acquisition of the off-network programs marks the second phase of Official Films' expansion program. Earlier this spring Official earmarked $1 million for new production and the establishment of additional offices abroad (BROADCASTING, May 15).

TvQ's top ten for April

TOP TEN—BY AGE

Rank	Program	Total Audience FAM	TvQ	Age Groups 6 - 11 FAM	TvQ	12 - 17 FAM	TvQ	18 - 34 FAM	TvQ	35 - 49 FAM	TvQ	50 & Over FAM	TvQ
1	**Bonanza (NBC)**	72	54	77	73	85	69	79	46	71	48	60	47
2	**Wagon Train (NBC)**	90	51	87	59	95	57	93	43	89	51	88	52
3	**Andy Griffith Show (CBS)**	75	50	60	57	82	55	80	51	73	44	77	48
4	**Real McCoys (ABC)**	88	49	90	68	94	48	91	41	86	43	82	52
5	**Red Skelton (CBS)**	88	46	68	67	90	61	92	44	90	40	91	38
6	**Flintstones (ABC)**	71	45	89	86	88	64	77	37	71	33	48	21
7	**Gunsmoke (CBS)**	87	44	72	62	94	45	94	39	87	41	84	42
8	**My Three Sons (ABC)**	68	42	73	67	86	66	67	36	69	32	56	28
8	**Rawhide (CBS)**	75	42	71	56	85	48	79	38	72	38	71	39
10	**Perry Mason (CBS)**	81	41	60	34	84	27	89	44	81	39	81	49
10	**Untouchables (ABC)**	74	41	51	52	87	53	87	42	82	38	58	31

TOP TEN—BY INCOME GROUPS

Rank	Program	Total Audience FAM	TvQ	Less Than $5,000 FAM	TvQ	$5,000 - $7,999 FAM	TvQ	$8,000 & Over FAM	TvQ
1	**Bonanza (NBC)**	72	54	78	59	71	51	62	41
2	**Wagon Train (NBC)**	90	51	93	58	90	46	84	41
3	**Andy Griffith (CBS)**	75	50	75	55	78	46	71	41
4	**Real McCoys (ABC)**	88	49	90	58	87	40	81	38
5	**Red Skelton (CBS**	88	46	87	48	90	47	89	40
6	**Flintstones (ABC)**	71	45	70	47	74	45	66	39
7	**Gunsmoke (CBS)**	87	44	88	47	88	42	83	35
8	**My Three Sons (ABC)**	68	42	70	43	68	43	58	38
8	**Rawhide (CBS)**	75	42	78	47	76	34	65	38
10	**Perry Mason (CBS)**	81	41	79	43	83	38	81	40
10	**Untouchables (ABC)**	74	41	73	41	78	43	68	36

TOP TEN—BY MARKET SIZE

Rank	Program	Total Audience FAM	TvQ	Market Size Over 2,000,000 FAM	TvQ	500,000 - 2,000,000 FAM	TvQ	50,000 - 499,999 FAM	TvQ	Urban Less Than 50,000 FAM	TvQ	Rural FAM	TvQ
1	**Bonanza (NBC)**	72	54	68	48	72	47	74	49	76	64	75	63
2	**Wagon Train (NBC)**	90	51	86	44	88	49	91	46	94	62	95	58
3	**Andy Griffith (CBS)**	75	50	65	42	79	45	77	52	76	48	82	60
4	**Real McCoys (ABC)**	88	49	82	45	88	43	92	44	89	47	91	60
5	**Red Skelton (CBS)**	88	46	84	45	90	48	91	44	87	45	89	47
6	**Flintstones (ABC)**	71	45	71	49	71	45	79	44	65	37	67	45
7	**Gunsmoke (CBS)**	87	44	80	45	89	40	88	38	87	48	92	46
8	**My Three Sons (ABC)**	68	42	64	43	68	40	72	44	66	36	69	46
8	**Rawhide (CBS)**	75	42	64	37	74	34	76	37	82	53	82	48
10	**Perry Mason (CBS)**	81	41	79	39	80	39	86	42	81	45	80	42
10	**Untouchables (ABC)**	74	41	75	45	75	40	80	44	75	42	67	35

Berlin salutes Berlin

The people of Berlin, Maryland, are squarely behind the people of Berlin, Germany, in their determination to keep the city free of Communist rule. That was the message Mayor William Hudson, of the Maryland Berlin recorded for Mayor Willie Brandt, of the German city of the same name over the facilities of WDMV Pocomoke City, on the eastern shore. The recording was airmailed to Germany and the message broadcast repeatedly over the Pocomoke City station to the people of Worcester county, which includes both Pocomoke and Berlin. WDMV is owned by Ernie Tannen with Curt White general manager.

Nine School Bell awards go to radio-tv outfits

School Bell awards for distinguished interpretative reporting on education were presented last week to 23 winners in the fields of broadcasting and publishing at the annual convention of the National Education Assn. in Atlantic City, N. J.

Broadcasters were selected for nine awards. They were: CBS-TV for *A Question of Chairs: The Challenge of American Education,* an hour-long dramatic program produced by Don Kellerman; *The Donna Reed Show* for the episode, "Higher Learning," sponsored by Campbell Soup Co. on ABC-TV; *The General Electric Theatre,* CBS-TV, for the episode, "The Drop-Out," sponsored by the General Electric Co.;

Other awards went to KOOL-TV Phoenix, KOLD-TV Tucson and the Arizona Network which links the two stations for six public service programs presented under the title, *Let's Talk About Schools;* KREX-TV Grand Junction, Colo., for the weekly series, *Know Your Schools;* WRC-TV Washington for the *Teen Talk* series; WJR Detroit for coverage of education through its news department, editorials and public service programs; WABC-TV New York for *Education Tailor-Made;* and KYW-AM-TV Cleveland for a series of radio and television editorials about schools.

ITC reports big sales

Independent Television Corp. reported last week that *Whiplash* and *Supercar,* its two new first-run tv film series are chalking up impressive sales in top markets across the country in the little more than a month since they were simultaneously released. *Whiplash,*

which was filmed on location in Australia, has been sold in 48 markets and to Miles Labs. and Procter & Gamble among other advertisers.

Supercar, which deals with the Space Age and employs a new process which reportedly gives model miniature characters a dimension of reality, has been sold in New York; Chicago; Pittsburgh; Detroit; Tampa, Fla.; Eugene, Ore.; and Youngstown, Ohio.

Ziv-UA buys Perelman stories

Humorist S. J. Perelman has sold tv rights to his *Acres and Pains to* Ziv-United Artists as a prospective network series. He will continue actively as a writer on the tv adaptation.

Acres and Pains, which contains more than 20 short stories, is an autobiographical account of the author's career as a gentleman farmer in Bucks County, Pa.

Film sales...

Sea Hunt (Ziv-UA reruns): sold to WCBS-TV New York; KNXT (TV) Los Angeles; WCAU-TV Philadelphia; WHDH-TV Boston; WJBK-TV Detroit; KTNT-TV Tacoma-Seattle; WFMY-TV Greensboro, N. C.; KFMB-TV San Diego; WGAN-TV Portland, Me.; WWL-TV New Orleans; KSL-TV Salt Lake City; KOIN-TV Portland, Oregon; WGN-TV Chicago; KOA-TV Denver; WGR-TV Buffalo; KVAR (TV) Phoenix; WTAE (TV) Pittsburgh; WTVN (TV) Columbus; KSD-TV St. Louis; KRON-TV San Francisco; WDAF-TV Kansas City, Mo.; WFLA-TV Tampa; KTSM-TV El Paso; WNDU-TV South Bend; WNEM-TV Saginaw-Bay City, Mich.; KREM-TV Spokane; WCKT (TV) Miami; WMAL-TV Washington, D. C.; KGMB-TV Honolulu; WRGB (TV) Schenectady; KVOO-TV Tulsa; WITI-TV Milwaukee; KPRC-TV Houston; WKY-TV Oklahoma City; WBRE-TV Wilkes-Barre; KCRA-TV Sacramento; KMJ-TV Fresno; WLOF-TV Orlando; WTVW (TV) Evansville, Ind.; WOC-TV Davenport, Iowa; WFMJ-TV Youngstown; WSAU-TV Wausau, Wis.; WBTW (TV) Florence, S. C. and KEYC-TV Mankato, Minn. Now in 50 markets (see story, page 66).

Post-1948 feature films (Screen Gems): sold to WKBN-TV Youngstown, Ohio; KHVH-TV Honolulu; WBRE-TV Wilkes-Barre, Pa. and KOIN-TV Portland, Ore. Now on 34 stations.

15 Special Features (Seven Arts Associated): sold to KNDO-TV Yakima, Wash.

Ripcord (Ziv-UA): Sold to WVEC-TV Norfolk, Va.; WATE-TV Knoxville, Tenn.; WTMJ-TV Milwaukee; WLWI (TV) Lexington, Ky.; KHSL-TV Chico, Calif.; WKJG-TV Fort Wayne, and WTVP (TV) Decatur, Ill. Now in 87 markets.

Golf Tip of the Day (ITC): sold to WOR-TV New York; WGN-TV Chicago; KHJ-TV Los Angeles; WHDH-TV Boston; WRC-TV Washington, D.C.;

Criminals take night off to watch tv ballcasts

Television is frequently associated with crimes. Usually the association is unfavorable. Often tv is held up as an electronic Fagin, inciting the criminally-minded to evil deeds, instructing them in criminal techniques.

But not always. Sometimes tv stands out as a crime deterrent. Take San Francisco on the nights of June 2 and 3, when the San Francisco Giants were playing the Los Angeles Dodgers in Los Angeles, and the games were being televised for Bay Area viewers by KTVU (TV) Oakland-San Francisco.

Larry Sullivan, writing in the *San Francisco Examiner* for June 5, reports that both nights "were relatively slow ones on the crime front. Restricting the count to what Nelder [Al Nelder, assistant to Chief of Police Tom Cahill] calls 'street crimes,' meaning such offenses as robberies, strong armings, muggings and assaults, there were only two violations during the hours Friday night's game was on tv. Saturday night was even quieter. No crimes were committed during the game telecast and only one crime—a stabbing—marred the following hours of the night and early morning. By comparison, the count on the previous Saturday, when there was no baseball on tv, reached six.

" 'Added to our findings in the case of the first two games [also between the Giants and the Dodgers, played in Los Angeles and televised by KTVU], this,' says Nelder, 'is evidence that baseball tv is a deterrent to crime, if only to the degree that a strongarm man can't watch the game and slug a victim at the same time.' "



WAVE-TV viewers brew
28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

The politicians can't say 'no' to a lady

It isn't strictly a man's world—producing a network-television public-affairs program — particularly when you happen to be blonde, talented and a bit dramatic as is Peggy Whedon of ABC-TV. In fact, it's actually an advantage, Peggy admits, in these days of the New Frontier and "younger-thinking, gallantry-practicing" administrators who "haven't learned how to say no to a lady."

So it comes as no surprise in some quarters that her show, *Issues and Answers* (ABC-TV, Sunday, 4:30-5 p.m. EDT) has frequently produced front page news; boasts eight Cabinet interviews and is among the few remnants of ABC-TV News' old regime, prior to the department's reorganization by James C. Hagerty, the network's new vice president in charge of news and public affairs.

From Peggy's boss, Robert Fleming, ABC Washington Bureau chief, comes more plaudits: "We think a discussion program does not need to subject guests to a district attorney's cross-examination to produce maximum information. Because we want a thorough presentation we find it valuable to have a competent, intelligent and informed producer. I would not go so far as to say that a man could not do this, but I've been pleased with Peggy's guidance in the production of *Issues and Answers.* I think she does her job well and guests on the program have uniformly agreed."

Charm and Judgment ▪ It's all a tribute to the lady's charm, news judgment and knack for juggling a 15-man staff, a husband, two teenage children and six telephones in a hectic seven-day week. But she loves every minute of it.

In her 12-year broadcasting career Peggy Whedon has been taken for virtually everything except a television producer, a mistake easily made. She hardly looks the part. But her identity is mistaken no more, though occasionally she runs into problems with "over-protective" female secretaries on Capitol Hill and in Washington diplomatic circles. But she is a crafty tactician. Her greatest success has come from back-stage maneuvering rather than front-stage cavorting where she seemingly should be.

As for *Issues and Answers,* it keeps her virtually on a "24-hour standby," but as Peggy says, "most of the tension is self-imposed." Nothing in the way of a crisis has developed since the show went on the air last November, although there were a few anxious moments once when Sen. Hubert Humphrey (D-Minn.) played a practical joke by calling in sick an hour before show time. "But he showed up."

"Our formula for success," comments Mrs. Whedon," is quite simple: we know what our subjects won't discuss and what they will. We concentrate on the 'will' and the results couldn't be better."

Lean Days ▪ While she is the main spark behind *Issues and Answers,* Peggy is quick to share the spotlight with her jack-of-all-trades assistant, Allen Hoffard, who writes, researches, and otherwise penetrates most of the barriers that stymie his boss. A former press assistant on Capitol Hill, he was hand-picked by Peggy who knew the kind of staff she wanted.

Success, however, has not always been her trademark. There were lean days in 1949 when, as a struggling actress in New York with sporadic assignments, she found it difficult to be the family breadwinner with her husband then toiling as a $20-a-month hospital intern. Soon after she was persuaded to abandon her thespian ambitions to join the radio-tv department of Storm Adv., New York, a move Peggy says she'll never regret.

Looking back a decade, one can surmise that the Whedons have come a long way. He's Dr. Donald Whedon, director of the Institute of Arthritis & Metabolic Diseases at the National Institutes of Health, Bethesda, Md. Peggy, too, climbed steadily through the ranks from Storm to WNEW New York, *The Kate Smith Show, College News Conference* and currently *Issues and Answers.*

Her first taste of public affairs programming came on *The Kate Smith Show* when she researched and lined up guests for "The Cracker Barrel," a segment devoted to political interviews. In 1952, when Dr. Whedon was transferred to the Washington area, Peggy sold Producer Ted Collins on a Washington office for *Kate Smith,* a project she handled until the show went off the air.

"These are dynamic times in public-affairs reporting," Mrs. Whedon says, "with various crises all over the world, the attack on outer-space conquest and the members of the New Frontier, each a willing guest who has something to say."

The advantages of being a producer are decidedly in her favor because she is a female, she says. This is why: (1) the New Frontiersmen are more gallant, more considerate and they tend to extend themselves more, (2) they are more apt to keep a date [than previous administrations], (3) a woman has a social advantage, and Washington is so social, (4) a woman is apt to be more persistent in her follow-through than a man.



Peggy Whedon referees one of the most controversial 'Issues and Answers' with Sen. Barry Goldwater (R.-Ariz.) (left) and Sen. Jacob Javits (R.-N.Y.) in the starring roles. The show will be repeated Aug. 4.

CKLW-TV Detroit; WMAR-TV Baltimore; WKRC-TV Cincinnati; WHCT (TV) Hartford; WLWC (TV) Columbus, Ohio; WSEE (TV) Erie, Pa.; WSPD-TV Toledo; KRNT-TV Des Moines; WAVY-TV Portsmouth, Va.; WHIO-TV Dayton; WLWI (TV) Indianapolis; and KPRC-TV Houston. Now in 83 markets.

MOTOROLA MOVES CLOSER TO COLOR

Shows prototype of set planned with three-gun tube

Motorola Inc., the major tv set maker who earlier this year said it was waiting for a single-gun picture tube before it entered the color set market (BROADCASTING, Feb. 27), disclosed in Chicago Thursday the prototype of an "advanced design" color set it will market if and when tube makers produce for the manufacturing market a new three-gun picture tube that Motorola's laboratory has developed.

The new Motorola tube is a 23-inch, 90 degree rectangular version of today's standard 21-inch, 70 degree color tube. But because of kinks somewhere behind the scenes, a working model of the new Motorola set didn't quite make the distributor convention and won't be ready for "several more days," Motorola spokesmen explained.

Why does Motorola like its new tube better? Because it is shorter and coupled with new color circuitry by Motorola engineers will permit a more compact piece of furniture for the modern home, therefore is more salable, according to Executive Vice President Edward R. Taylor. He described the current tube as "old fashioned" with its "long ostrich neck." Motorola will not manufacture its own new tube, but will make all technical information available to those who do, he said.

"We got tired of waiting for tube manufacturers to come up with the kind of design needed to make color receivers salable," Mr. Taylor said. "Therefore we took the initiative ourselves to accomplish something that the industry told us was several years away."

Once such a tube is available commercially, he said, Motorola's color set could be ready for the consumer market within a year. The price would be the same as other current manufacturers, he said, since no price breakthrough is involved in the innovation.

Motorola unveiled a complete 1962 line of tv, radio and phonograph models for the 1,200 distributors attending. Mr. Taylor predicted a bright year for both Motorola and the industry, expecting unit sales of tv sets to hit the 6.25 million mark this year, up from last year's 5.8 million total. "This translates into nearly $1.5 billion for the consumer economy," he said.

Bright sales picture also was painted for sales of stereo phonographs this year. Motorola in addition introduced its first am-fm clock radio, plus various other am-fm sets to meet every listening situation or need. The tv line also featured models with fine cabinets by Drexel.

The higher end of the new cabinet line of Motorola is also equipped for stereo-multiplex fm reception.

Motorola returns to tv

Motorola Inc., Chicago, will return to network television in the fall after a seven-year absence. Company, while showing the prototype of the color tv receiver it plans to ultimately manufacture (see story this page), said that it will co-sponsor one-hour specials on CBS-TV in the fall. Bing Crosby and Jack Benny already have been signed for the specials and negotiations with Bop Hope are in progress. Motorola will continue its co-op spot radio campaign with dealers. Leo Burnett Co. is Motorola agency.

Fast new process for post-synchronization

Instant Sync, a new process for the post-synchronization and dubbing of tv tape and motion-picture films has been developed by Lenbeck Inc. The new process is more economical and it can re-dub a four-minute segment of film or tape in approximately six minutes, according to Lenbeck.

The electronically-triggered Instant Sync machine allows the producer of a tv taped show to re-dub voices in the studio without picking up outside noises or musical sound. It's being offered on a rental-royalty basis with charges determined by the amount of footage used. Dennis Gunst originated the process, and Jean Lenauer and Myer P. Beck, respectively, are president and vice president of Lenbeck Inc. Their offices are at 729 Seventh Ave., New York.

Melpar acquires Tv Assoc.

The acquisition of Television Associates Inc., Michigan City, Ind., by Melpar Inc., Washington area electronics firm, has been announced. Television Associates, doing an estimated $1.5 million worth of business yearly, is headed by tv pioneer Capt. William C. Eddy. The transaction involved an undisclosed transfer of Melpar stock for outstanding stock of Television Associates. Final approval is due at the August meeting of Melpar stockholders.

AT DEADLINE . . .

questionnaires

for your FREE listing in the 1961-62 BROADCASTING YEARBOOK

"The one-book library of tv and radio information"

must be received at once

- manufacturers
- stations
- services

. . . If you have not received such a questionnaire for your free listing, please write today—

BROADCASTING YEARBOOK

1735 DeSales St., N.W.
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Gen. Sarnoff's view of the 'world of the future'

A world of the future—where people can view tv programs simultaneously in Cairo, Tokyo and Chicago; where language will be instantaneously translated and where other planets will be no less familiar to Americans than foreign countries—was described last week by Brig. Gen. David Sarnoff at the National Press Club in Washington, D. C.

The RCA board chairman emphasized his agreement with President Kennedy that first priority should be given to the development of U. S. communications satellites. He said "the much-debated question of satellite ownership is . . . far less important at this time than the adoption of the right system at the earliest possible moment." He added that no matter who owns the satellites all companies licensed by the U. S. in the field of international communications should have access to them on "reasonable and non-discriminatory terms." In later remarks, Gen. Sarnoff said that companies that have an interest in the satellites themselves must have the facilities to pick up and transmit messages and to receive and deliver them if they are to make the satellite franchise meaningful. He favored free competition, particularly in ideas and inventions.

Gen. Sarnoff said he did not think satellite operation would call for extensive frequency reallocation because satellites use higher frequencies than broadcasting.



Gen. Sarnoff
And Press Club's 'gold bug'

The steps leading to establishment of a U. S. base on the moon, as planned by RCA, were described by Gen. Sarnoff. A "moon camp," run by remote control, would be sent to the moon before the astronaut left Earth. The camp would be equipped with laboratory equipment, emergency survival tools, an exploration tractor and a re-entry capsule for the return trip, as well as food, water and power.

Gen. Sarnoff exhibited a mock-up of a pocket-size color tv set with combination am-fm radio which he said "will probably be the reporter's best friend in the '70s." He pointed to "formidable advances in micro modules" and the increased trend toward transistorizing equipment as a key to electronic progress.

Color tv, in which RCA has pioneered, is "catching on," the general said, as is evidenced by the entry of many major set manufacturers into the field in the past year. He said the price of color tv sets is lower than that of black and white sets in the years of television's development.

18 new-type RCA cameras ordered by ABC-TV

Eighteen new "Big Eye" television cameras made by RCA, reported to be the first all new studio cameras since the advent of tv, have been ordered by ABC-TV. The new camera utilizes a four and one-half-inch image orthicon tube instead of the three-inch tube now in common use.

Frank Marx, ABC engineering vice president, noted that ABC-TV will be the first network to have and use the new camera.

Technical topics...

New tubes ▪ General Electric Co., Los Angeles, has introduced two new television tubes—ZL-7802 and ZL-7803—designed for more efficient video taping and special application colorcasting, respectively. The ZL-7803 produces a flatter field and provides, GE says, an excellent landing, shading and match in color cameras using three image orthicons. The ZL-7803 provides high quality in the taping of studio pick-ups without the necessity of using more expensive color tubes.

Automation ▪ KIRO Seattle, Wash., plans to automate its broadcast operations with a remote control system made by Continental Electronics Manufacturing Co., Dallas. The station also is buying a 10 kw Continental transmitter to use as stand by equipment and for Conelrad broadcasting.

Stock purchase ▪ Rohn Manufacturing Co., Peoria, Ill., has announced the purchase of the assets of Alprodco, Memphis, Tenn. The rigid-tube product line of towers and allied equipment of Alprodco will continue to be manufactured and sold by Rohn.

New product ▪ Prodelin Inc., Kearny, N. J., designer and manufacturer of antennas and transmission line systems, is now producing a new foam polyethylene insulated, aluminum sheathed, coaxial transmission line called Spir-O-foam. It is designed for low-loss broadband performance. More information is available by writing to the company at 307 Bergan Ave, Kearny, N. J.

Multiplex generators ▪ RCA has made the first shipment of its multiplex generator units to WQXR-FM New York; WDTM Detroit; KLSN Seattle; KIXL Dallas, and WUPY Lynn, Mass. The generator, which may be used with any standard RCA fm transmitter, will be ready for volume shipment in October.

Sound from Goldwyn ▪ Samuel Goldwyn Studios, Hollywood, notes it has developed a lightweight, portable magnetic tape recorder for use both in studio and location sound recording. Goldwyn officials claim it gives "absolute fidelity without weight."

Restraining order ▪ Admiral Corp., Chicago, has obtained a restraining order from the U. S. District Court in New York to stop distribution in this country of Japanese-made transistor radios bearing the name of "Admiral." The order prohibits Mar-Lin Enterprises Inc., New York, from importing the sets. Admiral also is seeking treble damages for trademark infringement. The American firm's trademark is registered in Japan as well as other foreign countries. Admiral has been fighting the Japanese-imports and conducting a "Buy American" campaign for two years.

Tv set shipments down 6%

Shipments of home tv sets by manufacturers in 1960 totaled 5.6 million units valued at $775 million, a drop of 6% in quantity and 5% in value from 1959, according to the U. S. Census Bureau. The production of home radio receivers (except radio-phonograph combinations) totaled 9,763,000 units. Of these, 584,000 were am-fm and fm-only. The radio-phonograph combinations included 256,000 with am-fm tuning. Auto radios totaled 5,959,000 units. The output of clock radios (am and am-fm) totaled 2,569,000 units.

BBG'S CHAIRMAN CHANGES HIS MIND

CBC-TV affiliates can't carry shows from second network

Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors reversed fields in testimony June 20 before the Parliamentary Committee on Broadcasting. The previous week he had proposed that Canadian Broadcasting Corp. affiliates be allowed to use non-reserved CBC network time to carry programs of the new CTV Network. But Dr. Stewart changed his mind after CBC President Al Oiumet appeared before the committee. Now, Dr. Stewart would forbid CBC stations from carrying any CTV Network programs.

In his appearance before the Parliamentary Committee, Mr. Oiumet claimed that CBC stations carrying tv programs of a competitive network would split the CBC network.

Dr. Stewart also told the committee that applications for temporary networks of independent tv stations should be heard by the full BGG or its executive committee if the network applied for would be of two-to-six months in duration. Temporary network applications for less than two-months duration would be handled by the chairman or his representative.

CBC Opposes ▪ The request of CHCH-TV Hamilton, Ont., that it be allowed to drop its CBC-TV network affiliation brought strong opposition from the government-owned network at the BBG public hearing which opened June 20 in Ottawa.

Mr. Oiumet asked that the CHCH-TV application be deferred for a year as it would leave 50,000 homes out of CBC-TV's coverage. He felt that CHCH-TV would actually become a third Toronto station since it is only 40 miles from Toronto. He intimated that national sponsors might drop CBC-TV in the heavily populated Toronto-Hamilton area if the station severed its network affiliation. Last year, he said, one network sponsor dropped out when CHCH-TV was permitted to carry a hockey broadcast instead of the regular network program. CBC operates CBLT (TV) Toronto.

Ken Soble, CHCH-TV's president, told the board that six stations in the Toronto area were CBC-TV affiliates, all carrying the same programs. This practice, he said, gave viewers little choice in programs. He said that dropped CBC-TV programs would not harm his area as it would be adequately served by Toronto, London and Kitchener stations. CHCH-TV would produce new live programs, which would also be sold to other independent stations. He said he had no present plans for joining the new CTV Network.

Mr. Oiumet also opposed the request of CJSS-TV Cornwall, Ont., to drop out of CBC-TV. The station claimed heavy financial losses because of its network affiliation.

In a third dissent, Mr. Oiumet opposed the licensing of a second French-language television station in Quebec City, applied for by CJLR Quebec. Mr. Oiumet said CBC wanted to open its own tv station at Quebec City. CJLR spokesman Jacques Laroche told the BBG he would develop local live shows and carry programs from CFTM-TV Montreal (independent Montreal French-language station).

Changing Hands ▪ The BBG also heard testimony from applicants desiring to purchase several radio properties:

Ontario Prime Minister Leslie Frost was one of a group of ten applying to purchase CKLY Lindsay for $47,500.

Frank Griffith, CKNW New Westminster, B. C., heads a group planning to purchase CJOB-AM-FM Winnipeg, Man., for $875,000.

Lloyd Moffat, CKY Winnipeg, wants to buy CKLG North Vancouver, B. C., for $222,000. He also wants to sell CKY to Lions Gate Broadcasting Ltd., purchaser of CKLG for $428,000. Mr. Moffat stated he would operate both stations as one entity with separate rate cards. He is also treasurer of CJAY-

RFE begins 12th year

Radio Free Europe will start its 12th year of broadcasting to East Europe tomorrow (Tuesday) with the largest audience in its history, according to John Richardson Jr., president of the Europe Free Committee.

Since RFE first came into being, registered radio sets in the area it serves have increased from 4.2 million to more than 11.8 million. It has been estimated that a radio set is now owned by more than half of the total number of families in Czechoslovakia, Hungary, Poland, Bulgaria and Romania.



Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

TV Winnipeg.

CJIB Vernon, B. C., and CJOC Lethbridge, Alta., asked permission to sell to Selkirk Holdings Ltd., for $438,200.

Strange buys Dominion

Dominion Broadcasting Co., Toronto, Ont., program and commercial radio and television advertising producers, founded 30 years ago by Hal Williams, has been sold to Strange Enterprises Ltd., headed by Cy Strange, radio account executive of the station representation firm Stovin-Byles Ltd., Toronto. Dominion Broadcasting will continue in business at a new address, 12 Shuter St., Toronto, with Cy Strange as president and Hal Williams as chairman of the board.

Abroad in brief...

Rep appointment ▪ CKOY Ottawa, Ont., appoints All-Canada Radio & Television Ltd., Toronto, as exclusive representative.

New home ▪ CFCF-TV Montreal (ch. 12) moved to a new building constructed at a cost of approximately $1.5 million on June 9. The station has been on the air for four months, and had operated from temporary quarters. The station is owned by Canadian Marconi Co. and Richard Misener is general manager. Its national representative in the U.S. is Weed Television Corp. Charles Michelson Inc., New York, is U.S. program buying representative.

CANADIAN VERSION OF RAB FORMED

Radio Sales Bureau to give stations aid in time sales

Formation of Radio Sales Bureau, sponsored by the Canadian Assn. of Broadcasters, was announced last week.



Mr. Hoffman

The new sales organization will have functions similar to the Radio Advertising Bureau in the U. S. with the prime purpose of rendering sales assistance to radio stations at the local level.

Appointment of Charles G. Hoffman as president of the new bureau was also announced. He will headquarter in Toronto.

The new sales organization follows almost two years of research by a committee of the CAB under Allan Waters, owner of CHUM Toronto, Ont., and CAB vice-president for radio.

Mr. Hoffman has had experience in radio as executive vice-president for a number of years of the Bureau of Broadcast Measurement, Toronto, an industry-supported audience research organization. He has also been director for four years of the Canadian government's International Trade Fair, and has been in personnel selection work.

In announcing the appointment, Mr. Waters stated that "the bureau will include top level meetings with leaders of Canadian industry in an effort to learn how radio can best serve their interests; meetings with advertising agencies to determine how radio can earn a greater share of the responsibility for selling to Canadian consumers; and meetings with heads of individual Canadian radio stations to help them create more aggressive and meaningful sales campaigns at both the local and national level."

Don Jamieson, CJON-AM-TV St. John's, Nfld., and president of CAB this year, stressed that the aims and objectives of the bureau will be directed along every avenue where it is felt radio can offer tangible benefits.

Bill Byles, president of Stovin-Byles Ltd., Toronto, and of Station Representatives Assn., stated that a complete program of information will be undertaken to bring an entirely new group of advertisers into the pale of successful radio users.

Each CAB member station will be able to call on the Radio Sales Bureau for ideas to help realize the full potential of his local market, and to use the resources of a full staff of researchers and creative idea men to help solve any sales problems. There will also be a department to assist stations in the selection and training of sales personnel.

The bureau will serve as a clearing house for the exchange of successful sales and promotion ideas from member stations.

Gamble terms British ad tax 'discriminatory'

Advertisers in the U. S. must regard the 10% tax now in effect on all television advertising in the United Kingdom as inherently a discriminatory tax.

This is a "message" Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has for AAAA members upon his return from a five-week, seven-country tour during which he visited eight principal cities of Europe. Mr. Gamble met with a group of newsmen at 4A offices in New York last week.

Mr. Gamble outlined a three-part report which he delivered earlier to the AAAA board of directors. The report dealt with general observations of advertising organizations and the economy of Europe, with progress made in preparation of the AAAA's second international meeting (April 23-May 4, 1962) and with the tv advertising tax in the UK.

Discriminatory Aspect ▪ Mr. Gamble outlined the problem of the tax, which went into effect on May 1, 1961, as one of discrimination that is not recognized as such in the United Kingdom. There is but limited opposition, he found, with the Conservative, Labor and Liberal parties supporting the tax and the government pleased with its collection. It is collected from the 12 programmers licensed to program commercial tv in the UK (a licensed private monopoly that is highly profitable, he emphasized, referring to the now widely quoted remark of one programmer that a license is tantamount to "authorization to print money.")

He thought authorization of a second commercial tv service in the country conceivably would reduce profits of the individual programmers and thus work toward deleting the tax. He said the levy was passed on to the advertiser, that commercial tv people in the UK do not hesitate to "push up" rates, and that the agency commission becomes reduced in the proportion to the higher costs forced by taxation.

But, Mr. Gamble warned, there would appear little liklihood that commission rates might be raised on the program companies, that advertising in general is handicapped by not being "well regarded" in the UK and that knowledgable Britons have mixed reaction ranging from a feeling that once imposed the tax will never come off to a prediction that it will be repealed at the year end. It is estimated the tax will bring in at least $20 million in yearly revenue.

The international conclave in the U.S. in the spring will run concurrently with the 4A's annual general conference, and foreign delegates will meet in New York, White Sulphur Springs, W. Va., and in Washington, D. C. About 90 delegates from abroad are expected to attend.

BROADCAST ADVERTISING


Mr. Beach

Jim Beach, formerly vp in charge of ABC-TV central division, Chicago, to Foote, Cone & Belding there as broadcast supervisor. He will work on Johnson's Wax account among others. Mr. Beach had been with ABC since 1953.

Stanley E. Perlmeter named executive vp of Bozell & Jacobs, Omaha, Neb. He has been assistant to president since 1957 and vp since 1952. **Albert R. Busch Jr.** and **Richard Sullivan** named vps of Bozell & Jacobs, Omaha. Mr. Busch has been account executive with agency for past five years. Mr. Sullivan formerly was creative director and has held similar positions with Allen & Reynolds, Omaha, and W. D. Lyon Co., Cedar Rapids, Iowa.

Richard A. Aszling, partner at Earl Newsom & Co., New York pr firm, joins Communications Affiliates, that city, as senior vp.

Stanley De Nisco, manager of science department at Ted Bates & Co., N. Y., elected vp.

Douglas Warren, account executive at Smith/Greenland, N. Y., appointed vp and account supervisor of food account activities.

Joseph L. Scanlan, manager of N. Y. office of Miller, Mackay, Hoeck & Hartung, elected vp.

Kenneth C. Ring resigns as vp of Aves, Shaw & Ring, Chicago. Formation of Aves Adv., Chicago, is result of termination of affiliation with John W. Shaw Adv. and resignation of Mr. Ring. **William E. Sproat** of Aves Adv. and **Edward F. Davison,** account executive for Aves, Grand Rapids, named vp.

Edward Y. Papazian, in media analysis and planning division at BBDO, N. Y., named associate media director.

Shirlee Gibbons named account executive for Fletcher Richards, Calkins & Holden, N. Y. Miss Gibbons was formerly responsible for J. P. Stevens & Co. account at agency.

Malcolm G. Lund named creative director of Henderson Adv., Greenville, S. C., following tenure as vp of Howard G. Monk & Assoc., Rockford, Ill. Mr. Lund previously was with Tatham-Laird and Young & Rubicam, both Chicago.

Ralph Kanna named radio-tv director at William Schaller Co., West Hartford, Conn. Mr. Kanna had been general manager of WONS Hartford and vp of Goldman-Walter Adv., Albany, N. Y.

Patrick C. Tims joins accounting department of Clay Stephenson Assoc., Houston. Mr. Tims formerly was account executive at Tatham-Laird, Chicago, where he handled accounts of Procter & Gamble, American Family Products and Bauer & Black.

Pat Fitzgerald joins Robert Blake Co., Beverly Hills, as associate. Miss Fitzgerald was formerly with Ardmore & Donohue, that city.

Marc I. Epstein, assistant product manager of Lever Bros., N. Y., joins Ted Bates & Co., that city, as assistant account executive.

Mickey Trenner, former tv producer-director at Grey Adv., Los Angeles, joins Kenyon & Eckhardt, that city, in charge of tv-radio and commercial production.

Anthony M. Costanzo, formerly manager of pr department at Fuller & Smith & Ross, N.Y., appointed pr director of Dunwoodie Assoc., Garden City, N. Y.

Maxon appoints four new vps


Mr. Beatty


Mr. McGuire


Miss Adams


Mr. Lewis

Announcement has been made by Maxon Inc., Detroit, of the appointment of four new vps. They are: **Perce C. Beatty,** media director, Detroit; **William M. Lewis,** broadcast production head; **Dorothy Adams,** account supervisor; **Thomas P. McGuire,** media director, all New York. Lou R. Maxon, agency president, made the appointments.

AAW officers

Lee Fondren, station manager and director of sales for KLZ Denver,, elected president of Advertising Assn. of The West for coming year at annual AAW convention in Seattle (see story this issue). Other AAW officers are: **Robert Hemmings,** Smith & Hemmings, Los Angeles, senior vp; **Josephine Brooker,** Buttreys Dept. Store, Great Falls, Mont., vp at large; **Walter Terry,** Johnson & Lewis, San Francisco, secretary; **Herbert L. Price,** Newspaper Agency Corp., Salt Lake City, treasurer.

Harry B. Wasserman, vp and director of sales, Bymart-Tintair, N.Y., named vp senior brands manager, Lanolin Plus, that city.

Sylvester J. Cleary, formerly marketing coordinator at The Mennen Co., Morristown, N.J., promoted to merchandising manager. He is succeeded by **Donald L. Gallagher.**

Wilson Goss elected vp of Joseph F. Cavanaugh Ltd., Milwaukee and general manager of new Dallas offices. **Hilery**

Which agency has the best-groomed men?

We assume Norman, Craig & Kummel wins heads down. Judging by the amount of hair tonic these fellows sell over WICE radio — and figuring on a proportionate use of free samples back at the shop — NC&K gents must look handsome all day — and without grease.

We wish they'd send us a complimentary bottle. After 24 hours of broadcasting pop music, news, public service shows and fine commercials like NC&K's, we don't always look so good. Ahh, but that's the price we pay for being the live-wire station in Providence.

Try us soon. For hair slickum or whatever.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

Mather, formerly staff member of Don Baxter, Dallas, named account executive and production supervisor.

Daniel J. Connolly, formerly controller at Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., joins Foote, Cone & Belding, that city, as account department supervisor and office manager.

Nita Nagler, formerly media director for Six Month Floor Wax and Tuck Tape, Product Services, N. Y., joins Del Wood Assoc., that city, as account executive.

Edwin Parkin, advertising promotion manager at Haire Publishing Co., N. Y., joins Wertheim Adv., that city as account executive and general administrative assistant.

Dolores Doyle, formerly of Potts-Woodbury, N. Y., joins Doyle Dane Bernbach, that city, as associate fashion director.

Alden F. Hays named pr director and copy chief for Merritt Owens Adv., Kansas City, Kan. Mr. Hays formerly was merchandiser with Vendo Co., Kansas City, Mo.

William G. Wolfe, senior copywriter at BBDO, N. Y., joins The Kudner Agency, that city, as copy supervisor.

Arthur Gray, formerly of Miller, Bacon, Avrutis & Simon Adv., Miami, joins Kastor, Hilton, Chesley, Clifford & Atherton as account supervisor in new Miami office.

U. (Bud) Galanos, formerly creative director at Keyes, Madden & Jones, N. Y., joins Lennen & Newell, that city, as account executive on General Aniline & Film Corp.

Lowell Farley, formerly with RCA's pr department, joins Fuller & Smith & Ross, that city, as pr account executive.

William M. Petti, art director at BBDO, N. Y., succeeds **Arthur G. Wolfrum** as head art director.

Wayne Tiss, vp of BBDO, Los Angeles, appointed to board of trustees, Screen Actors Guild.



Jacobs' Fellowship

The Morris E. Jacobs Fellowship, to be awarded annually to a graduate of the School of Journalism at the U. of Missouri studying for a Master's degree in that subject has been announced by Bozell & Jacobs, Omaha, Neb. At right **Morris Jacobs,** board chairman of B&J, accepts the presentation from **Roy H. Wensberg,** manager of Bozell & Jacobs, Seattle, Wash., acting on behalf of the firm's key executives.

Alfred Norcott, corporate secretary of Kenyon & Eckhardt, N. Y., elected to additional responsibilities of controller. **Hilton N. Wasserman,** vp and personnel services director, elected administrative vp, and **Fred Hauser,** manager of employment and training, succeeds Mr. Wasserman.

Charles (Skip) Webster appointed publicity director of tv department of Rogers & Cowan, Beverly Hills. Mr. Webster formerly was assistant director of press information for CBS-TV and previously was network publicist assigned to *Playhouse 90.*

Bonnie Moonahan and **Ann Elder** join copy staff of North Adv., Chicago. Miss Moonahan formerly handled copy-contract for H. M. Gross Adv., Chicago, and previously, director of advertising for Exchange National Bank. Miss Elder was copywriter-producer at Allied Adv., Cleveland.

THE MEDIA

John H. Clark, account executive at WFOX Milwaukee, appointed general manager of WAVO Avondale Estates, Ga.

James J. Dunham joins WITI-TV Milwaukee as account executive. He formerly held similar position at WXIX (TV), that city.

Ted Carlsen appointed general sales manager of KCPX-AM-FM Salt Lake City. Mr. Carlsen was station manager of KRAK-AM-FM Stockton, Calif., and general sales manager for KIRO-AM-FM Seattle.



Mr. Golombeck

Herbert Golombeck, vp and general manager of WPLO-AM-FM Atlanta, elected vp of Plough Broadcasting, licensee of station, with headquarters in Memphis, Tenn. **Bud Curry,** sales manager, succeeds Mr. Golombeck as general manager. **Dean L. Aldrich,** formerly manager of WMDN Midland, Mich., replaces Mr. Curry as sales manager. Plough stations are: WMPS Memphis, Tenn.; WJJD Chicago; WCOP-AM-FM Boston; WCAO-AM-FM Baltimore and WPLO-AM-FM.

Fred Gibson promoted to sales manager at WBTV (TV) Charlotte, N. C. He served on sales staff since joining WBTV four years ago. **Van Weatherspoon** named sales supervisor.

Earl R. Harper, sports and special events announcer, named sales manager for WHIH Portsmouth, Va. (formerly WLOW).

Carmine Iannucci named chief engineer for WNHC-AM-FM-TV New Haven, Conn. He succeeds **Howard Wessenberg,** who resigned to join South American operations of NBC. Mr. Iannucci formerly was staff engineer, technical director, supervisor and assistant chief engineer since joining station in 1951.

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Mr. Graff

E. Jonny Graff named general manager of WNTA-AM-FM Newark, N. J. He was vp in charge of eastern sales and member of board of directors of NTA. Prior to joining NTA organization, Mr. Graff was vp in charge of sales with Snader Telescriptions. In 1948, he pioneered in tv as program director and production head at WBKB (TV) Chicago.

Wendell B. Campbell, managing director of KGBS Los Angeles, elected vp of Standard Broadcasting Co., owner-operator of station and wholly-owned subsidiary of Storer Broadcasting Co. Mr. Campbell previously was vp, RKO Teleradio Pictures in charge of Pacific Coast sales for RKO radio and tv properties.

Robert E. Mitchell, formerly vp and general manager of WINZ Miami, appointed general sales manager of WGBS, that city. **Norman Palmer,** national sales manager of WGBS-AM-FM, named local sales representative for WJW-AM-FM-TV Cleveland.

Heyward L. Siddons appointed program-sales coordinator for Protestant Radio & Television Center. Mr. Siddons formerly was tv program director for KOA-AM-TV Denver and later, account executive with National Telefilms Assoc.

Ogden L. Prestholdt named director of CBS Radio's newly formed Engineering Dept. He formerly was manager of radio frequency measurements and analysis for CBS-TV. Other appointments: **Henry Korkes** named to head special projects; **Arthur G. Peck,** director of network operations, appointed director of broadcast operations; **Mason Escher** promoted to manager of technical services; and **Harry Gleaser** named manager of broadcast operations.

Kenneth Leslie named local sales coordinator for KYA-AM-FM San Francisco. He formerly was sales manager of WNBF-AM-FM Binghamton, N. Y.

Roger Barkley appointed program director for KLAC-AM-FM Los Angeles. He formerly held similar position at KIMN Denver.

Wayne Yerxa joins KMSP-TV Minneapolis-St. Paul as account executive.

Wilfred W. (Woody) Woods, assistant manager of WHO-AM-FM-TV Des Moines, Iowa, retires.

Robert F. Heflin, formerly assistant treasurer, Century Chemical Corp., N. Y., joins Adam Young Co., that city, in similar capacity.

John D. Gibbs, general manager of KQV Pittsburgh, elected vp of licensee Allegheny Broadcasting Inc., subsidiary of ABC-Paramount Theatres Inc. Mr. Gibbs has been associated with station for 16 years, joining as news reporter in 1945. Before becoming general manager in March 1960, Mr. Gibbs was program and sales coordinator.

Oliver Allen named coordinating director and production manager of WOAK Atlanta and WRMA Montgomery. Mr. Allen formerly was program director of WRAP Norfolk, Va.

Bob Martin, program director of KPHO-TV Phoenix, assumes additional duties of director of programming, succeeding **Al Rau,** who becomes executive in Phoenix publishing firm. Mr. Martin previously served as manager of KPHO radio.

William R. Furnell, formerly of KCRA-TV Sacramento sales staff, joins Robert E. Eastman & Co., national radio representative, San Francisco, in same capacity. **Jack Kabateck,** who was with Torbert, Allen & Crane, station representative, San Francisco, joins Los Angeles office.

William P. Hessian Jr. joins KPIX (TV) San Francisco as account executive, replacing **Robert M. Miggins,** promoted to assistant sales manager. Mr. Hessian formerly was sales manager at KSBW-AM-FM-TV Salinas, Calif.

James H. Fuller, who was director of creative sales and member of board of directors at Robert E. Eastman Co., N. Y., rejoins CBS Radio as account executive. Mr. Fuller had been with CBS Radio sales staff from 1955-1957.

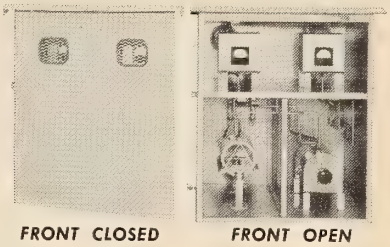
Clayton H. Brace, assistant to president of KLZ-AM-TV Denver, elected president of Colorado Broadcasters Assn. Others elected: **Mason Dixon,** general manager of KFTM Fort Morgan, vp; **Bob Martin,** KMOR Littleton, secretary-treasurer; **Lloyd Allen,** KGIW Alamosa, board of directors and **Jerry Fitch,** KGLN Glenwood Springs, board of directors.

Bob Miller, WWNR Beckley, elected president of newly formed West Virginia AP News Directors Assn. founded last month. Others elected: **Jack Johns,** WCIG Morgantown, vp; **Charles Monzella,** AP radio news editor, Charleston bureau, secretary.

Don Tuckwood, KTVK (TV) Phoenix, elected president of Phoenix Chapter of Academy of Television Arts & Sciences. Others elected: **Paul Hughes,** Paul Hughes Public Relations, first vp; **Jeanne Metzger,** Hallcraft Homes, second vp; **Dr. Richard Bell,** KAET-TV Phoenix, treasurer and **Virginia O'Shaughnessy,** Phoenix Tee Vee, secretary.

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John T. McLean, manager of radio promotion and research at WDAF Kansas City, promoted to director of sales development at WDAF-AM-FM-TV. **W. Judson Woods,** director of promotion and research, named to head expanded department which will handle promotion for both radio and tv.

Herbert F. Tank, chief transmitter engineer of WWJ-AM-FM-TV Detroit and broadcast veteran of 38 years, retires. He joined WWJ in 1923.

Rod Lea, formerly of engineering staff of KTTV (TV) Los Angeles, named writer and production assistant for station. Mr. Lea will also be associated with KGGK-FM Garden Grove, Calif.

Lew Clawson named program manager for WWVA-AM-FM Wheeling, W. Va. He formerly was sports broadcaster.

Joseph Millman, formerly comptroller, Atkins Wood Products Corp., N. Y., joins Herald Tribune Radio Network, N. Y., in same capacity.

Steve Fentress, after completion of year's CBS News fellowship at Columbia U., has returned to news staff of KMOX-TV St. Louis as writer-producer-director.

Vernon D. Goldsmith, promotion copywriter, ABC-TV, joins WFYI Garden City, N. Y., sales staff.

Howie Sagor joins KSET El Paso, Tex., as announcer, following service with Armed Forces Network in France.

Daniel J. Hunter joins WFDF Flint, Mich., as director of public affairs. He formerly was staff member of WDAD Indiana, Pa. **Carl Barger,** production director of WFDF, promoted to program director.

Pat Ryon named program coordinator of WMDN Midland, Mich. **Bill Robbins** appointed record librarian.

Joe Augello appointed news director for WOHO Toledo, Ohio. **Ted Barbone** replaces Mr. Augello as air personality on WOHO's morning show. **Art Lynn** also joins station as air personality.

Leslie R. Shope, retired advertising manager of Equitable Life Assurance Society, N. Y., named president of Radio Free Europe Fund, succeeding **John M. Patterson. Andre F. Rhoads,** vp, field operations, named executive vp, while **William J. Greene Jr.,** former regional vp, succeeds him in field operations.

Bob Chase, formerly disc jockey at WIND Chicago, joins WQXI Atlanta in same capacity.

Gene Anthony, WDRC Hartford, Conn., personality, joins WACE Springfield, Mass. in similar capacity.

Dean Webber joins KLIV San Jose, Calif., as disc jockey. He formerly was with KXOA Sacramento, Calif., in similar capacity. **Dick Huston,** formerly program director at WTOD Toledo, Ohio, also joins KLIV.


Mr. Cornell

Cameron Cornell, news director of WGSA Savannah, joins WMCA New York in same capacity. Mr. Cornell was also documentary producer at ABC Radio and chief news editor-commentator of former DuMont Television Network.

PROGRAMMING

James T. Victory, syndication sales director at CBS Films, N. Y., appointed general sales manager.

Anthony Rizzo, western division manager of Del Wood Assoc., joins western sales division of Independent Television Corp.

Leo Soroka named to staff of UPI's National Radio Div., Chicago. **Andrew J. Reese** succeeds Mr. Soroka as bureau manager of UPI, Memphis, Tenn. Mr. Reese formerly was UPI bureau manager, Jacksonville, Fla.

Bud Yorkin named to produce and direct Danny Kaye special on CBS-TV in November. Mr. Yorkin, four-time Emmy award winner, produced 1958 and 1959 award-winning Fred Astaire tv specials and *Bobby Darin and Friends* special last January.

EQUIPMENT & ENGINEERING

Melvin C. Oelrich promoted to president of American Concertone, Culver City, Calif. Mr. Oelrich joined firm as general manager in 1958.

Theodore S. Hoffman named vp and manager of Semiconductor Div. of Hoffman Electronics Corp., Los Angeles. He succeeds **Dr. Morton B. Prince,** appointed chief scientist and divisional vp of Semiconductor Div.

Kenneth M. Lord elected vp of manufacturing and purchasing for Raytheon Co., Bedford, Mass. Mr. Lord resigned as vp and general manager of military products division of General Dynamics Electronics to take newly-created post.

Frank A. Astrologes elected vp, finance, for Oak Manufacturing Co., Crystal Lake, Ill. Mr. Astrologes formerly was vp, finance, for Burlington Industries, Montreal, Canada.

Frank A. Gunther, president of Radio Engineering Laboratories, Long Island, N. Y., elected president of Armed Forces Communications & Electronics Assn.

William J. LaHiff, sales manager of research and development, Budd Electronics Co., N. Y., appointed general manager, Farmingdale Div., Dynamics Corp. of America.

Eugene F. Peterson, manager, consumer goods export department, International General Electric Co. division, N. Y., elected vp, marketing, consumer and industrial products, ITT. As manager of marketing in radio-tv department of GE's electronics div., Mr. Peterson was responsible for all U. S. marketing of radio-tv-high fidelity products.

Eugene D. Warren and **John J. Leay** named director of engineering and chief engineer, respectively, for newly created engineering division of Theatre Network Television, N. Y. Mr. Warren formerly was manager of CBS-TV effects service department and Mr. Leay was CBS-TV engineer in charge of special effects.

Harold M. Winters, manager of east central regional sales, RCA Sales Corp., N. Y., resigns because of ill health.

ALLIED FIELDS

Edgar G. Shelton Jr. announces formation of firm in his name offering services in field of national affairs and pr. Mr. Shelton formerly was vp of ABC and earlier, consultant on special pr projects to Vice President Lyndon B. Johnson. Firm is located at 1735 DeSales St., N.W., Washington, D. C.

INTERNATIONAL

Archbishop Bernard J. Sheil of Chicago appointed Vatican's advisor in matters of press, radio and tv.

DEATHS

Anthony M. Quinn, 62, secretary-treasurer of KHJ-AM-TV Los Angeles and KFRC San Francisco, died June 25 at St. Joseph's Hospital, Burbank, Calif., following short illness. Mr. Quinn, broadcast executive since 1932, was at one time chief auditor of Don Lee Broadcasting System.

Henry Doorly, 81, retired board chairman of *The Omaha* (Neb.) *World-Telegram* (licensee of KEWH-TV Omaha), died June 26. Mr. Doorly has been inactive in business since last year.

Arthur Good, 49, film manager of RKO General, N. Y., died June 28 at Middlesex General Hospital, New Brunswick, N. J., following heart attack.

Frank H. Coffin, 50, local sales manager of KOIN-TV Portland, Ore., since sign-on in 1953, died June 27 after extended illness. Mr. Coffin was broadcast veteran of 23 years.

E. G. Hines, 42, on staff of Bozell & Jacobs, Seattle, died June 27 in air crash near Lapush, Wash.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part, participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 No network service; 11:30-11:55 *Camera Three*, sust.; 11:55-noon *Sunday News*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:15 *News*, sust.; 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *Baseball Game of the Week*, part.
NBC-TV *Major League Baseball*, various regional.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Eichmann on Trial*, sust.; 4:30-5 *Issues & Answers*, sust.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel; 5:30-6 *Rocky & His Friends*, Gen. Mills, Amer. Chicle, Peter Paul.
CBS-TV 5-5:30 *Accent*, sust.; 5:30-6 *Ted Mack & The Original Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 No network service; 5:30-6 *This is NBC News*, Gulf.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents*, part.
CBS-TV 6-6:30 *I Love Lucy*, part; 6:30-7 *Twentieth Century*, Prudential.
NBC-TV 6-6:30 *Meet the Press*, co-op; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney*, cont.; 7:30-8:30 *Maverick*, Kaiser, Armour, Noxzema, R. J. Reynolds, duPont.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis the Menace*, Best Foods, Kellogg.
NBC-TV *Shirley Temple*, Nabisco, Beechnut, Walt Disney, Fedders, Gen. Foods.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak.
NBC-TV 8-8:30 *National Velvet*, Rexall; 8:30-9 *Tab Hunter Show*, P. Lorillard, Westclox.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers; 9:30-10:30 *The Asphalt Jungle*, Speidel, Gillette, Amer, Chicle, Beecham, Cluett Peabody, Pepsi-Cola.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Holiday Lodge*, Lever, State Farm.
NBC-TV *NBC Mystery Theatre*, Dumas-Milner, P&G, Ponds, Mennen.

10-11 p.m.

ABC-TV 10-10:30 *Asphalt Jungle*, cont.; 10:30-11 *This Week Around the World*, sust.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line*, Kellogg, All State.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Warner-Lambert, alt.; 10:30-11 *This is Your Life*, Block Drug.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall, alt. with Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy*, part.; 10:30-11 *Video Village*, part.
NBC-TV 10-10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Morning Court*, part.; 11:30-12 *Love That Bob*, part.
CBS-TV 11-11:30 *Double Exposure*, part.; 11:30-12 *Surprise Package*, part.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Number, Please*, part.
CBS-TV 12-12:30 *Love of Life*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Truth or Consequences*, part.; 12:30-12:55 *It Could Be You*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 No network service; 1:25-1:30 *Midday News*, sust.; 1:30-2 No network service.
CBS-TV 1-1:05 *News*, sust.; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Face the Facts*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Jan Murray Show*, part.; 2:30-3 *Lorretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-4 *The Verdict Is Yours*, part.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *From These Roots*, part.

4-5 p.m.

ABC-TV *American Bandstand*, part.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-5 *Here's Hollywood*, part.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Rocky & His Friends*, (Tue., Thur.); *Rin Tin Tin*, (Mon., Fri.); *Lone Ranger*, (Wed.); part.
CBS-TV 5-5:10 *Five O'Clock News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, sust.; 6:15-7:30 No network service, except Tue. 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, sust.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Miles, P&G, Ralston, American Tobacco, Edward Dalton, Bristol-Myers.
CBS-TV *To Tell The Truth*, American Home, R. J. Reynolds.
NBC-TV 7:30-8:30 *The Americans*, Dow, Mead-Johnson, Max Factor, Reader's Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Surfside 6* Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation; 8:30-9 *Bringing Up Buddy*, Scott.
NBC-TV 8-8:30 *The Americans cont.*; 8:30-9 *Wells Fargo*, American Tobacco, Beechnut.

9-10 p.m.

ABC-TV 9-9:30 *Surfside 6*, cont.; 9:30-10:30 *Adventures in Paradise*, Whitehall, J.B. Williams, Noxema, L&M, Amer. Chicle, Union Carbide.
CBS-TV 9-9:30 *Spike Jones Show*, Gen. Foods; 9:30-10 *Ann Sothern Show*, Gen. Foods.
NBC-TV 9-9:30 *Whispering Smith*, R. J.



TV SPECIALS FOR JULY, AUGUST & SEPTEMBER

CBS-TV

July 15: 10-11 p.m.
Miss Universe Beauty Pageant, Procter & Gamble.
July 29: 5:30-6:30 p.m.
PGA Golf Tournament, Renault, Williamson Dickie.
July 30: 4:30-6 p.m.
PGA Golf Tournament, Renault, Williamson Dickie.
Aug. 6: 10-11 p.m.
Family Classics, Breck.
Sept 9: 9:30-12 midnight
Miss America Pageant, TBA.
Sept. 18: 10-10:30 p.m.
The Alan King Show, TBA.
Sept. 27: 10-11 p.m.
Carnegie Hall Salutes Jack Benny Kitchens of Sara Lee.

NBC-TV

July 4: 10-11 p.m.
Project 20: The Great War (repeat), Lipton.
July 11: 10-11 p.m.
Project 20: Those Ragtime Years, Purex.
July 18: 10-11 p.m.
The Purex Special For Women: The Single Woman, Purex.
July 25: 10-11 p.m.
The Purex Special For Women: The Trapped Housewife. Purex.
July 31: 2:45 p.m. to conclusion
31st All-Star Baseball Game, Gillette, Chrysler.
Aug. 1: 10-11 p.m.
The Purex Special For Women: The Cold Woman, Purex.
Aug. 8: 10-11 p.m.
The Purex Special For Women: The Working Mother, Purex.
Aug. 9: 10-11 p.m.
Jimmy Durante Show, Brewers Assoc.
Aug. 22: 10-11 p.m.
The Purex Special For Women: Mother & Daughter, Purex.
Aug. 29: 10-11 p.m.
The Purex Special For Women: Change Of Life, Purex.
Sept. 5: 10-11 p.m.
Margaret Bourke-White Story, Purex.
Sept. 12: 10-11 p.m.
Project 20: The Will Rogers Story (repeat), Purex.

Reynolds, Warner-Lambert; 9:30-10 *Concentration*, P. Lorillard.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds.
CBS-TV 10-10:30 *Glenn Miller Time*, Gen. Foods, P. Lorillard; 10:30-11 *Brenner*, P&G.
NBC-TV 10-10:30 *Barbara Stawyck Show*, Amer. Gas Assn.; 10:30-11 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Colgate.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, P&G, Pepsi-Cola, R. J. Reynolds, Gold Seal.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G; 8:30-9 *Wyatt Earp*, P&G, Gen. Foods.
CBS-TV 8-8:30 *Father Knows Best*, Lever, Scott; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, Revlon.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, Simoniz, Gillette, Miles, Ralston, Gen. Foods.
CBS-TV 9-9:30 TBA; 9:30-11 *Playhouse 90* part.
NBC-TV *Thriller*, Helene Curtis, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa; 10:30-11 No network service.
CBS-TV *Playhouse 90*, cont.
NBC-TV *Specials*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Brillo, Derby, duPont, Coleman, P. Lorillard.
CBS-TV 7:30-8:30 *Malibu Run*, part.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Revlon, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of Ozzie & Harriet*, Eastman Kodak, Coca-Cola.
CBS-TV 8-8:30 *Malibu Run*, cont.; 8:30-9 *Danger Man*, Brown & Williamson, Kimberly Clark.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price Is Right*, Lever.

9-10 p.m.

ABC-TV *Hawiian Eye*, Whitehall, American Beecham, Carter, Lever, P. Lorillard, Corn Products, Miles, Edward Dalton.
CBS-TV 9-9:30 *Angel*, S. C. Johnson, Gen. Foods; 9:30-10 *I've Got A Secret*, R. J. Reynolds, Bristol-Meyers.
NBC-TV *Kraft Mystery Theatre*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, Amer. Chicle, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, duPont, Haggar Slacks.
CBS-TV *U.S. Steel Hour-Circle Theatre*, U.S. Steel alt. with Armstrong Cork.
NBC-TV 10-10:30 *It Could Be You*, P&G; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-up.
CBS-TV 7:30-8:30 *Summer Sports Spectacular*, part.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, Pillsbury, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Sports*, cont.; 8:30-9 *Zane Grey Theatre*, part.
NBC-TV *Outlaws*, cont.; *Bat Masterson*, part.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, Corn Products.
CBS-TV *Gunslinger*, R. J. Reynolds, Gillette, Union Garbide.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home; 9:30-10 *Great Ghost Tales*, Ford.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Silents, Please*, Dutch Masters, Campbell, Quaker.
CBS-TV *Face The Nation* and *CBS Reports*, alt., part.
NBC-TV 10-10:30 *The Groucho Show*, Block Drugs, Toni; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel.
CBS-TV 7:30-8:30 *Rawhide*, part.
NBC-TV *Happy*, duPont, Brown & Williamson.

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *One Happy Family*, sust.; 8:30-9 *Five Star Jubilee*, Massey-Ferguson.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Adventure Theatre*, L&M.
NBC-TV 9-9:30 *Lawless Years*, Brown & Williamson, Alberto-Culver; 9:30-10 *Westinghouse Playhouse*, Westinghouse.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G; 10:30-11 *Law & Mr. Jones*, P&G, Simoniz, P. Lorillard.
CBS-TV 10-10:30 *Twilight Zone*, L&M, Colgate; 10:30-11 *Person To Person*, part.
NBC-TV *Michael Shayne*, P. Lorillard, Dow, Oldsmoblie, P&G, Max Factor.

SATURDAY MORNING & AFTERNOON

9-10 a.m.

ABC-TV No network service.
CBS-TV 9-9:30 No network service; 9:30-10:30 *Captain Kangaroo*, part.
NBC-TV 9-9:30 No network service; 9:30-10 *Pip the Piper*, Gen. Mills.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, cont.; 10:30-11 *Mighty Mouse Playhouse*, Colgate.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Cracker Jack, Prewitt, Remco, Amer. Doll & Toy; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets; 11:30-12 *Lone Ranger*, Gen. Mills.

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Pip the Piper*, Gen. Mills.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Saturday News with Robert Trout*, sust.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-4 No network service; 4-5 *ABC's World of Sports*, R. J. Reynolds, Gen. Mills, Carter, Humble Oil, Bristol-Myers and sust.
CBS-TV *Baseball Game of the Week*, part.
NBC-TV *Major League Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *ABC's World of Sports*, cont.; 6-7 No network service; 7-7:30 *Matty's Funday Funnies*, Mattel.
CBS-TV No network service.
NBC-TV 5-5:30 TBA; 5:30-6 *Captain Gallant*, Gen. Mills; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Gillette, Simoniz, Mennen, Derby.
CBS-TV 7:30-8:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, P&G.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It To Beaver*, Ralston, Colgate.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly-Clark.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams.
CBC-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers; 9:30-10:30 *The Nation's Future*, sust.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand; 10:30-11 No network service.
NBC-TV 10-10:30 *Nation's Future*, cont.; 10:30-11 No network service.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 22 through June 28. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

***Redding, Calif.—Northern California Educational Tv Assn. Inc.** vhf ch. 9 (186-192 mc); ERP 31.19 kw vis., 15.59 kw aur.; ant. height above average terrain 3,576 ft., above ground 97 ft. Estimated construction cost $123,817, first year operating cost $71,073. Post Office address 3580 Sunset Dr. Redding. Studio location Redding, trans. location Shasta Bally Mountain. Geographic coordinates 40° 36′ 08″ N. Lat., 122° 39′ 00″ W. Long. Trans.: RCA TT-5A, ant. RCA TF-6AH. Legal counsel Krieger & Jorgensen, Washington, D. C.; Consulting engineer Russell B. Pope. Ann. June 23.

Santa Maria, Calif.—M&M Telecasters vhf ch. 12 (204-210 mc); ERP 23.75 kw vis., 12.44 kw aur.; ant. height above average terrain 827 ft., above ground 150 ft. Estimated construction cost $135,660.45, first year operating cost $220,000, revenue $270,000. Post Office address 4540 Garfield St. La Mesa, Calif. Studio location Santa Maria; Trans. location 8.5 miles southeast of Santa Maria. Geographic coordinates 34° 50′ 25″ N. Lat., 120° 22′ 56″ W. Long. Trans. Gates BT-5C, ant. Jampro JATV68/H. Legal counsel A. L. Stein, Washington, D. C. Consulting engineer Mal Mobley Jr., Northridge, Calif. Principals: **Daniel E. Molina** (66.66%), **L. E. Manseau** (33.33%). Mr. Molina owns Bombay, India station representative business; Mr. Manseau owns real estate development firm and 50% interest in date grove. Ann. June 26.

Corbin, Ky.—Ken-Ten-Va Telecasting Co. uhf ch. 16 (482-488 mc); ERP 494 kw vis., 247 kw aur.; ant. height above average terrain 467 ft., above ground 257 ft. Estimated construction cost $317,159, first year operating cost $93,500 revenue $325,000. P. O. address Rt. 1 Barbourville, Ky. Studio and trans. location Corbin. Geographic coordinates 36° 55′ 59″ N. Lat., 84° 07′ 02″ W. Long. Trans. RCA TTU 25 B, ant. RCA TFU 21C. Consulting engineer Gautney & Jones, Washington, D. C. **Beckham Garland,** sole owner, owns general merchandise store, 75% of oil-products distribution business, 50% of oil and gas leasing firm and 50% of well drilling business. Ann. June 28.

Existing tv stations

ACTIONS BY FCC

KGIN-TV Ch. 11 Grand Island, Neb.—Granted mod. of cp to increase vis. ERP from 0.275 kw to 316 kw and aur. ERP from 0.162 kw to 158 kw, change trans. site from Grand Island to site 33 miles southwest thereof, increase ant. height from 200 ft. to 1,020 ft., and change type trans. and ant. Action June 21.

WTPA (TV) ch. 27 Harrisburg, Pa.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Harrisburg-York-Lebanon station. Action June 21.

New am stations

ACTION BY FCC

West Memphis Ark.—Newport Bcstg. Co., Granted 730 kc, 250 w D. P. O. address Sudbury Bldg., Blytheville, Ark. Estimated construction cost $23,700, first year operating cost $48,000, revenue $55,000. Applicant is licensee of KNBY Newport, Ark. Action June 23.

APPLICATIONS

Liberty, Ky.—Patrick Henry Bcstg. Co. 1560 kc; 250 w D. P. O. address Lebanon, Ky. Estimated construction cost $7,210; first year operating cost $21,900; revenue $29,850. **James T. Whitlock,** sole owner, is general manager of WLBN Lebanon, Ky., and has been owner of newspaper and drive-in restaurant. Ann. June 23.

Deer Lodge, Mont.—Powell County Bcstg. Co. 1400 kc; 250 w unl. P. O. address 402 N. 2 St. Douglas, Wyo. Estimated construction cost $9,500; first year operating cost $18,000; revenue $30,000. **James R. Wheeler,** 99% owner, has been engineer for various stations and has owned radio and electrical service and repair business. Ann. June 27.

Dimmitt, Tex.—High Plains Bcstg. Co. 1470 kc; 500 w D. P. O. address box 794 Dimmitt. Estimated construction cost $25,000; first year operating cost $24,000; revenue $30,000. Principals: **Jay Taylor, Steve Taylor** (each 50%). Jay Taylor has oil and livestock interests; Steve Taylor has farming and insurance interests. Ann. June 28.

Existing am stations

ACTIONS BY FCC

WFIX Huntsville, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; remote control permitted; engineering conditions. Chrm. Minow not participating. Action June 21.

WLAY Muscle Shoals, Ala.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Chrm. Minow not participating. Action June 21.

KFAR Fairbanks, Alaska—Waived Sec. 3.13 of rules and granted authority to Feb. 1, 1963 (expiration of license term) to operate with 1 kw auxiliary trans. between midnight and 6 a.m. in lieu of regular 10 kw operation on 660 kc. Action June 21.

WCRW Chicago, Ill.—Granted increase of power from 100 w to 250 w, continued operation on 1240 kc sharing time with WEDC and WSBC Chicago; engineering conditions. Action June 21.

WJOB Hammond, Ind.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Comr. Ford dissented. Action June 21.

WSAL Logansport, Ind.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action June 21.

WSTR Sturgis, Mich.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action June 21.

KTTS Springfield, Mo.—Granted waiver of Sec. 3.188 (d) of rules to permit 1 kw daytime operation using roof-top ant.; engineering condition. Action June 21.

WAGY Forest City, N. C.—Granted increase of power on 1320 kc from 500 w to 1 kw, continued daytime operation; engineering condition. Action June 21.

WVOS Liberty, N. Y.—Granted application to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; remote control permitted; engineering condition and (1) construction not to be commenced until decision has been reached in proceeding involving application to increase daytime power of WGBB Freeport, N. Y., and (2) grant is without prejudice to whatever action commission may deem warranted as result of any final determination reached by commission with respect to application of Catskill Bcstg. Co. for new station in Ellenville, N. Y., and of Sullivan Bcstg's. application for renewal of license of WVOS. Action June 21.

KUMA Pendleton, Ore.—Granted change of DA (continued operation on 1290 kc, 5 kw, unl.) from DA-2 to DA-N; remote control permitted. Action June 21.

KETX Livingston, Tex.—Granted increased power from 1 kw to 5 kw, continued operation on 1440 kc, D; engineering condition. Action June 21.

WRDB Reedsburg, Wis.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering condition and construction not to be commenced until decision has been reached on application for increased daytime power of WRJN Racine, Action June 21.

WRIG Wausau, Wis.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; remote control permitted; engineering condition and construction not to be commenced until decision has been reached on application for increased daytime power of WRJN Racine. Action June 21.

APPLICATION

WBUY Lexington, N. C.—Cp to change hours of operation from D to unl., using power of 1 kw-N, 5 kw-D, specify new site for nighttime operation employing DA-N, and install new trans. (two-site operation—no change daytime). Requests waiver of Sec. 3.28(c) of rules. Ann. June 27.

New fm stations

ACTIONS BY FCC

***Wheaton, Ill.—Trustees of Wheaton College** Granted 88.1 mc, 10 w. Estimated construction cost $1,765, first year operating cost $2,900. Action June 21.

Cedar Rapids, Iowa—Don-Lo Bcstg. Inc. Granted 98.1 mc, 4.19 kw. Ant. height above average terrain 242 ft. P.O. address 1010 North Ave., Sheboygan, Wis. Estimated construction cost $12,340, first year operating cost $5,000, revenue $5,000. Principals include **John D. Harvey** (38%), **W. R. McClenahan** (30%), **David D. Daly, Clifford R. Schneider** and **Gunner B. Johnson** (10% each). Mr. Harvey was vp of WOSH Oshkosh, Wis., until Sept. 1960. Mr. McClenahan was general manager, KWEB Rochester, Minn., until Dec. 1960. Drs. Daly and Schneider are surgeons. Mr. Johnson is in floor-covering business. Company has applied to buy cp of KHAK Cedar Rapids. Action June 21.

Carrollton, Mo. — Homeland Enterprises Inc. Granted 101.1 mc, 105 kw, unl. Ant. height above average terrain 276 ft. P.O. address 215 S. Main St. Estimated construction cost $80,771, first year operating cost $25,000, revenue $35,000. **R. Hamilton Station** owns over 95%. He operates clinic and hospital. Action June 21.

Bartlesville, Okla.—Quality Fm Broadcasters Inc. Granted 100.1 mc, 260 kw. Ant. height above average terrain 161 ft. P.O. address Box 691, Livingston, Mont. Estimated construction cost $6,972, first year operating cost $3,800, revenue $8,000. **Peter B. Wolcott,** sole owner, is radio announcer. Action June 21.

Alvin, Tex.—The Alvin Bcstg. Co. Granted 102.1 mc, 3.38 kw. Ant. height above average terrain 210 ft. P.O. address 1403 Adoue St. Estimated construction cost $29,541, first year operating cost $36,312, revenue

EDWIN TORNBERG
& COMPANY, INC.

E T

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

$37,960. **Odell V. Robinson** is majoriy owner (57.5%). **Alvin Bowling Lanes Inc.** and **K. F. Land & Building Co.** each hold 12.5%. Mr. Robinson owns insurance agency. Action June 21.

Longview, Tex. — Radio Longview Inc. Granted 105.7 mc, 6.2 kw. Ant. height above average terrain 302.6 ft. P.O. address Box 1866. Estimated construction cost $11,688, first year operating cost $1,200, revenue $6,500. Principals are **Mr. & Mrs. E. W. Mahone Jr.** (25% each), **H. A. Bridge Sr.** (5%) and **H. A. Bridge Jr.** (45%). They hold comparable interests in KLUE Longview and KMHT Marshall, Tex. Action June 21.

Wichita Falls, Tex.—Radio Wichita Falls Granted 95.1 mc; 3.75 kw. Ant. height above average terrain 430 ft. P.O. address Box 88, Wichita Falls. Estimated construction cost $14,568, first year operating cost $38,000, revenue $43,000. Principals include **Bob Lipscomb** (30%) and **David A. Kimbell** (50%). Mr. Lipscomb owns ad agency; Mr. Kimbell owns 25% of drilling and contracting firm. Action June 21.

APPLICATION

***Warrensburg, Mo. — Board of Regents, Central Missouri State College.** 90.9 mc; 8.7 w. Ant. height above average terrain 74.5 ft. P.O. address Central Missouri State College, Warrensburg. Estimated construction cost $4,319; first year operating cost $1,500. Ann. June 23.

Existing fm stations

ACTION BY FCC

KPOI-FM Honolulu, Hawaii — Granted waiver of Sec. 1.323(b) of rules and simultaneous grant of cp to replace expired permit for new class B fm station to operate on 97.5 mc; ERP 27.5 kw and ant. height minus 225 ft. Action June 21.

APPLICATION

***KFJC (FM) Mountain View, Calif.**—Cp to change frequency from 88.5 mc to 89.7 mc, increase trans. power output from 10 w 50 kw; ant. height above average terrain of 705 ft, change ant.-trans. and studio location, operate trans. by remote control and make changes in transmitting equipment. Ann. June 26.

Ownership changes

ACTIONS BY FCC

KWCX Willcox, Ariz.—Granted assignment of cp to Cochise Bcstg. Co. (Rex E. Allen, president); consideration $32,500. Action June 21.

KXO El Centro, Calif.—Granted transfer of control to KXO Inc. (mostly employees of KXO); consideration $242,296. Marco Hanan, transferee president, has minority interest in KLIV San Jose, and KXOA Sacramento. Action June 21.

WSEB Sebring, Fla.—Granted (1) renewal of license and (2) assignment of license to Highlands Bcstg. Corp.; consideration $40,000. William K. Diehl, assignee president, is controlling stockholder of WISP Kingston, N. C. Chrm. Minow not participating. Action June 21.

WDCL Tarpon Springs, Fla.—Granted assignment of license to Consolidated Communities Corp. (WMBM Miami); consideration $250,000 and agreement not to engage in am operation in WDCL service area for 5 years. Chrm. Minow not participating. Action June 21.

WABR Winter Park, Fla.—Granted (1) renewal of license and (2) assignment of license to Contemporary Bcstg. Inc. (James H. Sawyer, president). Reflects compliance with proposed arrangement for creditors approved by Orlando Division, U. S. District Court. Chrm. Minow not participating. Action June 21.

WOKJ Jackson, Miss.—Granted (1) renewal of license and (2) assignment of license to Ni-Mac Bcstg. Inc.; consideration $90,000 and 900 shares of stock. James M. McLendon, assignee president, is half-owner of Dixieland and has major interest in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Chrm. Minow not participating. Action June 21.

KIMB Kimball, Neb.—Granted assignment of license to KIMB Inc. (Norton E. and Diana M. Warner and Wyman N. and Willa M. Schnepp); consideration $50,000. Schnepp family owns KNDY Marysville, Kan. Action June 21.

KENO Las Vegas, Nev.—Granted (1) renewal of license; (2) acquisition of negative control by Gordon B. Sherwood Sr. and Jr., and Leslie J. Craigen, as family group, through sale of 40 shares of stock by Frederick Von Hofen; (3) relinquishment of negative control by Sherwoods and Craigen through sale of 40 shares of treasury stock to Edwards R. Hopple, and (4) assignment of license and cp to Paradise Bcstg. Inc. (Maxwell Hurst, president), for consideration of $275,000. Action June 21.

WOHP Bellefontaine, Ohio — Granted transfer of control from James T. Sandonato and Thomas W. Talbot to D. L. Rike & Co. (John J. Cote, president); consideration $100,291 for 100% interest. Action June 21.

WHRW Bowling Green, Ohio—Granted (1) renewal of license and (2) assignment of license and cp to Voice of The Maumee Valley Inc. (controlled by Mr. Ward) and then (3) to WHRW Inc.; consideration to latter will be $225,000. WHRW Inc. of which Rev. H. Max Good is president, is wholly owned by The Memorial Foundation, Columbus, Ohio, which owns WPAR Parkersburg, W. Va. Chrm. Minow abstained from voting. Action June 21.

WCMW Canton, Ohio—Granted assignment of license to Douglas Properties Corp. (Sidney J. Collins, president); consideration $230,000. Action June 21.

KWRW Guthrie, Okla.—Granted assignment of license to Austin Oil Co. (Helen C. Oven, president); consideration $68,000. Action June 21.

KGAL Lebanon; KGAY Salem, both Oregon—Granted assignment of licenses from W. Gordon Allen & Associates to Radio Wonderful Williametteland Inc. (Glen M. Stadler, president, has 75% interest in KEED-AM-FM Springfield-Eugene); consideration $268,260 ($150,000 for KGAL and $118,260 for KGAY); grants are without prejudice to such action as commission may wish to take, if any, as result of its current inquiry into activities and operations of W. Gordon Allen. Chrm. Minow and Cmr. Ford dissented. Action June 21.

WECL Eau Claire, Wis.—Granted transfer of control from Gambo Inc., to WECL Inc. (Robert Nelson, president); consideration $100,000 for 100% interest. Action June 21.

APPLICATIONS

WBRC-AM-FM-TV Birmingham, Ala. — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KAMP El Centro, Calif.—Seeks transfer of 20% of stock in El Centro Radio Inc. from **Andrew E. Andreotti** (present owner of 60%) to **William H. Ellison** for $3,900. Mr. Ellison is general manager of KAMP. Ann. June 23.

KAGR Yuba City, Calif.—Seeks assignment of license from **James Emile Jaeger** to **Burnal B. Ballard** and **Monroe A. Behr** (each 50%), for $30,000. Mr. Ballard operates communications engineering repair and service organization and has been supervisor of transportation for wholesale grocery firm; Mr. Behr operates grocery store and retail building supplies business. Ann. June 27.

WSFB Quitman, Ga.—Seeks assignment of license from **J. E. Boyd** to **William F. Hoopes, J. T. Rowland** and **Danny E. Bailey** (each 33.33%), for $46,000. Mr. Rowland is manager of auto-tires store; Mr. Hoopes is present general manager of WSFB; Mr. Bailey is radio and tv entertainer. Ann. June 23.

KEEP Twin Falls, Idaho—Seeks transfer of 50% of stock in Radio Sales Corp. from **D. Spencer Grow** back to corporation to be held as treasury stock, giving 100% control to **R. W. Burden, Jr.**, present owner of other 50%; consideration to Mr. Grow $40,000 plus $3,000-worth of advertising time per year over 10-year period. Ann. June 23.

WKYT (TV) Lexington, Ky.—Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KRIH Rayville, La.—Seeks assignment of license from **John A. Touchstone** to **C. Sellers Aycock Jr.** (99%) for $43,500 including option consideration. Mr. Aycock is owner of spot cotton-buying firm and has owned 25% of book shop. Ann. June 26.

WSOQ North Syracuse, N.Y.—Seeks transfer of 100% of stock in WSOQ Inc. from **Sol** and **Rebecca Panitz, Barry** and **Mae Winton** (each 25%) to **William J.** and **Vivian Warren** (each 50%), for total of $147,000. Mr. Warren owns 50% of WHLT Huntington, Ind. and has been general manager of WCAP Lowell, Mass.; Mrs. Warren owns other 50% of WHLT and is housewife. Ann. June 26.

WFMY-TV Greensboro, N.C.—Seeks transfer of 59.6% of stock in Greensboro News Co. from **Beverly C. Moore**, wife of and trustee for Edwin B. Jeffress (deceased) to herself as administrator c.t.a. of Mr. Jeffress' estate; no financial consideration involved. Ann. June 26.

WKRC-AM-FM-TV Cincinnati, Ohio — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

WTVN-AM-FM-TV Columbus, Ohio — Seeks commission consent to sale of 25% of stock in Taft Bcstg. Co. to general public, reducing control held by **Taft-Ingalls** family group from 60% to 38%. Ann. June 26.

KOCO-TV Enid, Okla.—Seeks transfer of all stock in Cimarron Tv Corp. from **Caster-Robinson Tv Corp.** to **Capital City Investment Co.** for total of $1,376,320. Principals include: **P. R. Banta** (12%), **Dean A. McGee, L. D. Banta, Grayce B. Kerr** (each 10%), and others. P. R. Banta owns oil drilling & production firm, 38% of oil field supplies firm and 50% of public works contracting firm and is present president of KOCO-TV; Mr. McGee has oil and banking interests; L. D. Banta has banking, insurance and contracting interests; Grayce Kerr owns interior decorating business, 50% of farm-products business and 20% of ranch. Ann. June 26.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 2 initial decision which looked toward granting application of Newport Bcstg. Co. for new am station to operate on 730 kc, 250 w, D, with engineering condition, in West Memphis, Ark., and denying similar application of Crittenden County Bcstg. Co., became effective June 21 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 2 initial decision which looked toward (1) granting applications for increased daytime power from 250 w to 1 kw, continued nighttime operation with 250 w to Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., Keystone Bcstg. Corp. (WKBO) Harrisburg, Pa., and Maryland Bcstg. Co. (WITH) Baltimore, Md., on 1230 kc, and Hagerstown Bcstg. Co. (WJEJ) Hagerstown, Md., on 1240 kc, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WKBO with added engineering conditions; (2) granting WKBO requested waiver of Sec. 3.188 (d) of rules; and (3) favoring application of Lamar A. Newcomb for increased power of station WFAX Falls Church, Va., from 1 kw to 5 kw, on 1220 kc, D, but holding application in hearing status without final action until entry into force of U. S.-Mexican agreement of 1957 became effective June 21 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 3 initial decision which looked toward granting application of WDSR Bcstg. Inc. (WDSR) Lake City, Fla., and Daytona Beach Bcstg. Corp. (WROD) Daytona Beach, to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, and Duane F. McConnell for new station to operate on 1340 kc, 250 w, unl. in Clermont, Fla., became effective June 22 pursuant to Sec. 1.153 of rules. Action June 23.

■ Commission gives notice that May 3 initial decision which looked toward granting application of Greene County Bcstg. Inc., for new am station to operate on 1450 kc, 250 w, unl. in Greenville, Tenn., became effective June 22 pursuant to Sec. 1.153 of rules. Action June 23.

INITIAL DECISIONS

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Clinton Bcstg. Corp. (KROS) Clinton, Iowa, Illinois Bcstg. Co. (WSOY) Decatur, Ill., WJOL Inc. (WJOL) Joliet, Ill., and Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; interference condition. Action June 28.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 27.

OTHER ACTIONS

■ Commission granted request of Redding-Chico Tv Inc., and extended time from

PROFESSIONAL CARDS

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Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
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Consulting Engineer
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RADIO & TELEVISION
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STerling 3-0111
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Commercial Radio Equip. Co.
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INTERNATIONAL BLDG.
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REpublic 7-3984
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L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
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FLeetwood 7-8447
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1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
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CONSULTING ENGINEER
AM-FM-TV
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WASHINGTON 15, D. C.
OLiver 2-8520

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Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
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WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
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Box 68, International Airport
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PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

June 28 to July 8 to file opposition to petition by Northern California Educational Tv Assn. Inc., for rule-making to reserve ch. 9 in Redding, Calif., for noncommercial educational use. Action June 23.

■ By order, commission (1) severed application of Windber Community Bcstg. System for new am station in Windber, Pa., from consolidated proceeding on applications of WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa., remanded Windber application to hearing examiner to be retained in hearing status pending further commission order in accordance with court of appeals decision in Ridge Radio Corp. (applicant for new station in Windber) vs. FCC; and (2) ordered that oral argument on WSTV and WCVI applications will be held on June 30 as scheduled. Action June 23.

Rollins Bcstg. of Delaware Inc., Wilmington, Del.; Howard F. Reber and Frank A. Franco, Reading, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 102.5 mc—Rollins with ERP 6 kw and ant. height 292.8 ft. and Reber with ERP 1 kw and ant. height 488.2 ft.; made WFIL-FM and WPEN-FM Philadelphia parties to proceeding. Action June 21.

WAEB Allentown, Pa.—Designated for hearing application to increase daytime power from 500 w to 1 kw, continued operation on 790 kc, 1 kw-N, DA-2; made WABC New York, N. Y., and WTAR Norfolk, Va., parties to proceeding. Comr. Ford dissented. Action June 21.

Lake Zurich Bcstg. Co., Kenosha Bcstg. Inc. Kenosha, Wis.—Designated for consolidated hearing applications for new class B fm stations to operate on 95.1 mc—Lake Zurich with 2.5 kw and ant. height 380 ft., and Kenosha with 6.19 kw and ant. height 256 ft.; made WMRO-FM Aurora, Ill., party to proceeding. Action June 21.

Lakeshore Bcstg. Inc., Racine, Wis.; Service Bcstg. Corp., Kenosha, Wis.; WYCA (FM) Hammond, Ind.—Designated for consolidated hearing applications of Lakeshore for new class A fm station to operate on 92.1 mc, ERP 1 kw, ant. height 190 ft., Service for new class B fm station on 92.3 mc, ERP 3.52 kw, ant. height 145 ft., and WYCA to increase ERP from 30 kw to 106 kw and decrease ant. height from 400 ft. to 357 ft., continued operation on 92.3 mc. Action June 21.

■ By letter, commission denied joint petition by WPIT Inc., licensee of WRDW-TV (ch. 12) and Radio Augusta Inc., licensee of am station WRDW, both Augusta, Ga., for waiver of commission's Jan. 13, 1949 public notice restricting use of common call letters by one or more stations in community to stations licensed to same licensee, in order that each licensee may continue to use its respective call letter; withheld further action for 30 days to afford licensees to settle matter privately. Comr. Craven dissented and voted for grant of waiver. (Former licensee, Southeastern Newspapers Inc., sold WRDW-TV to WPIT Inc. on June 1, 1960, and sold WRDW to Radio Augusta Inc. on July 12 thereafter; since neither present licensee wishes to relinquish its call letter, issue arose as to which station should be required to do so.) Action June 21.

■ Commission waived Sec. 4,790 of rules and granted following applications for temporary authority to operate vhf tv repeater stations: Beach Booster on ch. 4, Beach, N. D., to translate programs of KUMV-TV ch. 8 Williston; Plush Tv Inc. on ch. 4 Plush, Ore. (KOTI-TV ch. 2 Klamath Falls); Laurier Tv Club on chs. 2, 4 and 6 in Laurier, Wash. (KREM-TV ch. 2, KXLY-TV ch. 4 and KHQ-TV ch. 6 Spokane). Action June 21.

■ By order, commission dismissed petition for reconsideration by Southside Virginia Tv Corp. against commision's Feb. 15 actions which denied its request for waiver of Secs. 3.610 (b) and 3.611 (b) of rules and dismissed as patently defective its application for new tv station to operate on ch. 8 in Petersburg, Va., and which granted application of Petersburg Tv Corp. for renewal of license of station WXEX-TV (ch. 8) Petersburg. Comr. Craven not participating. Action June 21.

■ Designated for hearing application of Oral Roberts Evangelistic Assn. Inc., for new am station to operate on 1550 kc, 1 kw, D, in Tulsa, Okla. in consolidated proceeding with applications for new daytime stations on 1550 kc of Oklahoma Bcstg. Co. (500 w, DA), Sapulpa, Okla.,. Courtney Bcstg. Co. (250 w), Winfield, Kan., Winfield Bcstg. Co. (250 w), Winfield, Sapulpa Bcstrs. (250 w, DA) Sapulpa; made KOLS Pryor, Okla., party to proceeding. Action June 21.

■ By letter, commission granted petition by Independent Music Bcstrs Inc., for waiver of Sec. 3.265 of rules to extent that radiotelephone first-class operator need not be on duty and in actual charge of trans. of station WDBN (FM) Barberton, Ohio, during entire broadcast day, provided that licensee shall continue to employ at least one radiotelephone first-class operator on full time basis and complies with Sec. 3.265 (b) insofar as lesser grade operators are concerned. Action June 21.

■ Designated for consolidated hearing applications for new am stations of Eastern Bcstg. System Inc., Brookfield, Conn.; Colonial Bcstg. Co., New Milford, Conn.; George F. O'Brien, New Milford; Stratford Bcstg. Co., Stratford, Conn., all seeking 940 kc, 1 kw, D; Ubiquitous Corp., Hyde Park, N. Y., on 950 kc, 500 w, D; and Fairfield Bcstg. Co., Easton, Conn., on 940 kc, 5 kw, DA, D; made WELI New Haven, Conn., and WPAT Paterson, N. J., parties to proceeding. Action June 21.

■ By memorandum opinion and order, commission denied request by College Park Bcstg. Inc., for waiver of Sec. 1.309 of rules to permit acceptance for filing of its application tendered April 28 to change frequency of station WEAD College Park, Ga., from 1570 to 1150 kc, continued operation with 1 kw, D. Similar application to change frequency of WEAD from 1570 kc to 1150 kc and increase power from 1 kw to 5 kw was denied May 3. If subject application were accepted for filing as of date it was tendered it would necessitate hearing with application of Metropolitan Atlanta Radio for new station to operate on 1160 kc, 1 kw, D, in Atlanta, Ga., and commission does not believe that WEAD has demonstrated exceptional circumstances which would warrant waiver of Sec. 1.309 of rules. Action June 21.

■ Following fm stations were granted SCA to engage in multiplex operations: KEED-FM Springfield-Eugene, Ore.; KBOI-FM Boise, Idaho; KSRF Santa Monica, Calif.; WJBL-FM Holland, Mich.; KFAC-FM Los Angeles, Calif.; KTVA-FM Anchorage, Alaska; KFMU Los Angeles; KGMJ Seattle, Wash. and WKIX-FM Raleigh, N.C.; and mod. of SCA's of KITT (FM) San Diego, Calif. and WPFB-FM Middletown, Ohio to add sub-carriers. Action June 21.

Routine roundup

Rule Changes Reflect NARBA and U. S. Mexico Am Agreements

■ By report and order, commission amended, effective July 5, parts 1 and 3 of its rules to bring their provisions concerning am bcstg. in conformity with 1950 North American Regional Bcstg. Agreement (NARBA) which became effective April 19, 1960, with respect to Canada, Cuba and United States, and 1957 United States-Mexican bcstg. agreement, which entered into force June 9, 1961. Principal changes are:

Present Sec. 1.352, which provides in general that applications for facilities inconsistent with NARBA or U.S.-Mexican agreement will be placed in pending file without further action, is amended to provide that such applications will be dismissed without consideration (or, if not already filed, will not be accepted for filing), except where inconsistency is only with respect to country which has signed but not ratified NARBA (Bahama Islands and Jamaica, and Dominican Republic), in which case they will continue to be handled generally as they are at present. Applications for facilities which would cause objectionable interference to duly notified Haitian station will also be handled as at present. Sec. 3.28 is amended along same line.

Notes to Secs. 3.25, 3.26, and 3.27 are amended to reflect provisions of NARBA with respect to specific negotiated assignments which are not provided for under general terms of these agreements for channels involved.

Sec. 3.25(d) is amended so as to reflect two changes resulting from U.S.-Mexican agreement: (1) except in certain areas near Mexican border, U. S. class II stations on Mexican I-A chs. other than 540 kc (daytime only) may now operate with up to 5 kw power, instead of present ceiling of one kw; (2) except for specific U. S. class II unlimited-time assignments set forth in the agreement, there will be no U. S. unlimited stations on Mexican I-A channels even outside of continental U. S.

New subsection 3.25(e) is incorporated, to provide for dual status of 540 kc, on which the NARBA accords priority for class I-A stations to Canada and U. S.-Mexican agreement accords similar priority (though with modified protection) to Mexico.

New note to Sec. 3.182 (a) (3) calls attention to fact that under provision of these two agreements, for international purposes there is no distinction between class III-A and class III-B regional stations, both receiving same degree of protection.

New note to Sec. 3.183(b) provides that, since agreement contemplated by NARBA concerning standards for groundwave measurements has not been reached, and there are no arrangements with any North American country other than Canada for reciprocal consideration of such measurements, except where Canada is involved there will be no use of groundwave measurements to establish that interference toward foreign country or station therein is less than that indicated by applicable ground conductivity maps. Where Canada or Canadian station is involved, measurements will be referred to Canadian government and considered by commission if regarded by Canada as acceptable to establish lesser degree of interference.

New rules contain substantially same provisions as now concerning consideration of application by class IV stations on local chs. to operate with up to one kw power daytime, even though under NARBA ceiling on class IV stations is 250 w both daytime and nighttime. Such applications will be considered where proposed operation would not cause objectionable interference to foreign station and where applying station is not located within certain areas near Mexican border or in Florida close to Cuba.

It should be noted that rule amendment permitting 5 kw daytime operation on six Mexican I-A chs. involved does not and is not intended to imply that increase in power to 5 kw is in any way automatic, or that any right or privilege to use of 5 kw is conveyed to existing or prospective licensees. Operation with power in excess of 1 kw *may* be granted, but only on basis normal application reached for processing and processed in accordance with normal procedures, giving full weight to any interference which may be caused to or received from existing and proposed operations on same and adjacent chs. Action June 21.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted in part motion by Radio Associates Inc. for correction of transcript of oral argument in Biloxi, Miss., tv ch. 13 proceeding. Action June 21.

By Commissioner Frederick W. Ford

■ Granted petition by Kansas Bcstrs. Inc., and extended time to July 17 to file exceptions to initial decision in proceeding on its application and Salina Radio Inc., for new am stations in Salina, Kan. Action June 23.

■ Granted petition by Independent Indianapolis Bcstg. Co. and extended time to June 20 to file response to opposition to petition to enlarge issues respecting financial qualifications and to opposition to petition to enlarge issues with respect to technical character qualifications filed in Indianapolis, Ind., am proceeding. Action June 23.

By Commissioner Rosel H. Hyde

■ Granted joint petition by Transcript Press Inc., Dedham, and Newton Bcstg. Co., Newton, both Mass., and extended to July 21 time to file exceptions to initial decision in proceeding on their am applications. Action June 22.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J., and extended to July 3 time to respond to petition to enlarge issues filed by Burlington Bcstg. Co., Mount Holly, in proceeding on their am applications. Action June 21.

By Hearing Examiner Thomas H. Donahue

■ On basis of agreements at June 22 prehearing conference scheduled certain procedural dates and set Sept. 22 for formal conference and Oct. 10 for hearing in proceeding on am applications of Vernon E. Pressley, Canton, N. C. Action June 22.

■ Granted petition by Indiana Bcstg. Corp. (WANE) Fort Wayne, Ind., for leave to amend its am application to change type of trans. Action June 20.

■ Granted petition by Lafayette Bcstg. Inc. (WASK) Lafayette, Ind., for leave to amend its am application to specify different trans. and monitors. Action June 20.

■ Granted petition by Marshall Rosene, Celina, Ohio for leave to amend his am

application; application removed from hearing and returned to processing line. Action June 20.

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for continuance of hearing date and dates of all other associated procedural steps in proceeding on am applications of Saul M. Miller, Reading, Pa. Action June 19.

By Hearing Examiner Asher H. Ende

■ On own motion, scheduled further prehearing conference for 9:00 a.m., July 5, in proceeding on application of Wireline Radio Inc. for renewal of license of station WITT Lewisburg, Pa. Action June 22.

■ Issued order following prehearing conference and scheduled further prehearing conference for 9:30 a.m., June 27 provided, however, that if certain pleadings are filed hearing examiner will upon proper motion duly filed postpone further prehearing conference until appropriate action has been taken thereon on applicants of Gerico Investment Co., Fort Lauderdale, Fla., for renewal of licenses of WITV(TV) and auxiliary station KC-5744, and Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17 in Fort Lauderdale, Fla. Action June 19.

By Hearing Examiner Charles J. Frederick

■ On oral motion by counsel for Robert B. Brown and without opposition, severed Brown's application for new am station in Taylorsville, N. C., from consolidated proceeding thus constituting separate proceeding. Action June 23.

■ Denied petition by The Court House Bcstg. Co. (WCHO) Washington Court House, Ohio, party respondent, to reopen record in proceeding on am applications of WMRC Inc. (WBIR) Knoxville, Tenn. Action June 23.

■ Denied petition by Robert B. Brown, Taylorsville, N. C., for severance of his application from am consolidated proceed- Action June 21.

■ Denied petition by Harlan Murrelle & Associates, Lakewood, N. J., to reopen record and receive Lakewood Exhibit No. 1-C, or in alternative schedule further hearing in proceeding on its am application. Action June 21.

■ Granted petition by Broadcast Bureau and continued hearing to Oct. 19 in proceeding on application of Wilamette-Land Tv Inc., for new tv station to operate on ch. 3 in Salem, Ore. Action June 19.

■ Granted petition by Broadcast Bureau and extended from June 19 to June 30 time to file replies in proceeding on am application of WBVP Inc., Beaver Falls, Pa. Action June 19.

By Hearing Examiner Walther W. Guenther

■ Upon request of WHYY Inc., and with consent of all parties, scheduled following procedural dates in Wilmington, Del., tv ch. 12 proceeding: Aug. 16—notification of witnesses desired for cross-examination; Sept. 19—further hearing. Action June 21.

■ Pursuant to agreements reached by all participants at June 21 further prehearing conference in proceeding on applications of The Walmac Co. for renewal of licenses of stations KMAC(AM) and KISS(FM) San Antonio, Tex., scheduled following procedural dates: Oct. 2—exchange of applicant's exhibits under issue 1 with copies to hearing examiner; Oct. 16—exchange of applicant's exhibits under issue 3 with copies to hearing examiner; Oct. 23—hearing. Action June 21.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Interstate Bcstg. Co. (WQXR) New York, N. Y., and continued further hearing from June 27 to July 24 in proceeding on its application and Walter L. Follmer, Hamilton, Ohio. Action June 23.

By Acting Chief Hearing Examiner Jay A. Kyle

■ On own motion, granted request by Crawford County Bcstg. Co. (WTIV) Titusville, Pa., for extension of time to July 5 to respond to petition by Niagara Bcstg. System (WNIA) Cheektowaga, N. Y., for leave to intervene in WTIV proceeding; held in abeyance June 16 order of chief hearing examiner permitting intervention,

Continued on page 91

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 29

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,545	60	108	829
FM	828	59	194	124
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 22

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

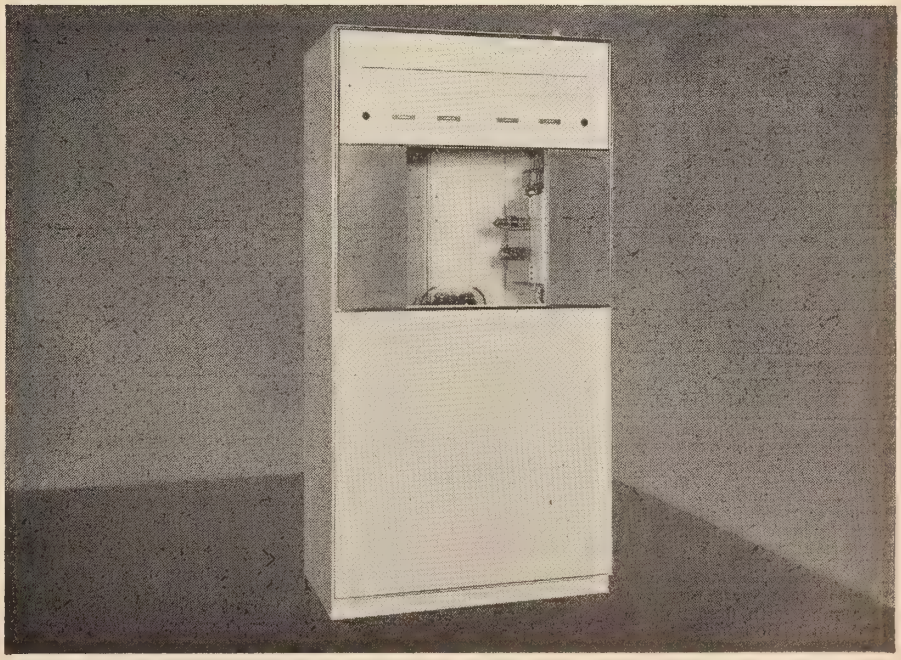
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

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features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

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- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads *$20.00* per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

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Help Wanted—Sales

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Salesman for Texas single station market. Liberal draw, car allowance and commission. Right man can advance according to ability. Send full information to Box 838F, BROADCASTING.

Single market, west Texas station will have opening for sales manager position in July. Pleasant working conditions with good opportunity for right man. Must be experienced in sales work. Some announcing preferred but not essential. Box 935F, BROADCASTING.

Experienced salesman or sales manager for top western Pennsylvania radio station. Strong on national and agency accounts. Write Box 944F, BROADCASTING giving experience and references. Interview required.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Assistant sales manager $6200 salary plus strong commission. Good small, single station market. Proven experience in radio sales and promotion should apply. For required interview contact Sales Manager, WROY, Box 31, Carmi, Illinois. Phone 24161.

Can you sell successfully in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Opportunity for experienced salesman. This is an fm station that really swings. We have two of Detroit's top air-personalities plus automation and we get good results for our advertisers. Straight commission, but generous. Contact Gar Meadowcroft, WHFI, Birmingham, Michigan.

Salary plus commissions plus incentives. Pulse rated #1 station. 24 hours indie. Protected list. Burt Levine, WROV, Roanoke, Va.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Afternoon announcer—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

Texas station needs bright and mature morning man. No top 40. $400.00 per month to start. Tape and resume to Box 837F, BROADCASTING.

Midwest 1000 watt has immediate opening for combo with first phone. 6 p.m. to midnight shift. Box 872F, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Young man with smooth board action and an eye for the future for fast moving Texas station. Send tape and details in first letter. Box 926F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Immediate opening for experienced announcer. Good future with chain. Send tape, photo and resume. Good opportunity for right man. State salary and all details in first letter, plus references. Georgia. Box 985F, BROADCASTING.

Deejay who plans a witty, exciting, original show—then presents it skillfully and brightly. We're Texas metro top forty, so you must swing, but with original style and personality. Send tape, resume and rating history to Box 987F, BROADCASTING.

Announcer with first ticket. Light maintenance. College town. Opening August 15. Tape and resume. KALV, Box 328, Alva, Oklahoma.

Modern radio personality for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

Announcer with first class ticket, new equipment, all-cartridge operation, minimum maintenance, fast paced 'modern sound' format, KA-VI, Rocky Ford, Colorado.

Good sound staff announcer for network radio affiliate. Chance for someone who desires to be permanent to find themselves a home. Must have at least three years experience. Good quality voice. Also opportunity to work into tv side of operation. No drifters or booze hounds need reply. Send tape and resume with first letter. All replies confidential. Reply to Bob Verdon, Chief Announcer, KFBC Radio, Cheyenne, Wyoming.

Immediate opening for experienced radio-tv announcer. Send tape, resume, salary, photo and availability to Dick McDaniel, Program Director, KFEQ AM-TV, St. Joseph, Missouri.

Sports announcer with experience. KOLT Scottsbluff, Nebraska. 5 kw CBS station.

Wanted at once, announcer with first class ticket. No maintenance. Adult music station. Contact: Fred Cale, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Good music-minded announcer with experience, finesse, and selling ability. WICY, Malone, N. Y.

Immediate opening for morning man. Good future with six-station family station. Manager, WPNC, Plymouth, North Carolina.

Technical

Need two engineer-announcers (1st class). Start August, 61. Box 856F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Open August 15, permanent engineering position for man experienced in transmitter and general equipment maintenance. Prefer man over 30 who wants to settle down to a permanent position. Box 814F, BROADCASTING.

Engineer: To install and maintain professional recording equipment and service tape recorders and hi-fi equipment. First phone preferred but not necessary. Send references, photo and applications. Box 817F, BROADCASTING.

First phone immediately! #1 within western state. What else can you do? All combinations considered. Write Box 860F, BROADCASTING.

Engineer, capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

Production—Programming, Others

Experienced newsman for western Pennsylvania daytimer. Must be able to gather news, write it, and announce it. Send 7½ tape, details of experience, photo, and salary requirements. Box 861F, BROADCASTING.

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Creativity in California! We need a top flight, creative copywriter fast. Man or woman. Production spots, clever ideas for No. 1 station in Sacramento Valley. Salary open. Apply direct to Ron Lyons, Program Director, KROY Radio, Sacramento, Calif.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Dream job for first rate imaginative promotion-production pro. 24 hr #1 Pulse indie. Burt Levine, WROV, Roanoke, Va. Also one swingin' dj.

RADIO

Situations Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Manager. Now managing top regional station in multiple station market. Mid 30's. 12 years experience, last six with present station. Solid, dependable, with excellent management record. If you are looking for a manager for your medium market station, let's get together. Box 834F, BROADCASTING.

General-commercial manager soon available due to station sale. Over 25 years top management same organization, radio-tv. Agency, Washington, network contacts. Technical background. Excellent productive record. Medium market radio desired. Best industry references. Box 897F, BROADCASTING.

Man-wife combo will manage small market station in Virginia, West Virginia, Maryland, Pennsylvania, Delaware, North Carolina. Will invest a few thousand dollars or will take stock as part pay. Write Box 925F, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager—presently top manager-salesman. Fulltime Pensylvania operation. Excellent references. East only. Box 945F, BROADCASTING.

Manager, 15 years experience. College graduate. Present station selling. References. Box 955F, BROADCASTING.

Manager—Thirteen years experience. Small to medium market. Resume on request. Box 975F, BROADCASTING.

Announcers

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 818F, BROADCASTING.

Outstanding personality. The finest references. Consistently top rated. Mature and personable young man interested in a major market. Box 824F, BROADCASTING.

Versatile negro announcer looking for employment. Will travel, at earliest convenience. Box 884F, BROADCASTING.

Experienced, married want to settle down—dj—operate board. Do any show, good adlib. Excellent reference from last employer. Box 886F, BROADCASTING.

Top rated morning dj-pd wants major east market. Format or relaxed. Box 908F, BROADCASTING.

Strong news announcer. Young, energetic with a happy sound as d.j. Now working. Prefer midwest or west. Box 923F, BROADCASTING.

Announcer, dj, experienced, bright, tight, wants a permanent site. Box 924F, BROADCASTING.

Presently employed morning jock in medium market would like to move to larger market. Will not consider less than $15.000. Funny as hell! Box 916F, BROADCASTING.

Disc jockey, announcer, experienced, bright sound, tight production, not a floater. Box 915F, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 922F, BROADCASTING.

Retiring soon would like a try at radio announcing. Can do dialects male and female. Pay no object, prefer east Tenn. Box 937F, BROADCASTING.

College graduate, speech major, some air experience, willing to learn. Excellent background in broadway show tunes and popular music. Available immediately. Box 938F, BROADCASTING.

Experienced radio and tv—solid knowledge radio; basic knowledge tv. Seeking to relocate as dj-announcer-southern New England, greater New York City area. Box 865F, BROADCASTING.

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Experienced announcer-dj. All phases of radio including record hops. Box 948F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 950F, BROADCASTING.

Personality, experienced, mellow, mature delivery, tight production, want top 40 stations in northeast. Box 954F, BROADCASTING.

Experienced announcer, production specialist, copywriter for quality fm station. Degree, references, veteran. Available now. Box 957F, BROADCASTING.

First phone personality dj. College and experience. Prefer south Florida. Box 959F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mid-west. Recently left, want back. Professional, finest of background. Nine years all-around air-work. Veteran with college. Knows formula and standard. Reference from every employer. Solid radio. Box 958F, BROADCASTING.

Experienced announcer seeks good salary. Excellent on music and commercials. Box 960F, BROADCASTING.

Good first phone morning man, experienced all phases. Authoritative news. Box 965F, BROADCASTING.

Disc jockey, announcer—experienced energetic sound; fast (not frantic) production; personality plus; not a floater. Box 968F, BROADCASTING.

Announcer-newscaster and dj. Tasteful music, willing to relocate, married. Box 969F, BROADCASTING.

Negro announcer-dj. Experienced, college, broadcast school, wants to settle down, tight format, fast board. Box 970F, BROADCASTING.

First step—information exchange. I have resume, tape. Experienced traffic time dj; tight board; special events; live shows; good interviews; sales. Seeking dj now, management in future. Box 971F, BROADCASTING.

Looking for a good music and newman? Try me. 5 years experience. Box 976F, BROADCASTING.

C and W announcer, good style, would like position in small station in south. Specialize in bluegrass, will do gospel shows. Box 978F, BROADCASTING.

Morning man (or other)—relocate north east, familyman, 29. Box 982F, BROADCASTING.

Won't someone give me start? School trained-work hard-family, travel anywhere. Box 983F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone, with references. Ask for a tape and decide! Box 989F, BROADCASTING.

Young announcer, not screaming r&r type, looking for job in N. Y. state, Connecticut area. Tape, etc. available on request. Box 990F, BROADCASTING.

Have first phone, need experience. Let's trade!! Mel Armijo, 7025 Arbutus, Huntington Park, California.

Stop—Look no more, here is a deejay-production and program director who has 6 years experience in modern radio. Married with service obligation completed, looking for a home in a medium or large market. The past three years has had a #1 Pulse rating in a medium market, no prima-donna. $135.00 per week minimum . . . Interested? Call or write, F.M., 9 Claremont Ave., Maplewood, N. J. Tel: South Orange 2-7577. P.S. Will travel anywhere. . .

Versatile personality, prefer fast pace, two years announcing, two years Minneapolis board engineer, Brown graduate. veteran. first phone. Prefer Wisconsin, Minnesota. Tom Rooker, Sparta, Wisconsin.

Have Larynx, will travel. Announcer-graduate of broadcasting school middle Atlantic or New England states preferred, but will consider all offers. Write or call—Frank Saresky, 47 Elmwood Avenue, Waterbury, Connecticut, Plaza 3-2940.

Technical

First phone-dependable 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Woman, first telephone license, control board, transmitter experience, typing and bookkeeping. Prefer midwest or west. Box 949F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Run a wild morning show. 7 years experience. Chief engineer with directional and constructional experience. Available immediately. Engineer HU-41873, 722 Remington, Ft. Collins, Colorado.

Board engineer, 1st class license, two years Minneapolis experience, tight, fast production. Tom Rooker, Sparta, Wisconsin.

Experienced chief-engineer-announcer. Good quality voice. Jack P. Taylor, 332 W. Portland St., Phoenix, Arizona, Alpine 3-0295.

Chief-engineer announcer. 3 years experience. 4 years college and technical school. Available immediately. Gerald Wear, Rt. 1, Fayetteville, N. C. HE 2-4836.

Production—Programming, Others

Newsman-announcer-manager. Many years of experience in all phases. Box 825F, BROADCASTING.

News director, 10 years with top-rated small station wants to move to major market east of Mississippi. College graduate. Family. Box 851F, BROADCASTING.

College instructor in broadcasting available September 1st. Masters degree, 1st class license, ten years commercial and educational experience. Box 859F, BROADCASTING.

Top news talent now available! Offering increased sales with alert and authoritative voice and talent that's worked for two top chains. Created and maintained present award-winning staff. Northeast; run your dept. or join top staff. Married, college journalism. Arrange interview. Box 863F, BROADCASTING.

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Proof positive! Surveys show my newscasts best in this million plus market. Want greater challenge and more opportunities. If it's news, I'll film it, write it and deliver it. Do you need a young, aggressive radio and/or tv news director? Box 928F, BROADCASTING.

Newsman, married, stable, limited experience. Will work hard. Prefer southeastern Michigan. Box 930F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Copywriter; radio-tv, fast, creative, unsurpassed. Disc jockey; mature, original, highly identifiable voice. News; forceful, colorful. Interviews; strong. Sales; wide experience. Management; fully experienced. Promotion; highly imaginative, creative. Public relations; tremendous background. Habits moderate. Appearance excellent. Married, no children. Wife record librarian. Presently located midwest, will relocate. Presently employed. Box 977F, BROADCASTING.

Artist—Handles scenics, silk screen, lettering, cartoons. A complete department. Box 980F, BROADCASTING.

Sports director—13 years; thorough knowledge-network style, play-by-play major sports and studio shows. Sales, business background with supervisory and public relations experience add to versatility. Family-employed. Box 984F, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman—Excellent opportunity for experienced salesman who wants more profitable future commensurate with his own results. Multiple operation. Complete details first letter. Write to John Keenan, WANE-TV, Ft. Wayne.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced radio-tv announcer. Send tape, resume, salary, photo and availability to Dick McDaniel, Program Director, KFEQ AM-TV, St. Joseph, Missouri.

Announcer with good voice and appearance. Send tape, photo and resume to Program Manager, WSBA-TV, York, Pennsylvania.

Technical

Require tv studio technician with 1st phone, heavy on maintenance of RCA equipment, permanent position. Engineering Department, WKBW-TV, Buffalo, New York.

Wanted: Have immediate opening for transmitter supervisor who has complete knowledge of RCA TT-10 AL transmitter. Must be experienced in all phases of transmitter maintenance. Opening for remote supervisor who has complete knowledge of Ampex 1,000 B VTR and GE micro-wave. Must be experienced in all phases of maintenance for both. Both positions are supervisory with 40 hour work week salary open to experienced persons—no others need apply. Write, wire, or call collect Lew Evenden, Chief Engineer, WPTV, Palm Beach, Florida.

Television transmitting engineer, chief engineer capable of operating 216 ERP-UHF transmitter for educational television station. Good salary and working conditions, retirement, sick pay, insurance and other benefits. Apply in writing giving experience, education and qualifications. W. E. Campbell, Fascial Agent, Hampton Roads Educational Television Association, 402 East Charlotte St., Norfolk, Virginia.

Production—Programming, Others

Newsman, thoroughly experienced in broadcasting news both radio, tv. Must have sound background in basics of broadcast news reporting, writing, editing. Authoritative, competent presentation essential. Major eastern market. Box 931F, BROADCASTING.

TV—photo—journalist for Florida station. Use Auricon, Cine-Voice, edit, process, emphasis on journalism background. Box 38M, Little River Station, Miami, Florida.

Immediate opening Georgia State Department Education for television producer-director. Excellent salary. Send record experience. Appointments arranged. M. E. Grubbs, ETV Unit, WLW-A, 1611 West Peachtree St., N.E., Atlanta 9, Georgia.

TELEVISION

Situations Wanted—Announcers

8 years television, 4 years radio. All phases—announcing, news, programming, production, public relations, operations. Qualified any or all. Top work. Box 858F, BROADCASTING.

Now hear this! We have an extremely fine sportscaster who will be available August 1. This is no doubletalk or 'coverup," but our market is rapidly shrinking as far as sports is concerned. The man we reluctantly have to give up is completely devoted to his work and is a swell all-around gentleman. If you need a sportscaster, you can't miss with our boy. He is now employed by one of the finest tv stations in the country in a medium size market. Drop us a line and we'll have him get in touch immediately. Box 988F, BROADCASTING.

Technical

Technical supervisor or chief: Thirteen years tv experience all phases. Ten years supervisory. Experienced, maintenance, construction operations, administration and vtrs. Box 943F, BROADCASTING.

Enjoy working with personnel. Experienced studio supervisor wishes to relocate, southwest or west; as assistant chief or supervisor. Eight years experience all phases studio operations, including video tape and color. Box 956F, BROADCASTING.

Production—Programming, Others

Director-photographer with eight years television experience, desires position with progressive tv station. Presently employed outside television and wishes to return to this media. Best references furnished. Box 869F, BROADCASTING.

News director, top staff. News-in-depth, editorials; good delivery, references. Box 895F, BROADCASTING.

Film director and film buyer—available now. 10 years experience in a top 10 market station. Box 953E, BROADCASTING.

Assistant producer/writer of major nighttime network television program, 3 years network experience plus local experience, seeks creative director's job at major local market. 29 years old, married. B.S. and M.S. degrees. Box 967F, BROADCASTING.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

Collins 300-G, 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

RCA BTA-1MX 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

New Grampian type C cutterhead—1 Ampex 4 channel mixer—2 Sigma 4 channel mixers in portable case—1 Ampex A692 monitor speaker and amplifier. Sacrifice. Box 933F, BROADCASTING.

For sale, used Tektronix scope model 513D 20 mc band width, dual imput, good condition, make offer. Box 936F, BROADCASTING.

Complete 12 kw G.E. uhf tv setup, exclusive 12 kw amplifier. Like new. Adress Box 939F, BROADCASTING.

Presto 6N recorder, automatic equalizer, 85E amplifier, three channel portable preamplifier. New. List $1685.00. First check $1000.00. Also, some Gates racks, bargains. Address Box 940F, BROADCASTING.

Gates model BC-250GY, 250 watt am transmitter in good condition now on the air. Best offer. Box 966F, BROADCASTING.

3 kw WE fm transmitter. In operation, spares included. Reasonable. Box 979F, BROADCASTING.

Two RCA TK-41 color camera chains complete with associated equipment—$50,000. Box 981F, BROADCASTING.

Guyed steel tower, 80 ft., with beacon and marker lights. $300 F.O.B. Mt. Clemens, Michigan. P. O. Box 707, HO. 3-1501.

Gates studio consolettes (2). Three speed broadcast turntables in cabinets (4). Excellent condition. Call La 7-0378, New York City.

Two RCA 70D 3-speed turntables and RCA Universal pick-up arms and cartridges. Contact: Chief Engineer, Eldon Kanago, KICD, Spencer, Iowa.

Three tower phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

Collins 300FA 250 watt transmitter in good condition $400.00 contact WMFJ, Daytona Beach, Florida.

1 model 78-U 150 foot Windcharger tower. Tower is of uniform cross section, guyed and series fed. Completely dismanteled, ready for shipment. Includes all guy wires, insulators and lights. Less base insulator. No reasonable offer refused. Contact General Manager, WMNB, North Adams, Mass. Tel Mohawk 3-6567.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

FOR SALE

Equipment—(Cont'd)

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E., Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

2-RCA model 70C turntables, fair condition with cabinets—100 feet 5 kw 1¼ inch solid dielectric coaxial cable. Make offer. Walt Broadhurst, WWCH, Clarion, Pa., CApital 6-8600.

Tower—16—10 ft. sections (160 Ft.) Guy wire and hardware included. Manufactured by Wind Turbine Co. #AB-127D-FR. $450.00. (valued at $1200.00). F.O.B. Simpson. Steve Kwisty, Simpson, Pa. Tel—Carbondale 282-5100.

ITA RC-1A remote control equipment. Installed and used two weeks. Perfect condition. $750.00. Also RCFM 1A remote amplifier for remote monitoring. $298.00. Prestige Broadcasters, Inc., Baum Bldg., Danville, Illinois.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Repair exchange—rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Write for prices. Sigma Electric Co., Inc., 11 E. 16th St., New York 3, N. Y.

WANTED TO BUY

Equipment

Used 150 foot guyed tower, console, limiter; also, 1 kilowatt transmitter, modulation monitor, frequency monitor meeting FCC requirements. Box 821F, BROADCASTING.

Capitol Transcription music library wanted. Interested in securing portions or entire service. State condition. Box 921F, BROADCASTING.

Will pay reasonable price for Presto 900R1 recorder with 900A2 amplifier. Box 932F, BROADCASTING.

TV station setting up news-film operation. Will consider good used developer and other equipment for 16mm news operation. Send all details to Box 961F, BROADCASTING.

Two studio console; older model ok if condition acceptable. KWHW, Altus, Oklahoma.

Wanted: 1000 watt fm amplifier in good condition. Contact WITZ, Jasper, Indiana.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announceing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Be prepared. First phone **in 6 weeks. Guaranteed** instruction. **Elkins Radio License** School of **Atlanta, 1139 Spring St., N.W.**, Atlanta, **Georgia.**

Since 1946. The original course for FCC 1st **phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting** (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks Guaranteed instruction **by master teacher** G.I approved. **Request brochure.** Elkins Radio License School, **2603 Inwood** Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing, programming, console operation. **Twelve weeks intensive,** practical training. Finest, most modern **equipment** available. **G. I. approved. Elkins School of** Broadcasting, **2603 Inwood Road, Dallas 35,** Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

SEATTLE

(America's 16th Market)

KUDY—full time—910 KC with recent CP for move into Seattle now building. Excellent opportunity for experienced, aggressive Gen'l Sales Mgr. Send complete resume, photo and salary requirements to KUDY P.O. Box 449, Renton, Washington.

RADIO

Situations Wanted—Management

AVAILABLE SOON

Top Flight Radio Executive—now VP&GM of top station in major market. Outstanding record of achievement. Interested in principal position in good market. Willing to invest in smaller property. If you're a chain operator or owner "not satisfied"—we should have a talk—and soon. Write or wire:

Box 927F, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

PROMOTION MANAGER

Major southwestern metropolitan AM and VHF entity, network affiliate, has immediate opening for experienced man with thorough knowledge of research. Excellent working conditions, good salary, chance for advancement. Send full details to:

Box 974F, BROADCASTING

TELEVISION

Situations Wanted

Production—Programming, Others

NEWS & PUBLIC AFFAIRS SPECIALIST

Currently heading 5 man radio & tv news department. Steady contributor to network and newsreels. Finest industry references. Excellent voice and camera presence. Age 33. Want challenging and rewarding job in top ten market.

Box 951F, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

Employment Service

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.

Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS
and
COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

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Excellent fulltime am facility with fine earnings record available in major southern market. Down payment $100,000 required with good terms.

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FOR IMMEDIATE SALE

Radio station KCKC, San Bernardino, California including all transmitting equipment, albums, records, real property at 770 Mill St., San Bernardino, together with the broadcasting license, and rights in and to an application pending with the Federal Communications Commission for an additional license to broadcast on a 5000 kw frequency during daylight hours, subject to approval of F.C.C. Sale is set for July 13, 1961, at San Bernardino, Calif.

For further information call or write Trustee C. R. Cheek, 362 Arrowhead Ave., Suite 303, San Bernardino, Tux. 816165.

Calif	small	daytimer	$ 92M	terms
Ala	small	daytimer	60M	20dn
Ky	single	daytimer	75M	20dn
Ohio	single	daytimer	120M	terms
Fla	medium	local	175M	29%
Ida	medium	daytimer	65M	18dn
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Calif	sub-metro	regional	100M	29%
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CALIFORNIA. Central market growing area fulltimer. Asking *$175,000*, 29% down with payout terms. *"A GUNZENDORFER exclusive"*

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CALIFORNIA. Metro. Profitable daytimer. Power. Asking $225,000. 29% down.

WEST SOUTH CENTRAL. Profitable daytimer. Asking $42,000, 25% down and balance over 15 years at 6%.

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6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 85

pending consideration of response to be filed by WTIV; dismissed as moot WTIV petition for reconsideration of June 16 order. Action June 26.

■ Continued hearing from June 28 to July 5 in proceeding on am applications of Coast Bcstg. Co., Georgetown, S. C. Action June 23.

■ Received in evidence exhibits nos. 1, 2, 3, 4 and 5 of Leo Joseph Theriot and closed record in matter of revocation of license of station KLFT Golden Meadow, La. Action June 22.

■ With consent of all parties, extended from June 26 to July 3 date for filing proposed findings, and from July 3 to July 10 for replies in Orlando, Fla., tv ch. 9 proceeding. Action June 21.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Ebony Enterprises Inc., for leave to amend its application for new am station in Chadbourn, N. C., to change type trans. and submit current financial data. Action June 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by KORD Inc., and extended from July 5 to July 12 time for service of KORD's hearing exhibits and hearing continued from July 17 to July 24 in proceeding on its application for renewal of license of KORD Pasco, Wash. Action June 20.

■ Issued statement and order after prehearing conference of June 20—severed from consolidated proceeding am applications of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., Farm and Home Bcstg. Co. (WNBT) Wellsboro, Pa., and Radio Station WESB (WESB) Bradford, Pa., which does not constitute independent proceeding; scheduled certain procedural dates and hearing scheduled for Sept. 11; severed from consolidation application of Town and Country Bcstg. Inc. (WREM) Remsen, N. Y.; scheduled certain procedural dates and hearing scheduled for Sept. 19; deferred motion to sever filed by Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y.; result of foregoing severances is to constitute application of Batavia Bcstg. Corp. (WBTA) Batavia, N. Y. separate and independent proceeding. Action June 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Abilene Radio and tv Co., and extended to June 20 time to file replies in proceeding on its application for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 21.

■ Granted petition by Radio South Inc. (WXLI) Dublin, Ga., for leave to amend its am application to substitute Herbert I. Conner and C. Theodore Kirby d/b as The Laurens County Bcstg. Co., for Radio South Inc. as applicant in consolidated proceeding. Action June 20.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of June 27

WVEC Hampton, Va.—Granted cp to change ant.-trans. location; make changes in ant. system (increase height); changes in ground system; install new trans., and change studio location; remote control permitted; condition.

WASK Lafayette, Ind.—Granted cp to install new trans.

WHGR Houghton Lake, Mich.—Granted cp to install new trans.

WSKY Asheville, N. C.—Granted cp to install old main trans. as auxiliary trans.; remote control permitted.

WCOV Montgomery, Ala.—Granted cp to install new trans.; condition.

WRNL-FM Richmond, Va.—Granted mod. of cp to change type trans.; condition.

KWRE Warrenton, Mo.—Granted mod. of cp to change type trans.; condition.

KIAH Paradise Valley, Miner Basin and Emigrant, Mont.—Granted mod. of cp to change type trans. of vhf tv translator station.

Actions of June 26

KLYQ Hamilton, Mont.—Granted license for am station; condition.

WKNX Saginaw, Mich.—Granted mod. of license to operate main trans. by remote control; conditions.

WBCB O'Keefe Bcstg. Co., Inc. Levittown-Fairless Hills, Pa.—Granted cp to install old main trans. as auxiliary trans.

KUDE-FM Oceanside, Calif. — Granted mod. of cp to change ant.-trans location; increase HAAT to 90 ft.; make changes in ant. system (decrease height); remote control permitted.

KGPO (FM) Grants Pass, Ore.—Granted mod. of cp to change frequency to 99.9 mc.

■ Following stations were granted mod. of cp to change type trans.: KZOT, Marianna, Ark., WBGR Jesup, Ga., WBCB Levittown-Fairless Hills, Pa., WHMP Northampton, Mass., WION Ionia, Mich.

Actions of June 23

WOOD-AM-FM-TV Grand Rapids, Mich.—Granted assignment of licenses to Twin State Bcstg. Inc.

KCLN Clinton, Iowa—Granted cp to install new trans.; conditions.

KWYN Wynne, Ark.—Granted mod. of cp to change type trans.

WAWZ-FM Zarephath, N. J.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KGUD-FM Santa Barbara, Calif. to Sept. 13; WJEF Grand Rapids, Mich. to Sept. 15; WAWZ-FM Zarephath, N. J. to July 20.

Actions of June 22

WMGM New York, N. Y.—Granted license for new main trans.

■ Granted following stations mod. of license to operate trans. by remote control: WJBO Baton Rouge, La., conditions; and WCGO Chicago Heights, Ill., conditions.

KEFC (FM) Waco, Tex.—Granted cp to move studio and trans. location; decrease ERP to 3.1 kw and install new ant.

WOOK Washington, D. C.—Granted mod. of cp to change type trans. and make changes in ant. system (decrease height); condition.

WGSB Geneva, Ill.—Granted mod. of cp to make changes in ant. and change type trans.

WIBV Belleville, Ill.—Granted mod. of cp to change ant.-trans. location back to original location and operate trans. by remote control; waived Sec. 3.30 (a) of rules to permit main studio at 1.5 miles south of Belleville on state highway 159.

Bishop Translator Service Bishop, Calif. Granted cp for new uhf tv translator station on ch. 76 to translate programs of KOLO-TV (ch. 8) Reno, Nev.

WORT New Smyrna Beach, Fla.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following stations were granted extensions of completion dates as shown: KTTS Springfield, Mo., to Sept. 27; KVEN-FM Ventura, Calif., to Aug. 28; WBCI-FM Williamsburg, Va., to Sept. 7; KXQR (FM) Fresno, Calif., to July 30; KOST (FM) Houston, Tex., to July 29; KFIF Tucson, Ariz., to Aug. 1; WICC Bridgeport, Conn., to Dec. 13; WHIM-FM Providence, R. I., to Dec. 15; WTHT Hazleton, Pa., to Aug. 1.

NBC New York, N. Y.—Granted continuance of authority to July 14, 1962, to transmit or deliver tv programs to Canadian Bcstg. Corp. or to any licensed tv station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of June 21

WHRW Bowling Green, Ohio—Granted license covering increase in power, installation of new trans., changes in DA system, change ant.-trans. and studio location and make changes in ground system.

KWCX Willcox, Ariz.—Granted license for am station, specify studio location and operation by remote control.

WCCW Traverse City, Mich.—Granted assignment of license to Radio Station WCCW Inc.

Actions of June 14

■ Granted cps for following new vhf tv translator stations: Diamond Tv Corp. on chs. 13 and 11, Diamond Valley, Harney County, Ore., to translate programs of KTVB ch. 7, and KBOI-TV ch. 2, Boise Idaho, conditions; Jeffrey City Community Tv Assn. on ch. 7 Jeffrey City, Wyo. (KTWO-TV ch. 2 Casper, Wyo.); Elwin B. Heckert on ch. 7 Lower Evans Creek at Rogue River, Ore. (KBES-TV ch. 5 Medford, Ore.), condition; Central Idaho Rod & Gun Club Tv Inc. on ch. 10 Challis, Idaho (KID-TV ch. 3 Idaho Falls, Idaho) condition; Beaverhead Community Tv Inc. on ch. 11 Dillon, Mont. (KID-TV ch. 3 Idaho Falls, Idaho), condition; St. Francis Chamber of Commerce on ch. 4 St. Francis, Kan. (KOMC ch. 8 McCook, Neb.), condition; Harlowton Tv Assn. on chs. 13 and 10 Harlowton, Mont. (KOOK-TV ch. 2 and KGHL-TV ch. 8 Billings, Mont.); Henefer Town Inc. on chs. 12, 8 and 10 Henefer, Utah (KSL-TV ch. 5, KUTV ch. 2, KCPX-TV ch. 4 Salt Lake City, Utah).

Actions of June 13

■ Granted cps for following new vhf tv translator stations: Bowman Tv Booster Inc. on chs. 7 and 11 Bowman, N. D., to translate programs of KFYR-TV ch. 5 Bismarck, N.D., and KDSJ-TV ch. 5 Lead, S. D.; Circle Tv Booster Club Inc. on chs. 13 and 10 Circle, Mont. (KXGN-TV) ch. 5 Glendive, Mont. and KUMV-TV ch. 8 Williston, N. D.), conditions; Leadore Community Assn. on ch. 11 Leadore, Idaho (KID-TV ch. 3 Idaho Falls, Idaho); Polson Tv Improvement Assn. on chs. 7 and 9 Polson, Mont. (KXLF-TV ch. 4 Butte, Mont. and KMSO-TV ch. 13 Missoula, Mont.), conditions; Coaldale Tv Club on ch. 10 Coaldale, Colo. (KCSJ-TV ch. 5 Pueblo, Colo.); Export Tv Assn. on ch. 8 Hopp-Illiad, Mont. (KFBB-TV ch. 5 Great Falls, Mont.), condition; Herreid Tv Booster Club on ch. 8 Herreid, S. D. (KFYR-TV ch. 5 Bismarck, N. D.), condition; Garfield Tv Club on ch. 10 Jordan, Mont. (KOOK-TV ch. 2 Billings, Mont.), condition; Trout Creek Community Improvement on ch. 7 Trout Creek, Mont. (KXLY-TV ch. 4 Spokane, Wash.); Boulder Tv Assn. on ch. 7 Boulder, Mont. (KXLF-TV ch. 4 Butte, Mont.), condition; San Miguel Power Assn. Inc. on chs. 4 Naturita, 12 Uravan, and 3 Paradox, all Colo. (KREY-TV ch. 10 Montrose, Calif. via ch. 6 Norwood, Colo.).

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: WAAX Gadsden, Ala.; WCSC Charleston, S. C.; KLIC Monroe, La.; WCNH Quincy, Fla.; WFMC Goldsboro, N. C.; WHSY Hattiesburg, Miss.; WBYE Calera, Ala.; WHEW Riviera Beach, Fla.; WYCL York, S. C.; WDNC Durham, N. C.; WTMC Ocala, Fla.; WSOL Tampa, Fla.; KBRO Bremerton, Wash.; WMYR Fort Myers, Fla.; WAEL Mayaguez, P. R.; WBSC Bennettsville, S. C.; KNBY Newport, Ark.; WCBI Columbus, Miss.; WMAG Forest, Miss.; WBBT Lyons, Ga.; WMJM Cordele, Ga.; WVOK & aux. Birmingham, Ala.; WFHG Bristol, Va.; WLSC Loris, S. C.; WSGA Savannah, Ga.; WBMK West Point, Ga.; WGIG Brunswick, Ga.; WULA Eufaula, Ala.; WQXT Palm Beach, Fla.; WIRB Enterprise, Ala. Action June 21.

■ Following stations were granted renewal of license: WWRL, WRFM-FM New York, N. Y.; WLCO Eustis, Fla.; WLCY St. Petersburg, Fla.; WALT Tampa, Fla.; WSKP Miami, Fla. Action June 21.

Rulemakings

ACTIONS BY FCC

■ By order, commission amended Secs. 4.402 and 4.436 of its remote pickup broadcast rules to reflect its May 17 allocation of frequency band 161.625 to 161.775 mc for exclusive use of such remote pickup stations and to specify widths of channels which may be so used, effective June 30. Action June 21.

■ By report and order, commission finalized rulemaking and amended tv table of assignments to substitute ch. 32 for ch. 51 in Louisville, Ky., and at same time modified outstanding authorization of Kentuckiana Tv Inc., to specify operation of station WLKY on ch. 32 instead of ch. 51 in Louisville; conditions. In so doing, following channel changes were made: ch. 26 was substituted for ch. 32 in Richmond, Ind.; ch. 83 for ch. 26 in Anderson, Ind.; ch. 79 for ch. 32 in Oak Ridge, Tenn., and ch. 66 for ch. 25 in Madison, Ind. Action June 21.

PETITION

WSPD Toledo, Ohio—(6-16-61) Requests amendment of rules to provide that all regional (class III) daytime facilities now operating or proposing to operate during presunrise hours shall give advance notice of such operation, and that determination of whether undue interference results from such operation shall be made on basis of standard broadcast technical standards. This would be accomplished by redesignating present Subsec. 3.87 (a) (4) as 3.87 (a) (5), and adding new Subsecs. 3.87 (a) (4) and 3.87 (f), as set forth therein. Further states that since these amendments are procedural in nature, rather than substantive, it is submitted that they may be adoped without formal rulemaking proceedings. Ann. June 23.

Don't let the nylons and lipsticks fool you— Americans are eating better at much lower cost

Food Costs Have Advanced Much Less Than All Prices; The Labor Cost of Food Has Dropped Substantially

Food Prices Are Up Less Than Consumer Price Index

The United States Department of Agriculture reports that 1960 retail food prices—of those foods purchased for preparation at home—were about one-sixth higher than the average in 1947-49, but the Consumer Price Index—the average of prices paid by consumers for all goods and services—was up by more than one-fourth.

"Declining food prices moderated the rise in the Price Index during part of this period," USDA reports in a new publication called FOOD COSTS. "The slower rise in retail food prices than in the Price Index resulted entirely from the decline in farm prices, since charges for marketing these products increased at a faster rate than the Price Index."

In 1940, the food marketing bill, covering all charges for marketing food products originating on American farms and sold to civilian consumers in this country, totaled 9 billion dollars. In 1960 the total marketing bill was 40 billion dollars. The 31 billion dollar increase was broken down this way: 7.5 billion dollars covered additional marketing services performed—the "built-in maid service" features; 15 billion dollars for the rise in cost levels; and 8.5 billion dollars for the added volume of foods handled. The actual quantity of food handled increased 53% from 1940 to 1960 while the population gained only 35% during this same period.

Consumers Spend Less Of Their Income For Food

In 1960 consumers spent an average of $394 per person for food, up from an average of $319 per person in the 1947-49 period. However, the 1960 expenditure represented only 20% of the disposable income available to consumers, compared with 26% of disposable income used for food in 1947-49. "Thus," says USDA, "the food bill did not rise as much as disposable income, though consumers were shifting to more expensive foods and were buying more marketing services. Retail prices did not increase as fast as disposable income per person."

In 1960 a factory worker was getting a great deal more food for an hour of his toil than he did in 1947-49. In 1960, for example, an hour of factory labor, on the average, would buy 8.1 quarts of milk, compared with 6.5 quarts for an hour of labor in 1947-49. An hour of factory labor in 1960 bought 2.5 pounds of choice grade beef, up from 1.9 pounds in 1947-49. Twice as many eggs could be purchased for an hour of labor in 1960 than in 1947-49.

Consumers Get More Variety, Have Much Less Work To Do

Because of many technological advances in farming and in food processing and distribution American consumers today have the greatest variety of foods in human history, and there is much less work involved in preparing these foods. More foods are packaged for shipment to all areas of the country. Seasonality is no longer a limiting factor for most types of foods. The variety of foods is available in many different package sizes to meet varying consumer needs. Many products today are ready for immediate cooking when the homemaker gets them into her kitchen, reducing the number of hours of food preparation in the home.

Dairy farmers are proud to point out that milk and such milk products as butter, ice cream, and cheese are the original convenience, no-waste foods, with just about as much "built-in maid service" as anyone could possibly want. About all a maid could do to make milk consumption easier is to drink the milk herself! The dairy industry provides these easy-to-use products at bargain prices, too, no matter how you make the comparison. Dairy products provide 28 percent of our total food supply, on a retail weight basis, but consumers pay only 19 cents out of the market basket dollar for these dairy foods. Being tops in nutritional values as well, dairy products provide to consumers just about as great a bargain as has ever been found in the food markets.

Those "Hidden" Purchases Run Up The Food Bills

As many a puzzled male shopper has learned, it often takes a map to find one's way through the modern food super market which has grown to rather tremendous proportions. Part of this growth has come through the sale of many non-food items which, much too often, are charged against the family grocery bill. Thus the "food" budget may be covering purchases of lipsticks, nylon hose, kitchen utensils, and encyclopedias which are great food for the mind but seldom easy to digest at the dinner table.

Because the American people today can buy a huge variety of healthful foods at a relatively low cost in terms of total income available, many more families today have income that is used to buy newspapers and magazines, radio and television sets, as well as better housing, more cars, more education for their children, and a host of other products of the factories and the service industries. Most of the people throughout the world today are still struggling merely to earn enough food to avoid hunger or even starvation.

Dairymen are proud of the role they have played in providing for Americans an agricultural abundance that no other nation in history has ever been able to match. That we do have some problems in balancing production and consumption of foods and fiber cannot, of course, be denied, but surely it is much more pleasant to face the problems of abundance than to have to meet the problem of how to avoid starvation for millions of people. Today starvation is a very real problem in Red China, for example. America is using its abundance to help the less fortunate people in our own country as well as those in other nations. That we have the resources to give this help should make all of us very grateful to live in this free land.



american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive Chicago 6, Illinois

OUR RESPECTS to William Turney Orr, Warner Brothers Pictures

We've reached the peak of action-adventure shows

The chances are that we've reached the peak of action-adventure shows on television and that a trend toward another type of tv entertainment will show up in the next year or two, William T. Orr, vice president in charge of production for Warner Brothers Pictures, said last week.

"There are cycles in all forms of entertainment," he observed. "If one type scores a big success, it's pretty sure to be imitated closely and widely. But once the public gets too much of it and becomes surfeited they stop watching and the producer knows it's time for a change.

"At one time there were lots of live psychological dramas on tv (and I don't recall any of our lawmakers complaining about too much public exposure of our psyches). Variety shows were tremendously popular, but they've faded away until only the best is left. Now we've a lot of action-adventure films, but the picture will change of its own accord before the legislators get around to acting. You can't legislate public taste and you don't have to."

Six Years of WB-Tv ▪ For the past six years Mr. Orr has headed Warner Brothers television activity. It began with the 1955-56 season, when *Warner Brothers Presents* went on ABC-TV for an hour each Tuesday evening. This fall, Warner Brothers will have nine shows on the air, all on ABC-TV. "We have a fine relationship," Mr. Orr commented. "It happens that all of our programs which have been seen on tv to date have been on this network, although we are not exclusively pacted to them."

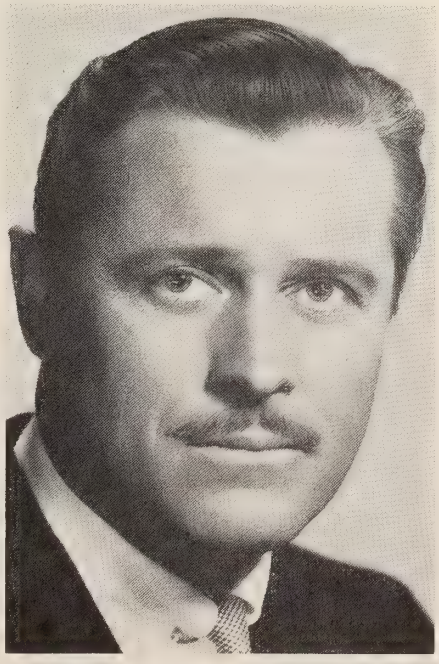
Warner Brothers and ABC-TV may claim to have had more than a slight influence on program trends during their six-year association. *Warner Brothers Presents* was a three-in-one affair with segments of the individual series rotating in three-week cycles. One of them, *Cheyenne,* was more popular than the other two, which were first diminished, then dropped. Other westerns were produced by Warners for ABC-TV—*Sugarfoot, Colt .45, Maverick* (which broke up the Ed Sullivan-Steve Allen feud by taking the play away from both of them), *Lawman* and *Bronco.*

Then came *77 Sunset Strip* as the first of a procession of action adventure shows that today includes *Surfside 6, The Roaring 20's* and *Hawaiian Eye.* Meanwhile, ABC-TV rose from a poor third to first in overall evening audience and no one questions that the programs created under Mr. Orr's supervision had more than a little to do with it.

William Turney Orr was born Sept. 27, 1917, in New York City. He attended the Coburn School for Boys at Miami Beach, Fla., Rumsey Hall in Connecticut and Philips Exeter Academy. But in the mid-30's Bill left Phillips Exeter and New England and his next academic appearance is as a student at Ben Bard's School of Drama in Beverly Hills, Calif. After what he calls some "undistinguished roles in some undistinguished films," he got a part in "Meet the People," a musical revue, where he was seen by a talent scout and signed to a long term contract with Warner Brothers. For the next year he worked all day at the studio, appeared on the stage each night and lost 15 pounds.

Actor-Officer-Producer ▪ Bill spent four years of World War II in the Army Air Force. He went in as an actor assigned to the AAF radio unit, attended Officer Candidates School in Miami Beach ("It took a war to get me back to Florida") and wound up his military career as a producer of training films and documentaries for the Air Force at the Hal Roach Studios.

In 1945, Bill married Joy Page, step-daughter of Jack L. Warner. "I had some trepidation about returning to Warner Brothers, but after I missed out on two jobs I was up for at other places I went back. I was a trainee, I guess, although they never did say exactly what my job was." After eight months he quit and went to New York, where he acted in vaudeville and night clubs and his wife did a couple of Broadway plays.



WB's Orr
Can't legislate public taste

But vaudeville was dying and after a year the Orrs returned to California and Bill went back to Warners as a talent coordinator, "a job I dreamed up for myself to help new talent get the best advantage." From coordinator Bill was promoted to executive in charge of talent for the studio and then made assistant to Stephen Trilling, Mr. Warner's executive assistant for production. In the summer of 1955 he was put in charge of the studio's then embryo tv activities. On March 1, 1961, supervision of all theatrical motion picture production was added to his responsibilities. Meanwhile, in November 1959, Mr. Orr had been elected a vice president of Warner Brothers.

A Great Job ▪ Six years of television have not dampened Bill Orr's interest in the medium nor his enthusiasm about it.

"Despite all the criticism of television," he said soberly, "I feel that in general the American public has been presented with a wonderful variety of entertainment, information and education. In contrast to countries with government-controlled programming and small audiences, we attract viewers with entertainment and they're there, available for the more serious kind of program. When you look at the tremendous volume of programming that's been put on tv in a few short years, you have to admit that a great job has been done. It took a lot of people with a lot of dedication and sweat to do it, but the results are worth it."

The Orrs and their three youngsters —Diane, 12; Anthony, 11; and Gregory, 6, live in Beverly Hills. With a pack of synopses to be read each evening, Bill has given up bridge and poker ("A gang from the studio used to have a weekly poker session and I tried to play and read synopses at the same time but it got to be too expensive.")

"If children are being hurt by tv, they're not like my tribe," Mr. Orr commented. "My youngsters are not hurt at all, so far as I can see, but they're certainly better informed because of tv. I'm sure my six-year-old knows more about jets and missiles than I do. As for crime shows, they're not up late enough to see them, and I doubt that they'd watch them if they were up. A few weeks ago, when I wanted to catch *Maverick,* I found one set tuned to *Dennis the Menace,* one to *Shirley Temple* and a third to a ballgame. Fortunately for me we have four sets."

Circus maximus

WE'VE always said that government couldn't do as good a job of programming as private broadcasters can do, but now we're not so sure.

The FCC road show that closed last Thursday in New York after a smash run of nearly two weeks was as slick a piece of theatrical planning as is apt to be seen anywhere this season. It was carefully staged to make the good guys look their best and the bad guys look their worst; the good guys being writers and producers and the bad guys being television networks, advertisers and agencies. Not by accident did the good guys get the fattest parts and therefore the biggest newspaper notices.

And to avoid any possibility that the audience would misunderstand who were the heroes and who the villains, the FCC reserved the curtain line for itself. In a closing statement read by the trial attorney and previously authorized by the commissioners, the FCC warned it would brook no retaliation against the witnesses. Thus the hearings ended with the audience convinced (or so the FCC must hope) that broadcasters, advertisers and agencies are waiting for the chance to shoot any writer in the back the minute the sheriff is out of sight.

In the flood of testimony delivered to the FCC in New York there were sensible criticisms and perceptive observations. But they were lost in the emotional outbursts that attracted all the attention. It was not an exchange of views. It was a series of monologues presented in an order to guarantee that the least rational got the most publicity. The FCC may say that the testimony will fall into perspective when the whole record is compiled, but that argument is fatuous. The whole record will never be read by anyone but a few FCC functionaries and network lawyers.

The New York road show may have been the best device to obtain maximum dramatic effect, but it was not the way to conduct a serious study of the intricacies of television network program practices. The prize the FCC was after was headlines, not information. And the FCC got its prize.

Television may have deficiencies, and indeed it does, but it is not an animal to be baited by every bureaucrat who happens to be given a spear.

Dawdling with survival

WHILE Congress, the FCC, pressure groups and the nation's press waste appalling amounts of time, taxpayer's money and white space in aimless debate over crime and violence programming on the air, "crimes" of vastly greater import are being perpetrated by government in communications.

Both the executive and the legislative branches are dawdling in areas that could affect survival of our democracy in the struggle against communism.

One is the failure of the executive branch to move swiftly in space communications because of intra-government bickering over who should control satellite communications. The other is congressional inertia in providing the USIA with adequate funds and means to counter the communist propaganda campaigns throughout the world.

In space communications, the Soviet dictatorship can be presumed to be moving ahead full-tilt while our FCC, our Justice Department and our State Department argue over who should control the satellites that will be used as relay stations in space for telephone, telegraph and ultimately television. Last week President Kennedy asked the Federal Space Council, headed by Vice President Johnson, to undertake a policy study into how a satellite system can be made operative swiftly. He asked for recommendations on "the nature and diversity of ownership and operation," obviously not even excluding government ownership.

We'll string along with Brig. Gen. David Sarnoff, RCA chairman, who told the National Press Club last week that the satellite ownership issue is far less important now than the adoption "of the right system at the earliest possible moment."

Satellite development should not become embroiled in intra-government rivalry, budget controversies or congressional justifications that inevitably would beset it if government assumed operation. Besides, it isn't the American way.

There is the concurrent task of allocation of frequencies for space communications. This vital problem now is being thoroughly studied so that the U. S. position may be established by October 1962, preparatory to the 1963 space conference of the International Telecommunications Union in Geneva, when we again battle it out with the Soviet. Heading our allocations team is FCC Commissioner T. A. M. Craven, an eminent engineer and a tough negotiator. But before that ITU meeting convenes the policy on ownership and operation of our satellite system must be resolved. The Soviet doesn't have that problem because everything is done by the Kremlin dictatorship.

The USIA crisis is not new. USIA has never been popular with Congress. That, however, does not lessen the seriousness of our plight in the propaganda war nor mitigate the need for more extensive and effective *Voice of America* operations. With 660 external broadcast hours per week, we are in fourth place—behind the Soviet with 1,000 hours, Communist China with 680 hours and, even more embarrassing, the United Arab Republic with 670 hours.

USIA wants $2,400,000 more to step up its broadcasts to Latin America, to Southeast Asia and to Africa, as well as to dispatch "packaged" programs to be broadcast by local stations. The amount involved wouldn't buy annual sponsorship of a prime half-hour on one of our tv networks with top talent.

We wonder how Chairman Dodd of the Senate Juvenile Delinquency Subcommittee, Chairman Minow of the FCC, the sundry tv writers, directors and producers and the redoubtable pundits of the press equate their silly railings about tv programming with the stark realities of the communications problems that could involve the fate of the nation and of mankind.

We confess agreement with Chairman Minow on one count. Space communication *is* the FCC's most important problem.



Drawn for BROADCASTING by Sid Hix

"I'd rather see him on the late, late show. . . . He's twenty years younger"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

* Source: Television Magazine, 1960 Data Book



SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 12TH YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.

CHANNEL 2 CBS



THE BUSY RED PHONE AT TTC!

All TTC stations base their operations on deep, penetrating news coverage . . . especially on the local level. Now 54 men and women in the 7 TTC newsrooms are united into a team by this new TTC red-phone hookup. With stations on each coast and in Mid-America, TTC newsrooms will get first hand reports -- first -- from any area. ● The point of all this is not just to trumpet about what big operators we are in news. The point is that a large part of the selling force of TTC stations is generated by this news policy . . . and we can prove it. ● TTC stations will continue to concentrate on substance in programming, because we believe real substance is the only quality that will continue to support broadcast sales long after the fads have faded out.

TRANSCONTINENT TELEVISION CORP. ● 380 MADISON AVE., N.Y. 17

SYMBOL OF SERVICE

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 10, 1961

How major broadcast advertisers have been hopscotching on agency row 27

The 33 new clients and $5 million billing that network tv gained 29

FCC's new program forms: much more work, but there are concessions 48

The cost breakdown for one of television's most expensive shows 74

COMPLETE INDEX PAGE 7

100!

For one hundred consecutive Nielsens, spanning more than eight years, CBS Owned WCBS-TV has delivered the biggest audience in the nation's biggest market. This is a record of audience appeal unequalled by any other station anywhere.

2 WCBS-TV NEW YORK

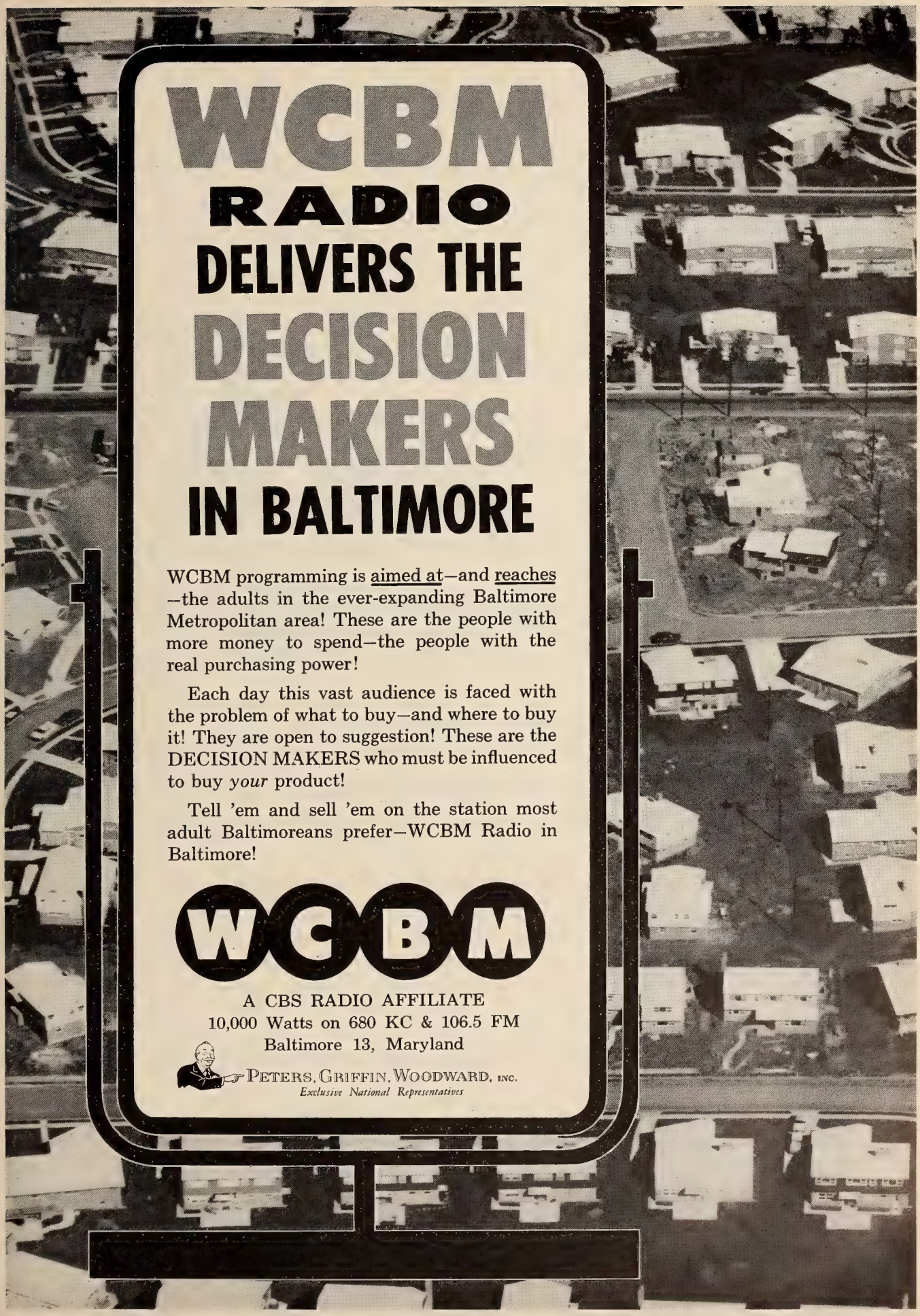


*B. C. Remedy knows spot television "did the trick" for sales headaches – Why? Because, spot is the most flexible medium for building greater and greater sales. B. C. like all other spot users can call their shots – Whatever market, whatever time of day or night, whatever station they choose. *Whenever* additional effort is needed spot is there fast, matching advertising effort with sales potential but with no waste circulation.

Your HR man can tell you many more reasons why and how spot television can "do the trick" for your sales headaches. Call your HR man, you'll be glad you did.

*C. Knox Massey & Assoc., Inc. (Durham, N. C.)

HR *Television, Inc.*


WCBM
RADIO
DELIVERS THE
DECISION
MAKERS
IN BALTIMORE
WCBM programming is aimed at—and reaches—the adults in the ever-expanding Baltimore Metropolitan area! These are the people with more money to spend—the people with the real purchasing power!
Each day this vast audience is faced with the problem of what to buy—and where to buy it! They are open to suggestion! These are the DECISION MAKERS who must be influenced to buy *your* product!
Tell 'em and sell 'em on the station most adult Baltimoreans prefer—WCBM Radio in Baltimore!
WCBM
A CBS RADIO AFFILIATE
10,000 Watts on 680 KC & 106.5 FM
Baltimore 13, Maryland
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



All year long ..... Channel 4 delivers more homes in the Dallas Ft. Worth market than any other station

Both the ARB Market Reports and the Nielsen Station Indexes* consistently show KRLD-TV delivering more homes than any other station in the Dallas-Fort Worth market. Examine your ARB and Nielsen reports, then contact your Advertising Time Sales (formerly the Branham Company) representative or KRLD-TV direct.

Reach the Dallas-Fort Worth Market EFFECTIVELY with Channel 4

* *August 1960—March 1961*

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Tv allocations outlook

It becomes more and more evident that tv's eventual operation will be dual vhf-uhf system, retaining all 82 channels (12 v's, 70 u's). Although official announcement can't come until after New York City uhf experiments, slated to end in 1962, there's sufficient basis now to conclude that all-uhf system is impractical and that vhf's 12 channels cannot accommodate full competitive nationwide service of caliber envisaged in law. End result, insiders believe, must be intermixed service except where uhf islands exists.

If this philosophy holds, eventual structure will be vhf's doing regional or "area" coverage jobs, while uhf's, in increasing numbers, will be employed for local or immediate market service and for constantly expanding noncommercial educational service. Key to development, of course, will be all-band receiver, which manufacturers are reluctant to turn out in great numbers until demand creates a market.

Budweiser back

National Telefilm Assoc., which has been beset by many financial and organizational woes in recent months, is sighting at least one "silver lining." Word is that its successful half-hour series, *The Third Man,* will go into second-year production and distribution with Anheuser-Busch Inc. (Budweiser Beer), St. Louis, again bankrolling program on national spot basis in more than 100 markets. Agency is D'Arcy Adv., St. Louis.

Minow's man

Dean Roscoe Barrow was retained again by FCC as consultant to network study staff (see WEEK'S HEADLINERS, page 10) at direct behest of Chairman Newton N. Minow. Chairman obtained approval of other members on proposal despite questions in some quarters on necessity and wisdom of move.

He will be paid $50 per day while actually on FCC job, plus either $15 or $25 per day subsistence allowance when away from his home. Under law, consultant on intermittent basis, as he will be, can work maximum of 130 days in any given year. If this is exceeded, however, commission can in certain circumstances place Dean Barrow on temporary employe basis, as was done during his previous tenure. He will spend considerable portion of remainder of summer at FCC and serve on part-time basis after resumption of fall school term.

Three-year rule

Temperament of FCC these days is such that even though rule isn't on books, it would take long hard look at any sale by station owner who has held license less than three years, unless there are extenuating circumstances. Notion is that FCC by majority vote would set such station sale for hearing if there were not overweening reasons, such as death, sickness, financial plight, etc. FCC has considered, but not acted on, proposal that no transfers be approved unless licensee has held facility for statutory three-year period.

New plans for Texaco?

Benton & Bowles and Texaco are reviewing that advertiser's tv future. Account is new at B&B and bills some $12 million in tv (see page 30). Only definite decision thus far: Texaco will stick with Huntley-Brinkley on NBC-TV. Program already has been renewed for next season. But other—and new—tv routes can be expected (at one time Texaco was sponsor of original *Milton Berle Show* on tv and Ed Wynn's *Firechief* program on radio).

Rogers to NAB?

Sale by W. D. (Dub) Rogers of his major interest in Texas Telecasting Inc. (BROADCASTING, July 3) has given rise to speculation as to next connection. Forty-one-year-old broadcaster, who has been prominently identified with national tv affairs (last past chairman of NAB Television Board, president of Television Pioneers and one of founders and former chairman of TvB) is among those reportedly being considered for executive vice presidency of NAB, newly created post under President LeRoy Collins.

Because of NAB rules, no broadcaster involved in station ownership can qualify for NAB employment, hence Mr. Rogers wouldn't be eligible until FCC approves sale of Rogers' properties to principals of KSYD Television Co., Wichita Falls, Tex. Among others mentioned for NAB's No. 2 post are Dwight W. Martin, vice president and treasurer, WDSU Broadcasting Corp., New Orleans, present chairman of NAB Television Board, and Tom Bostic, mayor of Yakima and president-general manager of KIMA-AM-TV. Like Mr. Rogers, they are presently identified with ownership.

Macbeth repeat

Two-hour color film production of "Macbeth," televised on *Hallmark Hall of Fame* by NBC-TV last November, probably will be shown again in this country next season either as repeat on *Hallmark* program or in "art" movie houses. Tv repeat would virtually kill domestic market for distribution of film in movie theatres, but Hallmark, which put up half of original production money (see story, page 75), may push for it because of initial tv success (it won Hallmark five Emmy awards). Shakespearean conflict created is whether resulting good public relations from tv repeat is worth chance to recoup investment via theatre exploitation.

Program protection

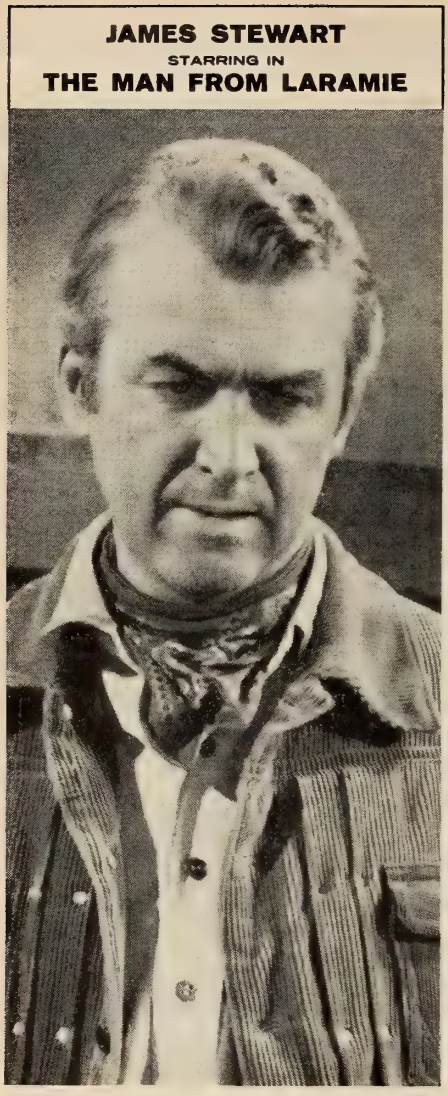
Although broadcasters were rocked by sweeping conclusions of U. S. District Judge William T. Sweigert in denying motion for summary judgment sought by Salt Lake City tv stations against catv in Twin Falls, Idaho (BROADCASTING, July 3), ray of sunshine was seen by some observers. This is judge's implication that where programs are copyrighted, tv stations can impose requirements for permission or payment. If tv stations really want to deny programs to catv operations, this reasoning goes, they can copyright couple of local programs. As practical matter antenna operator then would be forced to seek pickup approval for whole schedule, it is asserted.

Broadcast attorneys are still studying ruling in Idaho signal rights case and have not decided yet exactly what next step might be. Decision invited tv station plaintiffs to seek injunction in trial, but warned they would have better case if program was copyrighted or shown by exclusive license.

American Motors spot

Odds are high that American Motors Corp. will increase its media budgeting for spot tv on behalf of Rambler cars for new model year. In past year, Rambler has been in and out of spot tv and has been using spot radio but agency, Geyer, Morey, Madden & Ballard, can be expected to recommend to client substantial boost in spot tv spending.

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3 more TV markets will soon premiere these and over 200 other fabulous COLUMBIA POST-48's

This past week three more stations—KOIN-TV Portland, Oregon, WBTV Charlotte and KHVH-TV Honolulu—joined the rapidly growing list of stations that have acquired over 200 Columbia Post-1948 feature films for telecasting in their markets. Already viewers in markets such as New York, Chicago, Los Angeles, St. Louis, Philadelphia, Youngstown, Buffalo, etc., have greeted enthusiastically the telecasting of the first of these features. These great film masterpieces can work wonders in your market too! Call or write to Screen Gems, Inc., 711 Fifth Avenue, New York City. Plaza 1-4432.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

WEEK IN BRIEF

The love lives of agencies and advertisers have been unusually fast and loose in the past six months, with the result that many millions in billings, big and little accounts, have changed agencies. See . . .

AGENCY SWITCHES IN MILLIONS . . . 27

Network television attracted 33 new converts during the past season and their combined gross time expenditures exceeded $5 million, it's shown by a special BROADCASTING survey. See . . .

NETWORK TV WINS 33 . . . 29

Not a minute of broadcast time would go unnoticed if the FCC adopts its rulemaking proposed last week for its program reporting forms. Broadcasters win some concessions, much paperwork. See . . .

CLOSER TAB ON EVERY MINUTE . . . 48

Tv holds its first place in hearts of food advertisers, with $4 million gain in network and spot for first quarter, TvB figures show. The 1960 national-regional total: $277 million. See . . .

BIG FOOD ADVERTISERS IN TV . . . 38

Wempco keeps making and breaking new sales records in nine midwestern states by using regional radio to advertise Zonolite insulation products. The firm's also having tv successes. See . . .

HOW RADIO LIT A LIGHT . . . 40

It costs a lot to bring a jungle to Brooklyn and get top actors to people it, Talent Assoc.-Paramount Ltd. found in producing "The Power and the Glory" for CBS-TV. The bill: $725,000. See . . .

WHERE THE MONEY'S GOING . . . 74

The star of the FCC's recent station renewal hearing in Kingstree, S. C., never took the stand, but if Charlie Walker had he might have captured bureaucratic hearts, had he run true to form. See . . .

HE LEARNED HIS LESSON . . . 60

Television didn't lie in presenting Samuel Yorty, the successful candidate in the Los Angeles mayoralty elections, and that's the reason he was elected, says his pr counsel, Irvin L. Edelstein. See . . .

BEST TV CANDIDATE WINS . . . 86

McCann-Erickson says it has found how to measure a tv station's audience outside its metropolitan area by projecting average viewing in such areas from that in metropolitan areas. See . . .

FRINGE VIEWING FORMULA . . . 32

The FCC's proposal to take ch. 10 in Miami from National Airlines and give it to L. B. Wilson Inc. because of the airline's off-the-record FCC contacts gets appeals court backing. See . . .

COURT BACKS FCC ON CH. 10 . . . 58

The FCC's muscle-bulging contest with the newest challenger in the who-has-authority-over-the-tv-towers field, the Federal Aviation Agency, continues. Three-member unit to make stand. See . . .

FCC TO BUCK ON TOWERS . . . 61

FCC Chairman Minow's plan to charge broadcasters for the privilege of doing business with that government agency is finding few champions where it counts: the White House and the Hill. See . . .

ROUGH ROAD FOR FCC FEES . . . 65

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	90
BROADCAST ADVERTISING	27	LEAD STORY	27
BUSINESS BRIEFLY	48	THE MEDIA	58
CHANGING HANDS	88	MONDAY MEMO	22
CLOSED CIRCUIT	5	OPEN MIKE	18
COLORCASTING	77	OUR RESPECTS	109
DATEBOOK	14	PROGRAMMING	74
EDITORIAL PAGE	110	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	82		
FANFARE	96		
FATES & FORTUNES	93		
FOR THE RECORD	98		
GOVERNMENT	48		

BROADCASTING

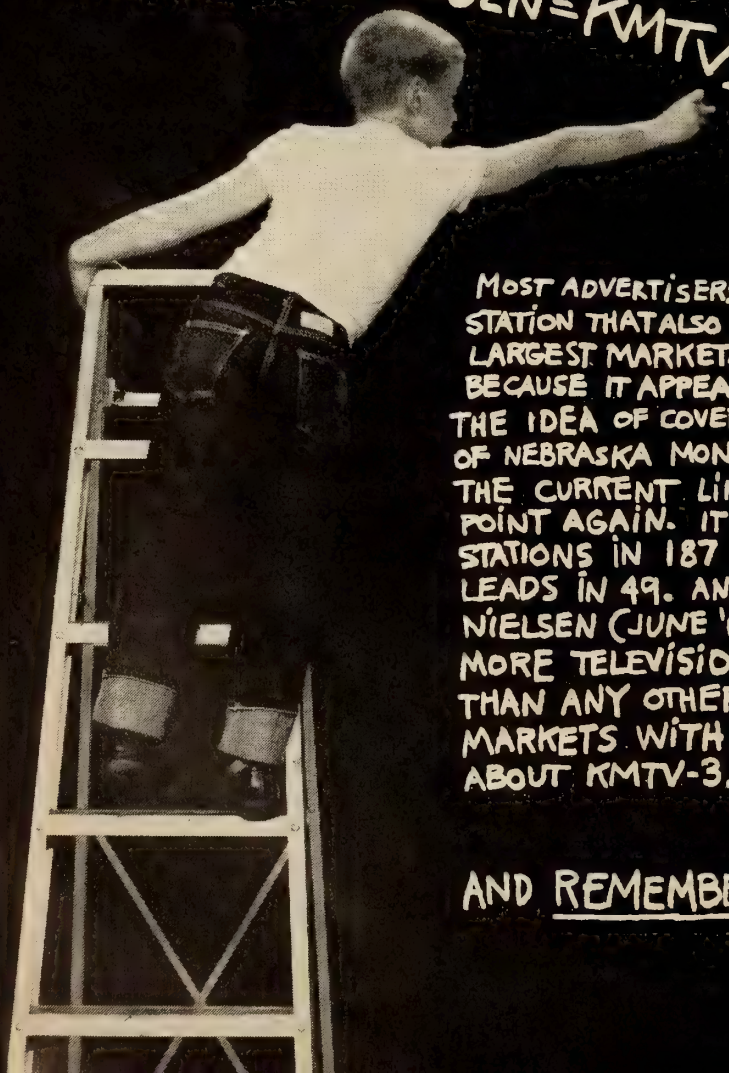
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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MOST ADVERTISERS KNOW KMTV IS THE ONLY OMAHA TELEVISION STATION THAT ALSO DELIVERS LINCOLN, NEBRASKA'S SECOND LARGEST MARKET. WE MAKE THIS POINT AGAIN AND AGAIN BECAUSE IT APPEALS TO TIGHTFISTED TIMEBUYERS WHO LIKE THE IDEA OF COVERING THE GREATEST SINGLE CONCENTRATION OF NEBRASKA MONEY AND PEOPLE WITH ONE BUY.
THE CURRENT LINCOLN NIELSEN (MAR. '61) PROVES OUR POINT AGAIN. IT SAYS KMTV LEADS THE OTHER OMAHA STATIONS IN 187 QUARTER HOURS. ANOTHER OMAHA STATION LEADS IN 49. ANOTHER IN ONLY 39. THE CURRENT OMAHA NIELSEN (JUNE '61) TELLS A SIMILAR STORY: KMTV DELIVERS MORE TELEVISION HOMES IN MORE QUARTER HOURS THAN ANY OTHER OMAHA STATION. GET TWO NEBRASKA MARKETS WITH KMTV. ASK PETRY. ASK ANYBODY ABOUT KMTV-3. EXCLUSIVE NBC FOR OMAHA-LINCOLN.

AND REMEMBER. OMAHA + LINCOLN = KMTV.

WSTV Inc. challenges catv use of signal

All-out legal battle is seen in filing by WSTV Inc. of $1 million damage suit against catv system in Clarksburg and Fairmont, W. Va.

WSTV owns ch. 9 WSTV-TV Steubenville, Ohio, and ch. 12 WBAY-TV Clarksburg-Fairmont among other stations.

Suit, filed in U. S. District Court in Fairmont Thursday, charges cable company "plucks" ch. 9 signals from air without permission for retransmission for fee over closed circuit. WSTV claims such action illegal interference in its contractual arrangements with NBC, CBS and film services. It alleges that catv actions interfere with ability of WBOY-TV to render proper service to its community, including outlying areas not served by antenna company.

In many cases, plaintiff declared, antenna company has disconnected built-in antennas in subscriber's tv receivers so it's impossible for them to receive ch. 12 off air. It claimed also that electrical leakage from catv cables distorts ch. 12 reception in Clarksburg and Fairmont.

Both Clarksburg and Fairmont catv is part of Fortnightly Corp. group. Fortnightly is headed by N. W. Levin. Clarksburg system feeds 8,300 customers; Fairmont, 5,000.

Both systems are also defendants in suit brought by United Artists charging unauthorized use of its film product. This suit is pending in New York federal court.

WSTV's move came two weeks after ruling that tv stations have no inherent property right in their tv signals. This viewpoint was expressed by federal judge in suit by Salt Lake City tv stations against Twin Falls, Idaho, catv operation (BROADCASTING, July 3).

FCC sets new deadline for Hartford pay tv

Deadline for beginning pay tv tests in Hartford, Conn., were extended by FCC to July 1, 1962. Commission, in announcement Friday, said request for extension by RKO General Inc. (BROADCASTING, July 3) included information warranting time extension. Previous deadline for commencement of Phonevision trial was Aug. 23. Basic problem, RKO said, is lead time required by Zenith to tool up and begin production of decoders.

Delay in start of Hartford pay tv test will not affect TelePromTer Corp. plans for testing its Key Tv system this year, according to President Irving B. Kahn.

He said development of TelePrompTer system, which is distributed by cable and, therefore, not subject to FCC approval, is ahead of schedule.

New York test

WDHA (FM) Dover, N.J., was set to begin stereophonic multiplex broadcast test in New York metropolitan area Sunday (July 9), 1-6 a.m. WDHA claims to be first fm station in New York area to begin testing new Zenith-GE system approved by FCC last April. Station is using prototype generator. It operates on 105.5 mc.

Appeals court upholds Beaumont ch. 6 grant

Seven-year-old grant of ch. 6 in Beaumont, Tex., to KFDM there was affirmed by U. S. Court of Appeals in Washington Friday. In unanimous opinion, court upheld latest FCC finding that payment of $55,000 to KTRM Beaumont for withdrawing from race was proper and that loan of this sum for this purpose to KFDM by W. P. Hobby (KPRC-AM-TV Houston, Tex.) did not contravene public interest or constitute abuse of FCC processes.

Mr. Hobby originally had loan agreement with KTRM. When KTRM withdrew, Mr. Hobby made agreement to purchase interest in KFDM-TV. FCC's grant in 1954 to KFDM applicant was appealed by KRIC Beaumont *(Beaumont Enterprise)*.

FCC approves sales involving six stations

Following sales of stations were approved among others by FCC, it was announced Friday:

- KBUR Burlington and KMCD Fairfield, both Iowa: Sold by G. B. McDermott and associates to RB Inc., for $450,000. RB Inc. is headed by John P. Harris, who has interests in several Kansas and Iowa newspapers (including Burlington) and in KIUL Garden City and KTVH (TV) Hutchinson, both Kansas. Dissenting were FCC Chairman Minow and Commissioner Bartley; they felt hearing should be held on concentration of control of mass media in Burlington.
- WTVI (TV) Fort Pierce, Fla.: Sold by Gene T. Dyer to Atlantic Broadcasting Co. for $175,795. Atlantic Broadcasting is headed by Isadore J. Fine, who with other Atlantic stockholders, owns KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri.
- WJPR Greenville, Miss.: Sold by Emmet Holmes McMurray Jr. and Frank Wilson Baldwin to Bruce H. Gresham and J. C. Noble for $165,000. Mr. Gresham has interest in WGCM Gulfport, Miss.
- KDLK Del Rio, Tex.: Sold by Don R. Howard to James D. Patterson and associates for $112,500.
- KOFA Yuma, Ariz.: Sold by T. R. Williams and associates to Paul C. Schafer and group for $105,000. Mr. Schafer controls KDOT Reno, Nev.

ANA opposes tax ban on defense contractors

Assn. of National Advertisers went on record Friday in opposition to defense appropriations bill language prohibiting defense contractors from using federal funds for advertising.

In letter requesting permission to testify before Senate Defense Appropriations Subcommittee, ANA said present regulations covering amount of advertising by contractors provide "highly effective protection" for taxpayers.

ANA claimed proposal "would cripple our economy and would destroy our mass communications structure" during full or partial mobilization.

Bill (HR 7851), which has passed House, will be subject of Senate Defense Appropriations Subcommittee hearing today (Monday).

TvB approves pay plan

Television Bureau of Advertising and other media associations Friday (July 7) endorsed new method of payment to media beginning today by Geyer, Morey, Madden & Ballard Inc., New York advertising agency (see page 37). Norman E. Cash, president of TvB, said in letter to agency that he applauds "instant cash payment" plan as positive step to bring more efficiency into advertising for benefit of advertisers.

Option time comments

Comments in FCC's reopened option time rulemaking are due Sept. 7, agency announced Friday (July 7). Reply comments will not be accepted. Oral argument will be held Sept. 28 on comments received.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Carley

Robert Carley, president, Fitzgerald Adv., New Orleans, joins Young & Rubicam, N. Y., as vp and account supervisor. Mr. Carley, who went to Fitzgerald in 1953 as account executive, became account supervisor in 1956. In that post he was responsible for agency's marketing and creative plans functions for Wesson and Snowdrift brands and for firm's management contact. Wesson and Snowdrift moved to Y & R earlier this year. (See story on account changes, page 27.)

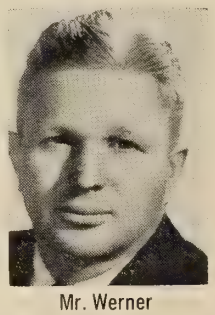

Mr. Cott

Ted Cott, vp in charge of National Telefilm Assoc. broadcast division since 1957, has resigned following sale of WNTA-TV Newark - New York to civic group that will use station as educational tv outlet (BROADCASTING, July 3). His future plans were not announced. He began his career in 1933 with New York-owned WNYC as producer, and from 1939-43 was freelance producer for radio network programs. He served as vp for programming and operations for WNEW New York from 1944-50 and was with NBC as vp in charge of NBC Radio until 1955. Mr. Cott served for two years as vp and general manager of now-defunct Du Mont Broadcasting Corp. from 1955-57.

Joe Evans, managing director of Storer Broadcasting's WSPD-TV Toledo, named general manager of Storer Programs Inc., subsidiary which will handle distribution, production and sales of tv programs. (See story page 80.)


Mr. Herbuveaux

Jules Herbuveaux, vp, central division sales, NBC Radio in Chicago, assigned to staff of NBC senior executive vp and will work on special projects, effective July 31. He will operate out of Chicago, and report to David C. Adams, NBC senior executive vp. Mr. Herbuveaux joined NBC in Chicago as musical director in 1927 and left company briefly in early 1930's but returned in 1934 as production manager and program manager. He was named manager of television for NBC central division in 1949 and was elected NBC vp in 1955. **Harry E. Hobbs Jr.** has been named to replace Mr. Herbuveaux with title of central division sales manager, NBC Radio. He joined NBC in October 1955 and has been eastern sales manager of network since 1958. Earlier, he had been sales manager of Air Features Inc. and account executive with Henry I. Christal Co., station representative.


Mr. Werner

Mort Werner, senior vp and director of radio-tv for Young & Rubicam, appointed NBC vp, programs, tv network, effective July 17. He succeeds **David Levy,** who is being reassigned to another tv programming post at network. Mr. Werner has been with Y&R since 1959 and earlier had been vp in charge of broadcast activities for Kaiser Industries Corp. From 1951-57, Mr. Werner was with NBC-TV as executive producer of various programs. **Charles (Bud) Barry** has been named by Y&R to replace Mr. Werner (WEEK'S HEADLINERS, July 3).

Dean Roscoe L. Barrow of U. of Cincinnati College of Law, head of FCC's 1955-57 special study of network tv practices, named special consultant to FCC Friday July 7 on continuing study of network matters. Dean Barrow, who organized and directed network investigation which culminated in omnibus report (BROADCASTING, Oct. 7 ,1957), will rejoin staff this week. Several FCC actions have been taken as result of Barrow report and continuing study still is underway, with latest round of hearings concluded 10 days ago in New York (BROADCASTING, July 3). Dean Barrow will review progress of study staff and make specific recommendations for future development of study.


Mr. Shupert

George T. Shupert appointed director of tv sales for 20th Century-Fox Television, effective Aug. 1. Former president of ABC Films, which he established in 1953, Mr. Shupert in 1959 joined MGM as vp in charge of tv. He started in tv at Paramount Tv Productions as assistant to Paul Raibourne, head of Paramount's video activities, and has also served as sales vp of Peerlees Tv Productions and vp and general manager of United Artists Tv Corp. Mr. Shupert is former president of American Television Society and of Radio & Television Executives Society. As director of tv sales for 20th Century-Fox, he will headquarter in New York after month in Hollywood to familiarize himself with studio's tv production operations.

For other personnel changes of the week see FATES & FORTUNES

KTAG-TV protest denied in KPAC-TV relocation

Protest by KTAG-TV (ch. 25) Lake Charles, La., against February 1960 action permitting KPAC-TV (ch. 4) Port Arthur, Tex., to relocate its transmitter midway between two cities and increase antenna height and power was dismissed by FCC Friday (July 7).

Commission earlier had refused to accept protest because it was not notarized until after expiration of time limit but court of appeals remanded case (BROADCASTING, Dec. 5, 1960).

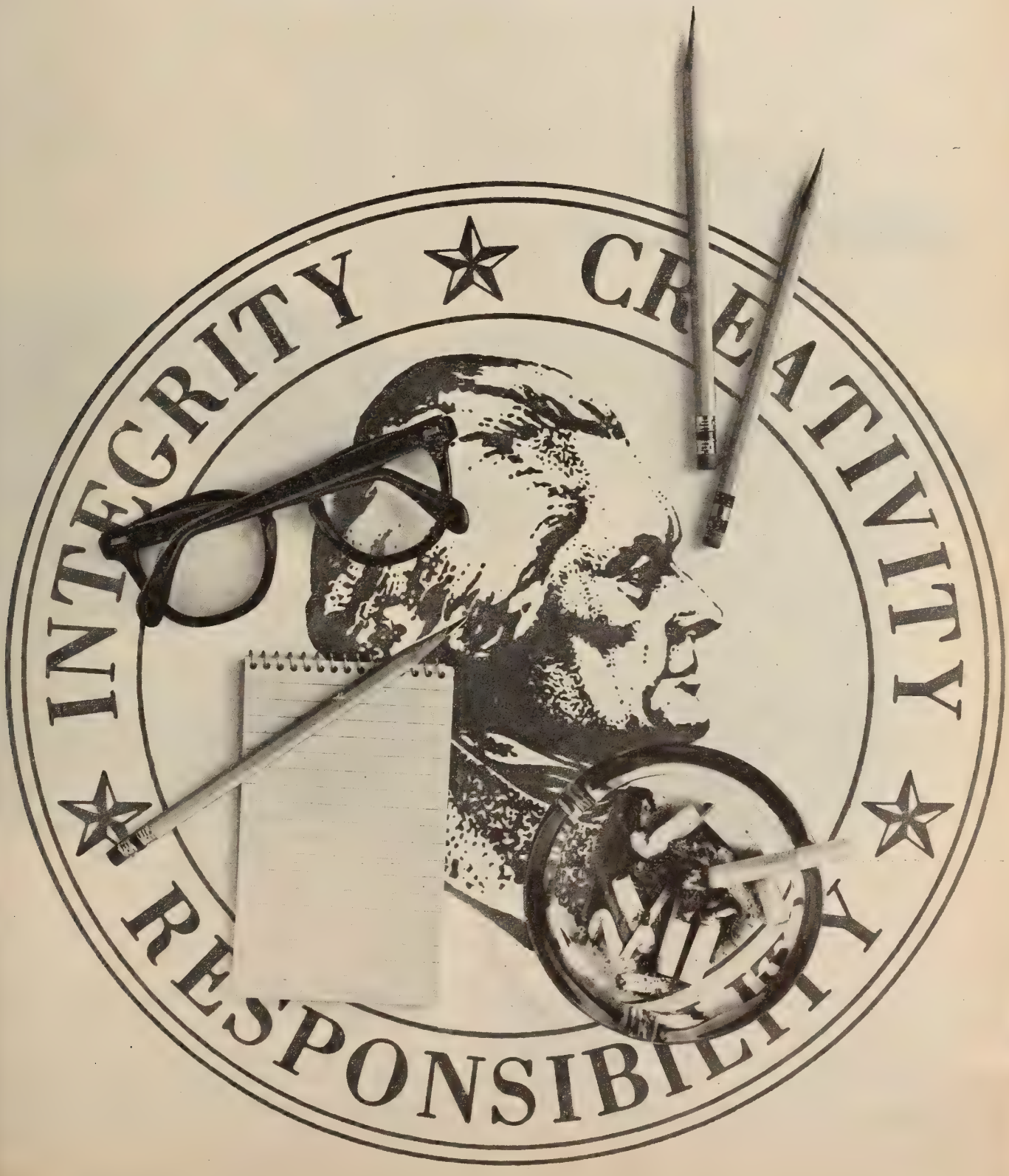
Court said FCC has discretion to accept late oath. Chairman Newton N. Minow and Commissioners Robert E. Lee and Frederick W. Ford dissented, favoring consideration of appeal on ground uhf station would face new competition from KPAC-TV under new facilities.

Lewine heads NATAS

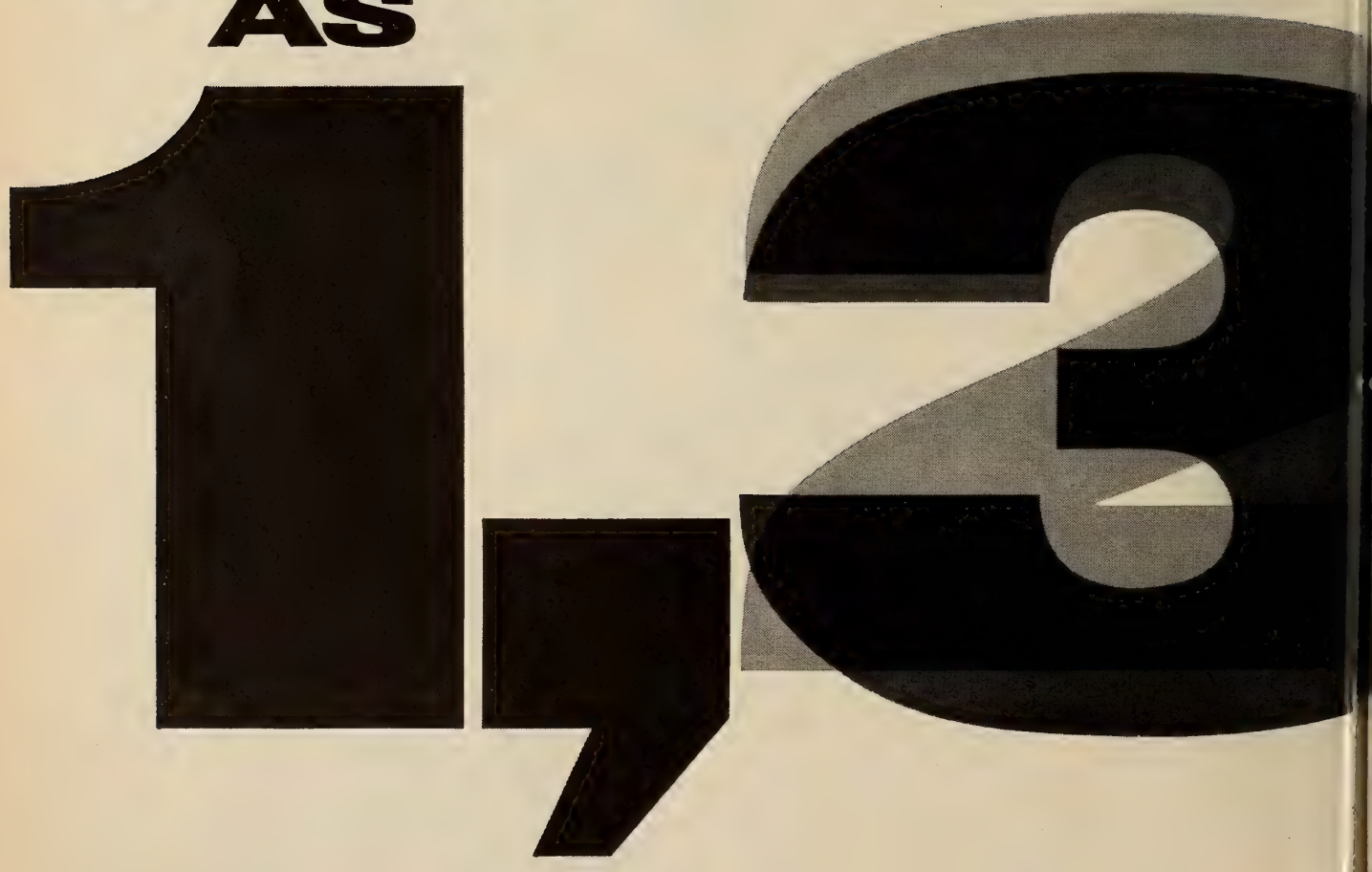
Robert F. Lewine, vice president for programs, CBS Films Inc., was elected president of National Academy of Television Arts & Sciences, succeeding Harry S. Ackerman, vice president of Screen Gems. Also elected: Bud Yorkin, independent tv producer, executive vice president; Loren L. Ryder, Ryder Sound Services, secretary, and Thomas W. Moore, ABC-TV vp, treasurer.

"A man who assumes a public trust," said Thomas Jefferson, "should consider himself public property." This is the spirit in which the radio and television stations of the Jefferson Standard Broadcasting Company accept their responsibility to the public. For six straight years, WBTV has opened the Charlotte United Community Appeal drive with a star-studded telecast in prime evening time. WBT Radio originates and supplies to fourteen major U. S. radio stations an alert refutation of Radio Moscow propaganda. WBTW created and telecast an illuminating program on the medical use of hypnosis. Such programming responsibility is standard with the Jefferson Standard stations. One reason why each is the audience leader in its area. One reason why . . .

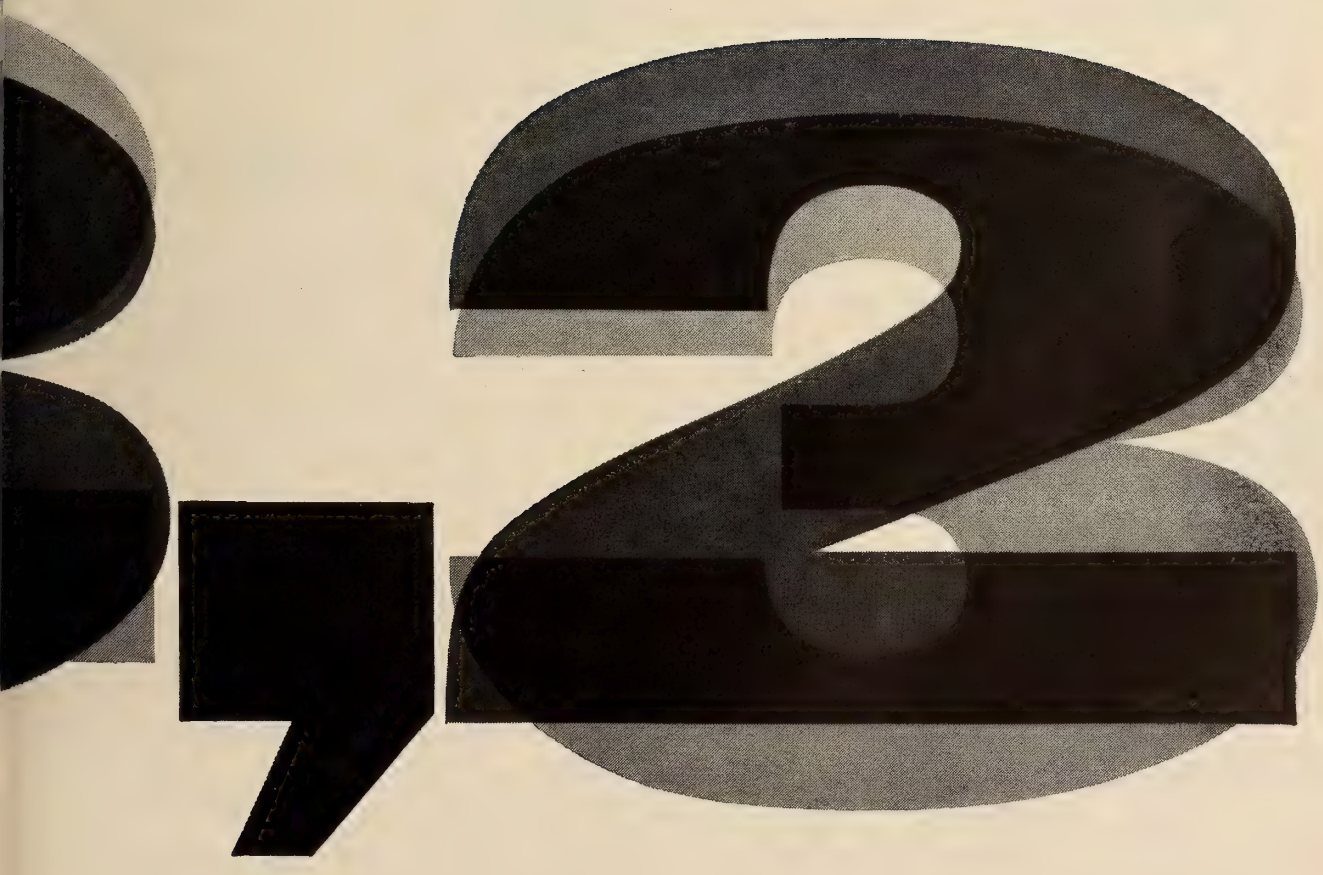
Jefferson Standard stands out in responsible circles



AS SIMPLE AS



These numbers vividly sum up the picture of television leadership today. What stands out clearly is that one network has consistently delivered the largest nationwide audiences night and day throughout the past season—namely, the CBS Television Network.* What stand ou less clearly are the runners-up. That's because one network ranks second at night, but third during the day. While another network ranks second during the day, but third at night. Whe



t comes to choosing the network which can
present his product most effectively, the most
important thing for an advertiser is to know
where he stands—clearly. It's as simple as that.

CBS TELEVISION NETWORK

*13% larger national nighttime audiences than Network X; 12% larger than Network Y;
16% larger national daytime audiences than Network X; 91% larger than Network Y;
85% more national nighttime half-hour "wins" than Network X; 33% more than Network Y;
17% more national home hours of viewing (Monday through Sunday, 7 am to 11 pm)
than Network X; 23% more than Network Y;
more of the Top 10, Top 20, Top 30 and Top 40 nighttime programs and more of the
Top 10 and Top 20 daytime programs than the other two networks combined.
(Audience data: Nat'l Nielsen, 1 Oct., '60-1 June, '61, AA basis. Evening: 6-11 pm. Day: Mon.-Fri., 7 am-6 pm.)

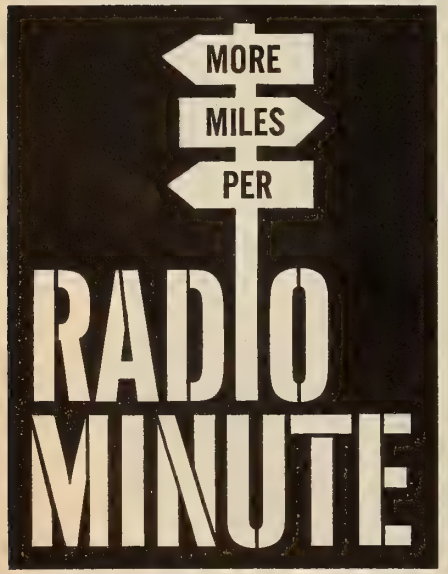
An invitation to the man from Cunningham & Walsh

Sir, be our guest in the Tidewater! Get behind the counter, the gas pump or the bar. We guarantee that our 50,000 sailors and 750,000 civilians will run you ragged. Gosh, what spenders!

After a nice quiet (free) luncheon at WHIH, we'll spend just five minutes explaining to you why WHIH is considered the live wire station down here.

Wouldn't you like your clients to sell more cookies or gasoline in this recession-resistant area? Of course you would. Then be our guest.

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 9—**NBC Affiliates Promotion Managers Clinics:** New York, July 10, New Orleans, July 11, Chicago, July 12, and Los Angeles, July 14.

July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting Shoreham Hotel, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration. Frank Welch, John Duncan and James T. Ralph (assistant secretaries of agriculture) and Harry Caldwell, chairman of the National Agricultural Advisory Committee. NATRFD will also meet President Kennedy at the White House.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10—Revised deadline for comments on **FCC** rulemaking in matter of broadcast announcement of financial interests of stations and networks and their principals and employes in service and commodities receiving broadcast promotions.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

*Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 16—**VPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-31—**IRE,** Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

*Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

*Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel, Detroit.



PERSPECTIVE ON GREATNESS

A New Concept in Documentaries

13 Great New Specials

Packaged for Local Use

This is a new dramatic approach to documentaries, featuring actual on-the-scene filmed highlights in the lives of famous people of our time. Thirteen hour-long specials starring such renowned figures as Lindbergh, Al Smith, General MacArthur, the Duke and Duchess of Windsor, De Gaulle, and more. The memorable events of their lives become a panorama of living history... a commentary on the forces that have shaped our destiny. Only the vast film libraries of Hearst Metrotone News could provide such a wealth of exclusive footage. To round out the picture, new footage will come from Hearst Metrotone cameramen throughout the world. Family albums and home movies will be combed. Add to all this the brilliant touch of the noted writer John O'Toole, and you have a true "PERSPECTIVE ON GREATNESS." Dramatic entertainment of real prestige and stature. An ideal showcase for important local advertisers. With this practical bonus: a single, compact, easily stored source of material on famous people—complete shows to run at a moment's notice when needed.

A Great New HEARST METROTONE Production

BCG

FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N. Y. MU 7-0870


Storer
TELEVISION
SALES INCORPORATED



Our shingle's out!

...announcing a new television station representative, dedicated to the Storer concept of quality that has been a broadcasting byword for over thirty years. Offices in all principal advertising centers are ready to provide you with complete service for the five important Storer television stations. In your area call...

In New York/Plaza 2-7600
In Chicago/Central 6-9550
In Detroit/873-2383
In San Francisco/Yukon 1-8860
In Los Angeles/Dunkirk 9-3138
In Atlanta/875-8576

Representing:
WAGA-TV ATLANTA, WITI-TV MILWAUKEE,
WJBK-TV DETROIT, WJW-TV CLEVELAND
and WSPD-TV TOLEDO



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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OPEN MIKE ®

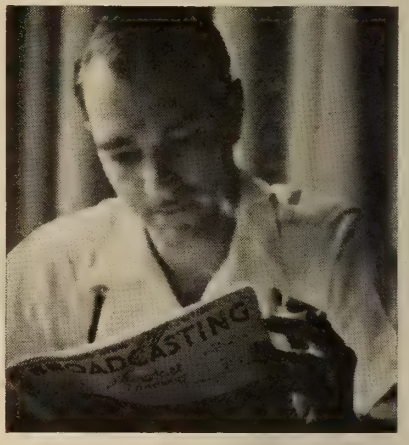
Incendiaries

EDITOR: . . . The article entitled "Creators turn on the created" was superbly and objectively written (BROADCASTING, June 26). But shouldn't the headline have read: "Cremators turn on the creators?"—*Lewis H. Avery, President, Avery-Knodel Inc., New York.*

Long, long ago

EDITOR: You may have older readers . . . but I don't think you have a more appreciative or more grateful subscriber.

Hal Gold thought you might be interested in the enclosed candid shot



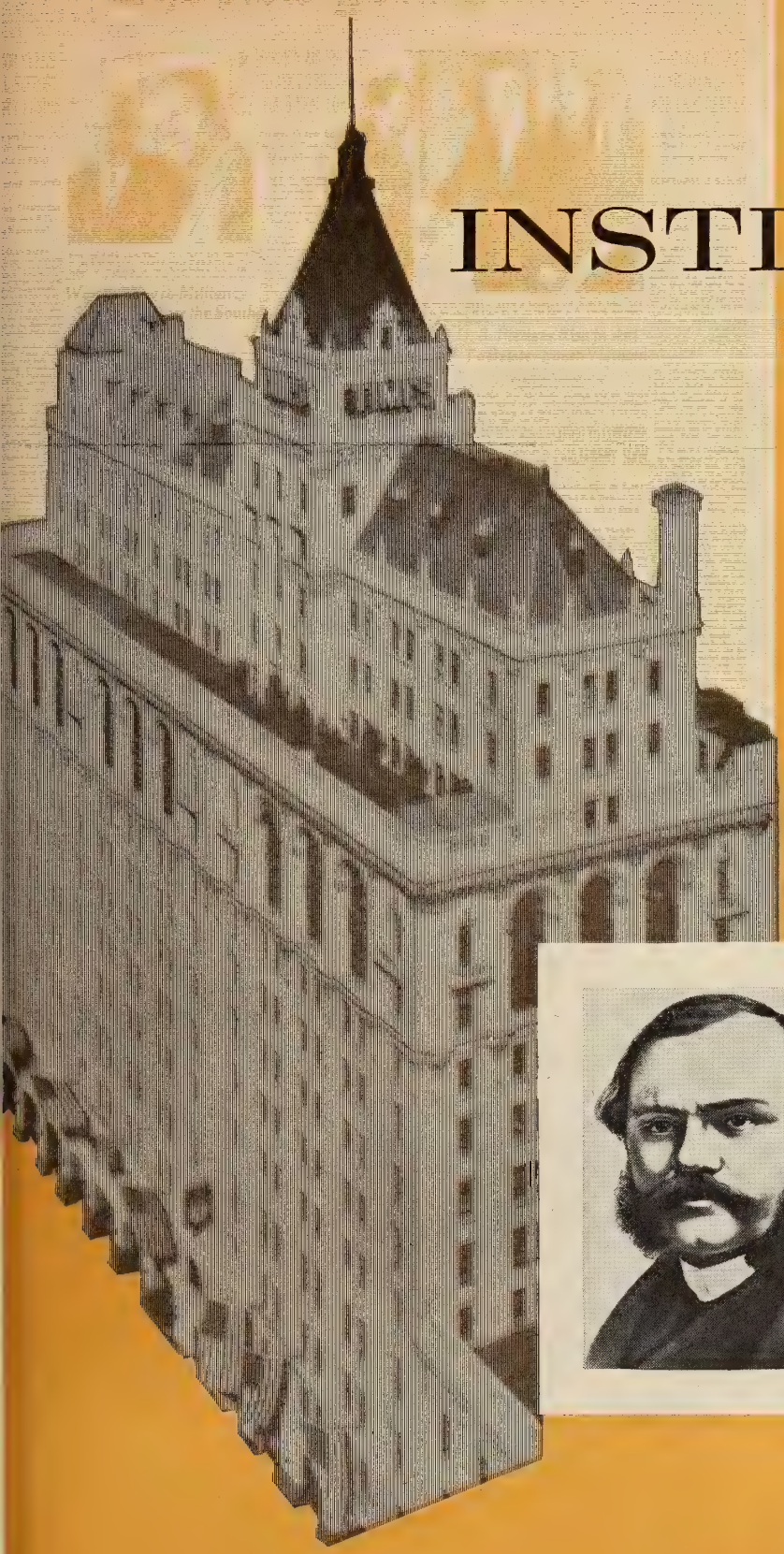
which, to the best of my recollection, was taken by Paul Sullivan when we were both on the staff of WLW Cincinnati. As near as we can figure out with a magnifying glass, the issue is July 1939.—*Charles W. Godwin, Vice President-Stations, MBS, New York.*

Radioman's thanks

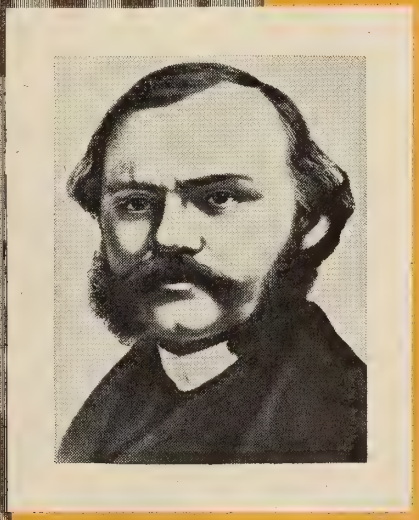
EDITOR: Every radio man in the entire U.S. should take time to write and thank E. G. Neale Sr., president of Neale Adv. Assoc., Los Angeles, for the wonderful MONDAY MEMO in the June 12 issue on radio. . . . On behalf of the fine station for which I work, thank you! . . . I'm thoroughly convinced radiomen need more confidence in radio.—*Walter H. Stamper, Commercial Manager, WAPO Chattonooga.*

The Chicago story

EDITOR: The June 19 issue of BROADCASTING performs a real service for Chicago in providing a complete and intriguing story of our city. Reprints of the article are now being requested, which is a good indication of our reaction to the time and energies spent in arranging this detailed coverage.—*Thomas H. Coulter, Chief Executive Officer, Chicago Assn. of Commerce and Industry.*



GREAT INSTITUTIONS ...built on integrity



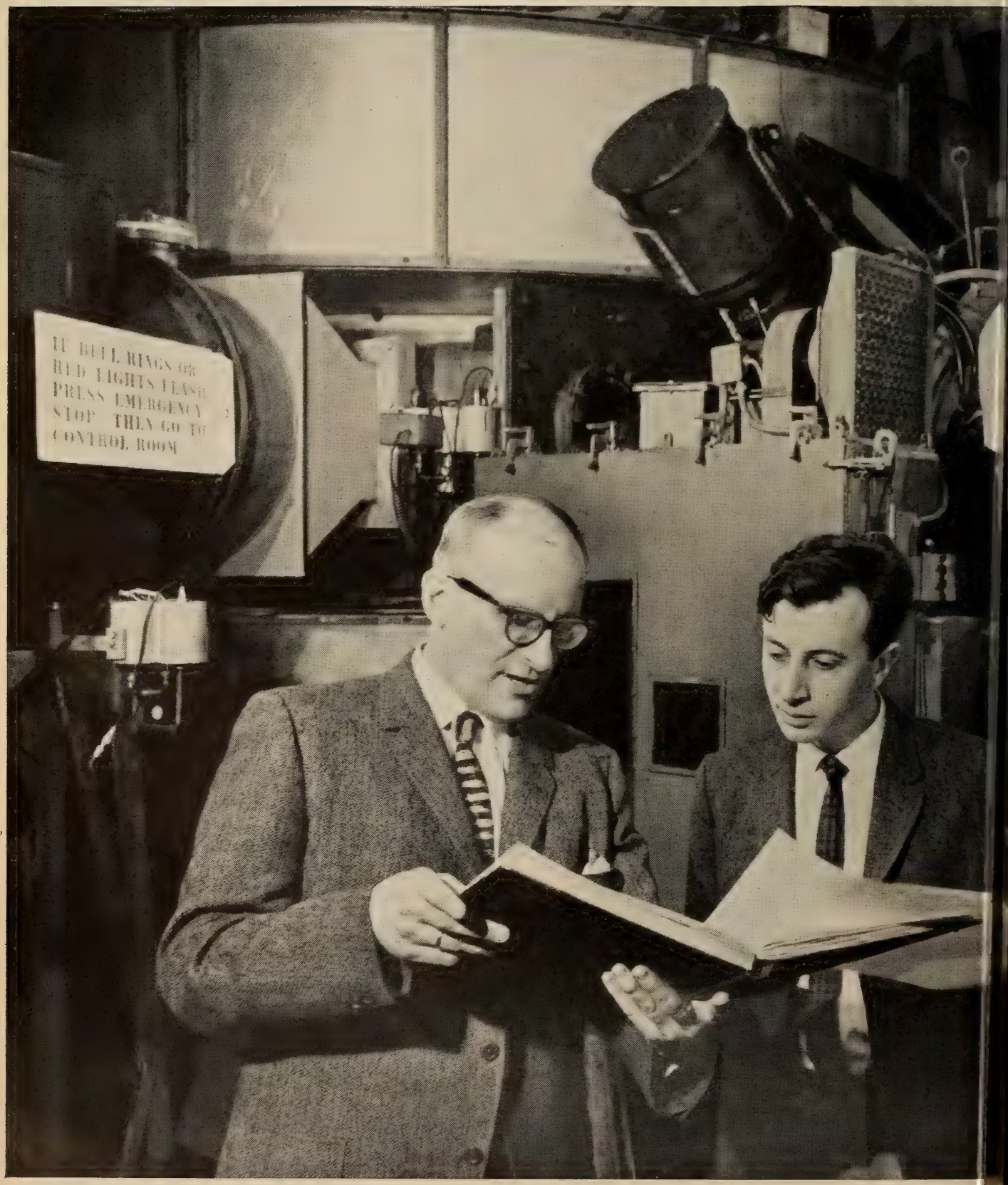
HENRY RAYMOND
Founder

THE NEW YORK TIMES

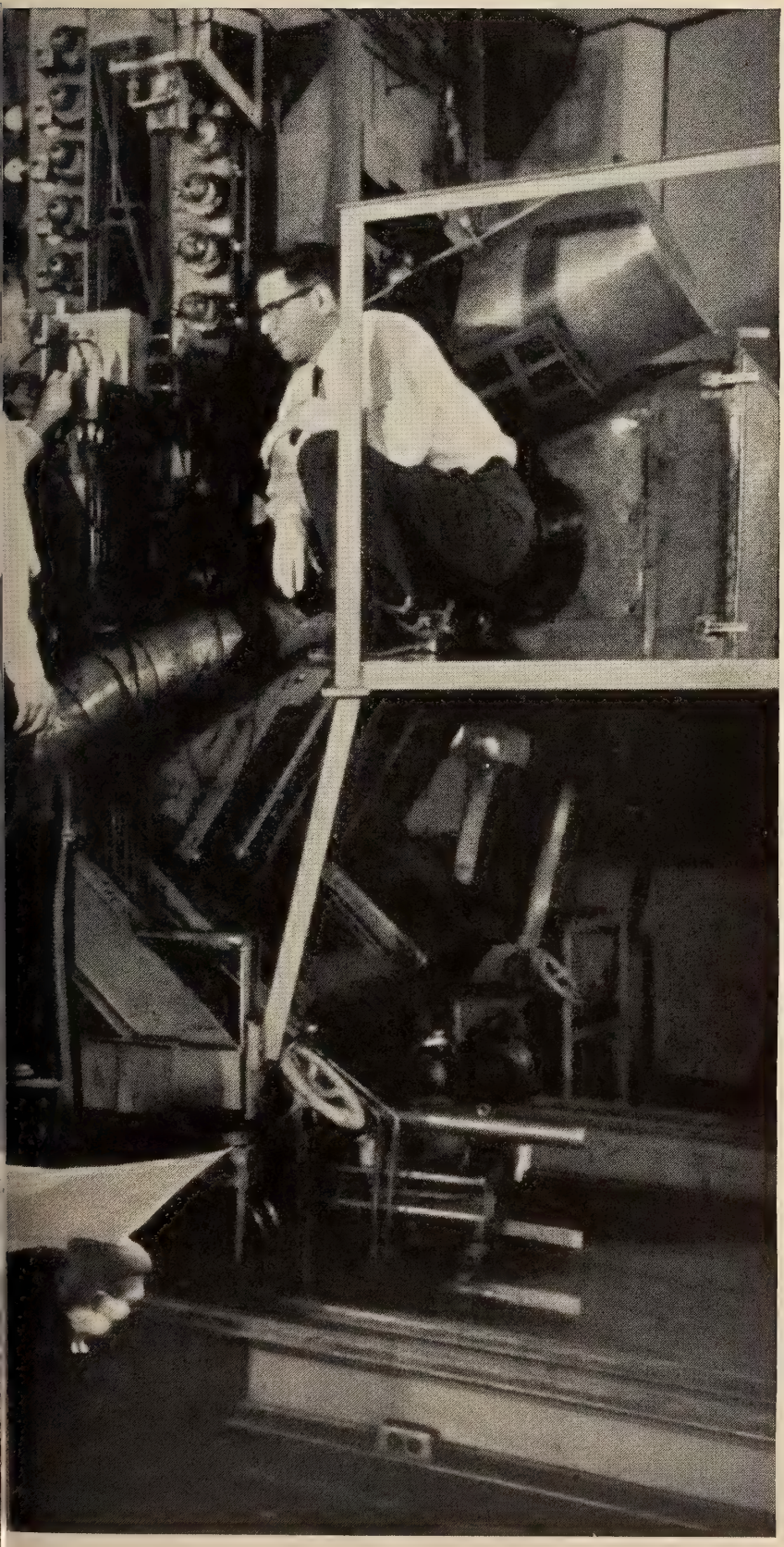
KWTV
OKLAHOMA CITY

KWTV·OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

In Chicago


IF BELL RINGS OR
RED LIGHTS FLASH
PRESS EMERGENCY
STOP THEN GO TO
CONTROL ROOM

...Riccardo Levi-Setti and Anthony Turkevitch, renowned nuclear scientists, work with this awesome $2.5 million cyclotron at the University of Chicago's Enrico Fermi Institute. Here on campus, under the west stands of the University's Stagg Field, the first nuclear chain reaction ushered in the Atomic Age.



In Chicago

WGN

RADIO

reaches more homes than any other Chicago radio station.*

**Nielsen circulation study, No. 2*

RADIO WGN TELEVISION QUALITY INTEGRITY

WGN IS CHICAGO

Quality · Integrity · Responsibility

MONDAY MEMO

from RALPH DAVIS, Johnson & Lewis Co., San Francisco

Who took the creativity out of broadcast selling?

When it comes to sales techniques, I think the broadcast media representatives could take a few pointers from their brethren who sell food items to supermarket operators.

In the economic jungle of food sales, the salesmen are mercilessly separated from the order takers. The real salesmen survive (and prosper) because they not only know their products, but the supermarket operator's problems and objectives as well.

All too often the broadcast sales rep makes his presentation in a vacuum. He doesn't know *what* the agency is trying to accomplish nor how. And right here is where many commercials begin to fall short of their potential effectiveness.

Get the Answers ▪ If I were a rep, I would try to get from the timebuyer (and perhaps the account man) answers on (1) the general marketing objectives and how broadcast fits into the marketing plan; (2) the kind of commercials that are to be aired (and can I see or hear them?); (3) the special timely sales points or features of the product.

At Johnson & Lewis we know one rep who did a lot of thinking and planning and as a result he is doing a fine job for us, for our client and for his stations .

In April, we set up a series of temperature "packages" for our client, the Blitz-Weinhard Co. of Portland, Oregon. When the temperature reaches a certain point, the stations who have our schedule begin running our special temperature commercials. People drink more beer when the weather is warm, so the tie between the temperature and our client's product is a natural one.

There's nothing new about temperature commercials. They've been used over the years by a variety of companies. But the rep didn't merely come into the timebuyer's office and ask for a schedule of Blitz-Weinhard beer commercials. He asked a lot of questions and did a lot of research, and at no time did he have any assurance that he was going to be rewarded for his efforts. One of his big problems was, for example, determining the temperature variances in our marketing areas.

The Order Followed ▪ When he had thoroughly researched his proposal, he presented us with a plan that was complete in every detail: The number of spots in each recommended "package," the number of "packages," a list of his stations in our markets, the costs, and even a recommended letter of instructions to the stations. All we had to do was sign on the dotted line. We signed, and a few days after his presentation all the stations (most of them were his stations) had their schedules and the copy. The product, the medium and the elements are meshed and working together. This thoughtful, constructive selling is sadly lacking in the media business.

If these temperature packages work for beer, why won't they work for soft drinks? Why won't they work for fuel oil dealers in the fall and winter? Or gas companies and appliance stores who sell heaters?

My big question is, "Who took the creativity out of broadcast selling?" Occasionally, I overhear conversations between broadcast reps and our timebuyers. (My office is located near theirs.) Unfortunately, the only things I've overheard are two ageless paraphrases of: "But we haven't had an order from you in the last six months!" and "The station manager thinks you don't *like* me or something!"

Compare this plaintive pap with the edict laid down by the sales training manager of a large canned foods company when he said, "Boys, one thing I want you to know right now. You don't sell our product to the grocer. You give him *ideas* that help him sell our products."

Knowledge Is Power ▪ Every rep worth his coverage map should know as much as possible about the agency's clients and the agency's basic creative philosophy as well. How else can he effectively coordinate the time he has for sale with the product and the way it is to be presented to the consumer? (Maybe *you* like a liver bile commercial with your Wheaties, but not me!)

It stands to reason, too, that the advertising agencies who take the greatest pains to prepare highly creative selling commercials also welcome new and different media plans. I know that at Johnson & Lewis we believe radio and television should be used in a very special way. Our philosophy is that to lick 'em, you don't join 'em. To have our client's commercial stand out from the music, news and sports and the little B's that get into the bloodstream faster than the little A's, we don't write commercials that have the same threshold of interest as these things.

We welcome the offering of good time slots for the client's commercials, but the welcome is always much warmer when they are tied into a sound idea for moving the merchandise!

Everyone's Job ▪ Advertising agencies unquestionably share much responsibility for the lack of creative selling in the broadcast business. Too often the media department personnel are not asked to sit in on planning sessions. As a result, they are sometimes as much in the dark about over-all objectives as media salesmen. However, many agencies (and I'm happy to include ours) are breaking away from the traditional departmental lines of organization where media has been told, "Here's what we're going to do. You buy the space and time." More and more media people are being asked to contribute their ideas in initial planning stages. The client's dollars we're spending are *profit* dollars. Therefore, he should expect everyone connected with the spending of these dollars to be fully informed.

A recent study in one of the advertising trade magazines showed that 87% of agency media people believe that media salesmen should be given more information on client objectives.

The key to creative selling, however, is simply this: when are 87% of the salesmen going to *ask* for the information?

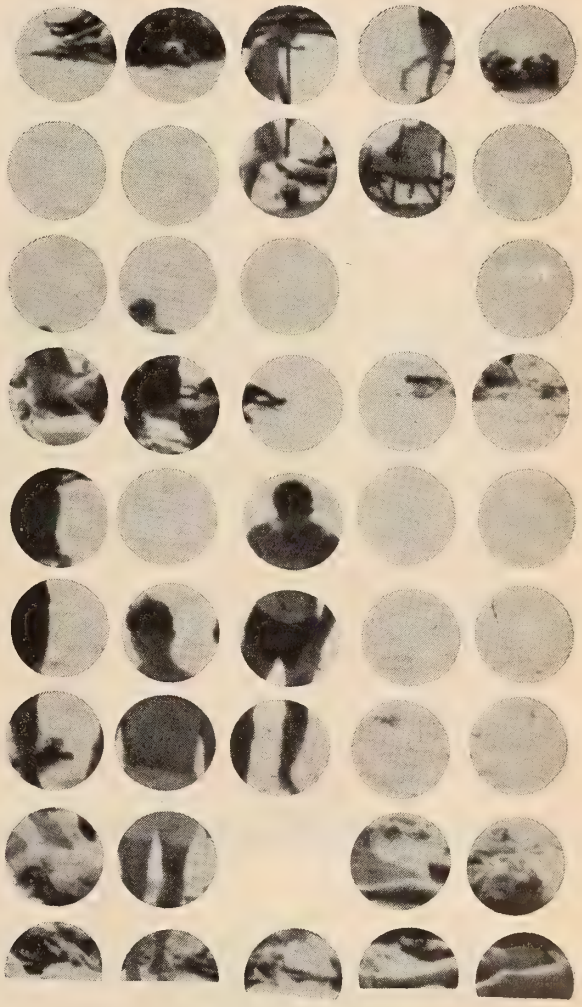


Ralph Davis joined the San Francisco office of Johnson & Lewis Advertising in 1959 as an account executive servicing the Blitz-Weinhard account and the Travelers Cheque Department of Bank of America. He majored in advertising at the University of Texas. His background includes food sales, merchandising and several years as advertising copywriter and account executive. From 1957 to 1959, Mr. Davis was a partner in an advertising agency in Houston, Tex.



WELI

THE SOUND OF NEW HAVEN



When the heat's on, radio sells heavy! Summer fills the beaches of Connecticut — Madison, Guilford, Saybrook, Hammonassett. Big-Buy WELI reaches Connecticut's vast playtime audience as no other medium can! For your WELI Plus-Radio* Plan, ask your H-R man! In Boston call Eckels.

**Full-scale merchandising from Sound to Sales.*

5000 WATTS / 960 KC
NEW HAVEN, CONN.

NOW!
GREATEST IN THE NATION!

WCCO Radio

listeners per quarter-
other station of the



TOP ACCEPTANCE! Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined* (*59.2% share of audience*)*!* It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great *record* . . . great *buy* . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.



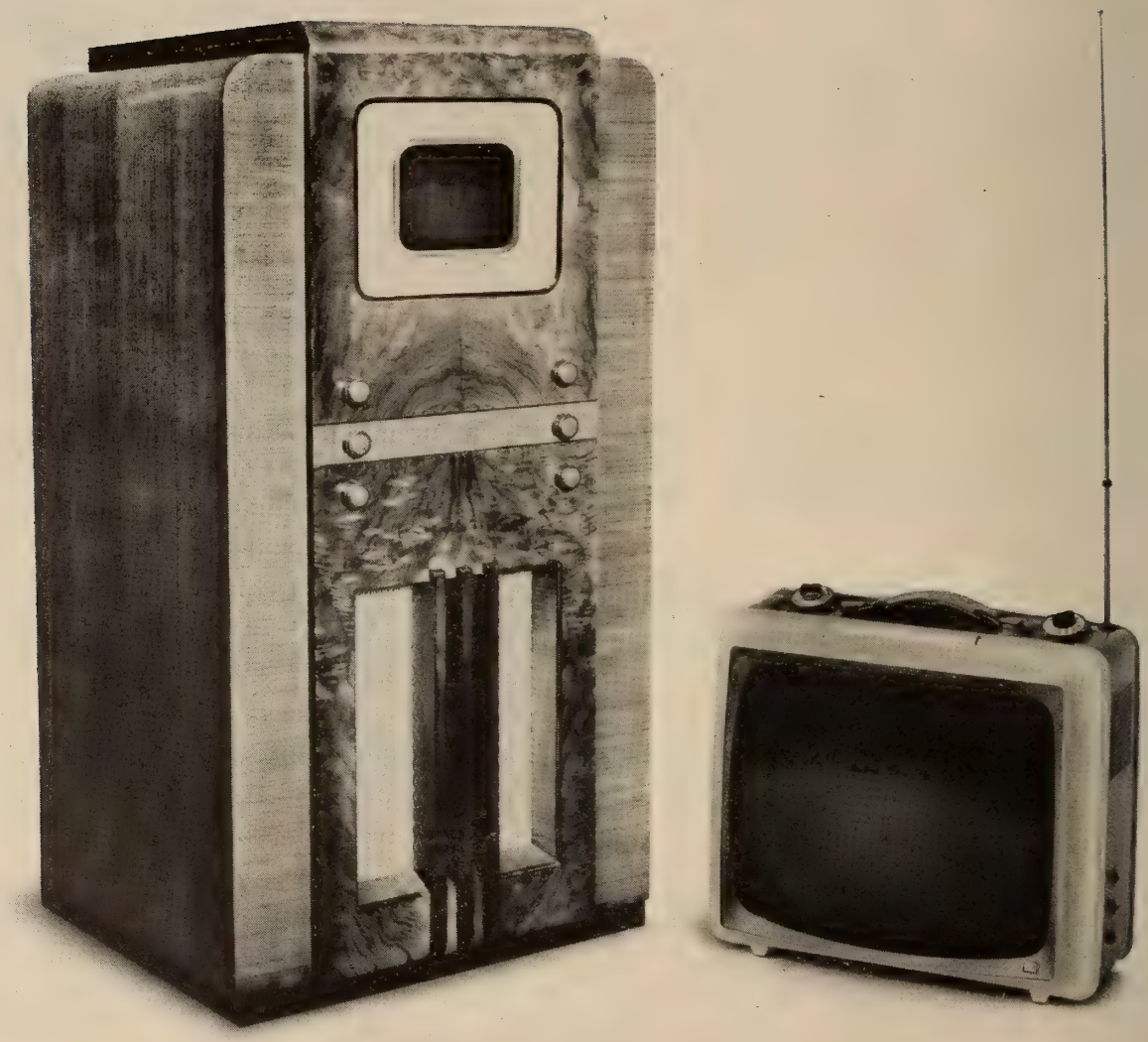
WCCO

RADIO

Minneapolis • St. Paul

Represented by CBS RADIO SPOT SALES

Northwest's Only 50,000-Watt 1-A Clear Channel Station



There's a new generation of watchers, too.

Post-war families . . . younger, larger families . . . bigger spenders . . . with an obvious TV preference for ABC programs.

You don't have to slide slide rules or compute computers to find out who are the biggest spenders in America.

If you're the head of the household, if you're under 40, if there are five or more in the house, you're the biggest spender in America. You *have* to be. Maybe not on Minks-and-Mercedes . . . but in the Super-Market.

How does ABC-TV rate with such families?

First.

Currently, ABC has 23.1% (*per average minute*) of the homes where the head is under 40. Net Y has 19.8%. Net Z, 17.5%.*

Currently, ABC has 26.2% (*per average minute*) of the homes with 5 or more in the family. Net Y has 21.0%. Net Z, 18.2%.*

It would be strange were it otherwise . . . considering ABC's leadership in programming for the new generation of watchers.

Over the entire spectrum of communications—entertainment, sports, comedy, news, public interest—no network communicates as freshly, as dramatically, as vigorously as ABC-TV.

. . . *The Real McCoys . . . The Untouchables . . . The Flintstones . . . ABC's Wide World of Sports . . . ABC-TV News Final . . . The Churchill Series* . . . these are pointedly superior cases in point.

Another thing about those big spenders. You not only reach more of them on ABC. You reach them more economically.†

ABC Television Makes ABC your best buy in network television. Right? Right.

*Source: Nielsen TV Index Average Audience Ratings, Jan.-April 1961. Mon.-Sat. 7:30-11 P.M. Sun. 6:30-11 P.M.

†NTI Cost Reports, Jan.-April 1961, estimated time and published talent cost.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 10, 1961 Vol. 61, No. 2

AGENCY SWITCHES TOTAL MILLIONS

Top 10 accounts alone involve $75 million in six months

40 big broadcast advertisers play game of musical chairs

Texaco joins Schlitz, Chesterfield, Hunt others in changes

In a six-month period of account switches involving some 40 major radio-tv advertisers, the top-10 account shifts alone represented nearly $75 million in annual billings.

This staggering total of billing dollars was compiled as the Madison Ave. malaise of moving about by clients continued through the very last day of June—announcement on June 30 of stable Texaco Inc.'s shift of $14.5 million in yearly billing and some $12 million of that in radio and television from Cunningham & Walsh to Benton & Bowles (see story, page 30).

A compilation by BROADCASTING of the top radio-tv account switches during the first half of 1961 (see chart, page 28) showed the following other nine "leaders" by approximate billing:

Schlitz brewing, $16 million; Chesterfield, $10 million; Hunt Foods, $9 million; Lever Bros. (partial), $6 million; American Airlines, $6 million; Bulova, $4 million; Congoleum-Nairn, $3.1 million; Schick, $3 million; General Time (Westclox division), $3 million.

Two other advertisers, though not in this hypothetical "top 10," also have spent considerable sums in broadcast advertising from time to time. These are Pittsburgh Plate Glass, $2.5 million, and Philip Morris (partial), $2.2 million. (A full capsuled description of each major account switch is printed below.)

Among the highlights and trends in radio-tv account changes during the January-June period:

▪ An obvious movement from the smaller or regional agency to the larger, greater billing agency. As explained by one agency consultant, this swing is hastened by today's desire of an advertiser to obtain the "total marketing" service provided by the larger, New York- or Chicago-based agency.

Some of these changes included such advertisers as American Dairy Assn. leaving Campbell-Mithun, Chicago, for Compton Adv. in New York; Congoleum-Nairn transferring its business from Keyes, Madden & Jones to J. Walter Thompson; Eldon Industries moving from Guild, Bascom & Bonfigli to Kenyon & Eckhardt; General Insurance Co. of America switching from Cole & Weber to Lennen & Newell; Tidy House detergent (Pillsbury Co.) from Guild, Bascom & Bonfigli to McCann-Marschalk, and Squirt from Honig-Cooper & Harrington to Donahue & Coe.

▪ The rise in new business of such smaller agencies as McCann-Marschalk and the apparent business attrition at such agencies as Kenyon & Eckhardt—though at K&E the trend now is of increasing the annual billing of current advertisers.

▪ The ever-present exception to the rule or trend: A General Time (Westclox division) account moving the other way, from the large agency (BBDO) with multi-services to the smaller advertising company (Hicks & Greist).

Fitzgerald Woes ▪ Perhaps the most stunning example of the regional advertising agency suffering from Madison Ave.'s continuing pastime of account switches: The Fitzgerald Agency in New Orleans which last year billed some $14 million from its accounts but because of a $9-million walkout of Hunt Foods followed by other defections has now been humbled to an agency that can boast only an estimated $2 million a year.

For many the first half of 1961 has been a boon for the big-size agency operation: Young & Rubicam, which though it lost the $6-million American Airlines, picked up Hunt Foods' $9 million in billing; J. Walter Thompson, which suffered a $16 million loss in Schlitz' move to Leo Burnett, easily countered by gaining additional Lever Bros. business (Handy Andy, Spry, Air Wick and Dinner-Redy) amounting to some $6 million, the $10 million-plus Chesterfield account (from McCann-Erickson) and another $3.1 million from Congoleum-Nairn and $2.5 million from Pittsburgh Plate Glass.

Benton & Bowles would appear to be well out in front for the first six months. Texaco's $14.5 million business must be added to still another $2.2 million worth of Philip Morris (ASR Division and Benson & Hedges), for a total of some $16.7 million and perhaps more in potential, while losing only the $3-million Schick account. Another gainer: Sullivan, Stauffer, Colwell & Bayles, up $4 million with Bulova and Lever's "All" detergents (another $4

Fourth of July holiday fails to slow commission's pace

Last Thursday (July 6) was a busy day at the FCC.

At its regular meeting (a day late because of July 4 holiday), the commission took these significant actions:

▪ Adopted and issued for rule-making its revised program reporting forms, including separate sections for tv and am-fm (see page 48).

▪ On a 4-3 vote, sent a pre-hearing letter on the application for approval of the sale of WMGM New York to Crowell-Collier (see page 66).

▪ Sent similar letter on renewal application of WINS New York, stalling proposed sale to Storer Broadcasting Co. Two commissioners voted to set the case for immediate hearing (see page 66).

▪ Named three-commissioner committee to take whatever steps are necessary to preserve FCC authority over location of broadcast towers following staff report on tall tower rules of Federal Aviation Agency (see page 61).

On the same day, the commission received a unanimous court of appeals decision affirming the FCC's course of action in the Miami ch. 10 ex parte case (see page 58).

Accounts changing agencies in past six months

ADVERTISER	TO	FROM
American Airlines	DDB	Y & R
American Dairy Assn.	Compton	Campbell-Mithun
Benrus Watch Co.	L & N	Grey
Hazel Bishop	North	Raymond Spector
Bulova Watch Co.	Peerless	McCann-Erickson
Chock Full O Nuts Corp. (coffee)	SSC & B	Grey
Colgate-Palmolive	Norman, Craig &	McCann-Erickson
Ajax	Kummel	
Spree		
Congoleum-Nairn (floor coverings)	JWT	Keyes, Madden & Jones
Coty	D-F-S	BBDO
Eldon Industries (toys)	K & E	Guild, Bascom & Bonfigli
Elgin National Watch Co.	McCann-Marschalk	JWT
General Insurance Co. of America	L & N	Cole & Weber
General Time (Westclox)	Hicks & Griest	BBDO
Hunt Foods & Industries	Y & R	Fitzgerald Adv.
Wesson		
Blue Plate		
Lehn & Fink Products (beauty aids)	F & S & R	Ted Bates
Lever Bros:		
Handy Andy	JWT	K & E
Spry	JWT	K & E
Praise	Reach, McClinton	K & E
All detergents	SSC & B	NL & B
Swan Liquid	BBDO	NL & B
Air-Wick	JWT	FC & B
Dinner-Redy	JWT	K & E
Liggett & Myers	JWT	McCann-Erickson
Chesterfield		
Oasis		
Duke		
Longines-Wittnauer	Kenilworth	Victor Bennett
Parker Pen Co.	Burnett	Compton
Philip Morris:		
A. S. R. Products	B & B	K & E
Benson & Hedges	B & B	DDB
Ronson lighters	DDB	NC & K
Alpine	Burnett	DDB
Pillsbury Co. Tidy House (detergent)	McCann-Mars.	GB & B
Pittsburgh Plate Glass	JWT	BBDO
Revell Inc. (toys)	Fletcher Richards, C & H	C & W
Schick Inc. (razors)	NC & K	B & B
Jos. Schlitz Brewing Co.	Burnett	JWT
Scripto Pens	McCann-Erickson	Donahue & Coe
Sears, Roebuck & Co. (stores)	Ogilvy, Benson & Mather	C & W
Socony Mobil Oil Co.	Ted Bates	Compton
Squirt Co.	Donahue & Coe	Honig-Cooper-Harrington
Texaco	B & B	C & W
Transogram Co. (toys)	Mogul, Williams & Saylor	Wexton
U. S. Time Corp. (Timex)	W & L	W. B. Doner
Vic Tanny Enterprises	KHCCA (all except western billing)	Stahl & Lewis
Vitamin Corp. of America Rybytol	Cohen & Aleshire	Daniel & Charles

million), or a total of $8 million.

On The Other Side ▪ Feeling the pinch in the January-June period are McCann-Erickson which gained nearly $1 million with its Scripto addition but dropped other accounts, Chesterfield ($10 million) noteworthy among them: and Cunningham & Walsh whose sudden walkaways include Texaco, Sears Roebuck (may build up to $4.5 million this year), Revell Inc., and Smith-Corona.

To spotlight the sudden shifting on Madison Ave.: exactly a month ago an observer predicted in print that few additional agency shifts would occur among stable, or "profitable" companies. An example given was the same Texaco Inc., now a newcomer to B&B's client list.

Here is a recap of all major and some other radio-tv account shifts (for still others, see table, at left):

JWT's Fate ▪ J. Walter Thompson, with ups and downs in major accounts this year, picked up $10 million in billing ($7 million broadcast) from McCann-Erickson when Liggett & Myers moved its Chesterfield, Oasis and Duke brands to JWT in May.

Philip Morris maneuvered about $4 million of its business among three agencies. The largest plum went to Leo Burnett, which picked up about $3.4 million for Alpine cigarettes from Doyle Dane Bernbach. Other portions of the account were Benson & Hedges to Benton & Bowles from DDB and Ronson lighter from Norman, Craig & Kummel to DDB.

The defection of Hunt Foods & Industries (Wesson Div. and Blue Plate Div.), New Orleans, to Young & Rubicam, Los Angeles, from Fitzgerald Adv., New Orleans, was a $9 million loss for the southern agency. Together with the loss of a group of smaller accounts in recent months, Fitzgerald's billing dipped from about $14 million in 1960 to slightly more than $2 million in mid-1961. Coincidentally, Fitzgerald's president, Robert Carley, joined Y&R last week (WEEK's HEADLINER, page 10).

After a search of several months, listening to presentations from many agencies, American Airlines steered its $6 million account to Doyle Dane Bernbach. Y&R lost the business.

Vic Tanny Enterprises, aiming for broader coverage because of its expansion program, appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, as agency for all its advertising except the western region, which remained at Stahl & Lewis Adv., Hollywood. The budget is about $2 million, largely in spot tv, with KHCC&A obtaining the major share.

Lehn & Fink Products, New York, assigned four of its beauty products to

Fuller & Smith & Ross, plucking away $2 million (all in tv) from Ted Bates & Co.

McCann-Erickson, which lost ground in the past six months, relinquished the $4 million Bulova Watch Co. business to Sullivan, Stauffer, Colwell & Bayles in early May.

Lever Changes ▪ Handy Andy, Spry and Praise, three Lever Bros. brands handled by Kenyon & Eckhardt left that agency and divided their $3 million billing (almost half in broadcast) between J. Walter Thompson (Handy Andy and Spry) and Reach, McClinton (Praise).

Congoleum-Nairn, Kearny, N. J., transferred its $3.1 million account, handled by Keyes, Madden & Jones, to J. Walter Thompson.

Colgate-Palmolive's Ajax and Spree moved from McCann-Erickson to Norman, Craig & Kummel. Two brands bill $3 million in the broadcast media.

Lever Bros. revamped its agency relationship drastically during the period. It assigned $4 million business—its "All" detergents—to Sullivan, Stauffer, Colwell & Bayles, dropping Needham, Louis & Brorby. The company's Air Wick and Dinner-Redy accounts (total tv billing alone is $1.5 million) were shifted to J. Walter Thompson from Foote, Cone & Belding and Kenyon & Eckhardt respectively.

Schick Inc. dropped Benton & Bowles for its $3 million electric razor business and assigned it to Norman, Craig & Kummel. About one-half of the budget is in radio-tv.

The American Dairy Assn. shifted half of its $4 million account from Campbell-Mithun, Chicago, to Compton Adv., New York.

Pillsbury Co.'s Tidy House detergent, which bills an estimated $1.8 million, went from Guild, Bascom & Bonfigli, San Francisco, to McCann-Marschalk, New York.

Coty Inc. moved, in 1961, from BBDO to Dancer-Fitzgerald-Sample. Seventy-five percent of its $1 million billing is in radio and tv .

General Insurance Co. of America, Seattle, switched its $1.5 million in billing from Cole & Weber to Lennen & Newell.

Scripto Pen Co., Atlanta, moved its $1 million account from Donahue & Coe to McCann-Erickson, a bright spot in a gloomy picture for McCann during the first six months of the year.

Eldon Industries, Hawthorne, Calif., toy manufacturer, using spot tv to the amount of $1 million, took its business to Kenyon & Eckhardt. It had formerly used Guild, Bascom & Bonligli.

Other important shifts reported over the past six months: Elgin National Watch Co. from J. Walter Thompson to McCann-Marschalk ($1.5 million); U. S. Time Corp. (Timex) from W. B. Doner Co. to Warwick & Legler ($2 million); General Time Corp. (Westclox Div.) from BBDO to Hicks & Greist ($3 million), and A.S.R. Products from Kenyon & Eckhardt to Benton & Bowles ($1.6 million).

Network tv wins 33 new advertisers

FIRMS WIDENING DISTRIBUTION ADD $5 MILLION TO MEDIUM'S TOTALS

A total of 33 advertisers, with combined gross time expenditures of an estimated $5.1 million, used network tv for the first time during the 1960-61 season, according to a compilation by BROADCASTING magazine.

Of the 33 new-to-network companies, one spent more than $1.5 million in the medium; four spent more than $300,000; three spent more than $200,000; four spent more than $100,000; six spent more than $50,000; 12 spent more than $25,000; and only three new advertisers spent less than $25,000.

Leading new network tv advertiser in 1960-61 was Mead Johnson Co., Evansville, Ind., which spent $1.63 million in gross time expenditures on behalf of its Metrecal dietary for weight control product. Mead Johnson was followed by Food Manufacturers Inc., Hackettstown, N. J. and Houston, Tex., with $383,500 billings from M&M candies and Uncle Ben's Rice; Continental Wax Corp., Mt. Vernon, N. Y., at $337,447; McCall Corp., New York, at $320,165; and Better Vision Institute, New York, with billings of $313,971 for the Ophthalmic Industry Assn.

Some of the advertisers who used network tv for the first time this past season were attempting to introduce new products to a large segment of the consumer population. These include Photocopy Equipment, Hammons Snow Grip Spray, Metrecal and Aerosol bombs.

Going National ▪ Other advertisers used network tv to focus wide-scale public attention on products that formerly only had limited appeal, but which, in our affluent society, are within almost every household's means. Examples of such products are bowling equipment, outboard motors, home furnaces, air conditioning, typewriters, bubble bath and expensive imported toiletries.

Many of the new advertisers go in for heavy spot tv schedules, but for a particular campaign felt that network tv had more to offer. Some like Miller Bros. Hats, for Adams hats, formerly limited their advertising to other media like radio or print.

The estimated network tv gross time billings were taken from lists compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by the Television Bureau of Advertising. They cover the period from Sept. 1, 1960 to May 1, 1961.

New Network Users ▪ The 33 advertisers new to network tv in 1960-61 season (including their gross time expenditures, and agencies that handled their business) are:

American Photocopy Equipment Co., New York, (photocopy equipment and supplies)—$105,351, Agency: Irving S. Rosenbloom & Assoc., Chicago.

Better Vision Institute, New York (Opthalmic Industry Assn.)—$313,971. Agency: Doherty, Clifford, Steers & Shenfield Inc., N. Y.

Buitoni Food Corp., Hackensack, N. J. (macaroni products)—$88,000. Agency: Albert Frank-Guenther Law Inc., N. Y.

Chanel Inc., New York (perfumes and toiletries)—$48,592. Agency: Norman, Craig & Kummel Inc., N. Y.

Coleman Co., Wichita, Kan. (liquid fuel, lanterns, air conditioning equipment)—$42,790. Agency: Potts-Woodbury Inc., Kansas City, Mo.

Continental Oil Co., Houston—$111,430. Agency: Clinton E. Frank Inc., Chicago.

Continental Wax Corp., Mt. Vernon, N. Y.—$337,447. Agency: Product Services Inc., N. Y.

Dr. Pepper, Dallas. (soft drink)—$52,000. Agency: Grant Advertising Inc., Dallas, Tex.

Electric Storage Battery Co., Philadelphia—$70,240. Agency: Meldrum & Fewsmith Inc., Cleveland.

J. H. Filbert, Baltimore. (Mrs. Filbert Maragrine and mayonnaise)—$130,740. Agency: Young & Rubicam Inc., N. Y.

Food Manufacturers, Hackettstown, N. Y. & Houston. (M & M Candies and Uncle Ben Rice)—$383,500. Agency: Ted Bates & Co., N. Y.

General Insurance Co. of America, Seattle.—22,000. Agency: Lennen & Newell Co., N. Y.

Hammons Products Co., Stockton, Mo. (Hammons Snow Grip Spray)—$24,000. Agency: Potts-Woodbury Inc., Kansas City, Mo.

Kiekhaefer Co., Fond du Lac, Wis. (Mercury Outboard Motors)—$31,000. Placed direct.

Kurlash Co., Rochester, N. Y. (toilet requisites and ladies cosmetics)—$51,960. Agency: Ehrlich Neuwirth & Sobo Inc., New York.

Little Crow Milling, Warsaw, Ind. (flour and cereals)—$42,000. Agency: Edward H. Weiss & Co., Chicago.

Malt-O-Meal, Minneapolis, (flour and cereals)—$273,705. Agency: Campbell-Mithun Inc., Minneapolis, Minn.

McCall Corp., New York (magazine publisher)—$320,165. Agency: Grey Advertising Inc. N. Y.

Mead Johnson Co., Evansville, Ind. (Metrecal)—$1.63 million. Kenyon & Eckhardt Inc., N. Y.

Merritt-Chapman & Scott Corp., New York (Devoe & Reynolds Paints)—$41,000. Agency: Fairfax Inc., N. Y.

Miller Bros. Hats, New York (Adam Hats)—$48,018. Agency: Mogul, Williams & Saylor Inc.,

N. Y.

N.E. Mutual Life Insurance Co., Boston—$60,223. Placed direct.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 Gasoline & Motor Oil)—$244,056. Agency: Lambert & Feasley, N. Y.

Plasti-Kote Inc., Cleveland (Aerosol Products)—$8,300. Agency: Alan M. Shapiro, Philadelphia.

J. Nelson Prewitt Inc., Rochester, N. Y. (Matey Bubbling Bath)—$228,000. Agency: Hanford & Greenfield Div. of Hutchins Advertising, Rochester, N. Y.

Retail Clerks International Assn., New York—$179,000. Placed direct.

Schaper Mfg. Co., Minneapolis. (children's games and toys)—$40,000. Agency: Playmore Marketing Adv. Corp., Minneapolis.

S. & N. California Renault Dealers, San Francisco and Los Angeles—$41,740. Placed direct.

Smith-Corona Marchant Inc., New York (typewriters)—$35,956. Agency: Placed through Cunningham & Walsh, N. Y. (before leaving agency in June, 1961).

Stowe Woodward Inc., Newton, Mass. (Ebonite bowling equipment)—$29,000. Agency: John C. Dowd Inc., Boston.

West Bend Aluminum Co., (outboard motors)—$51,000. Agency: Pigeon Savage Lewis Inc., Minneapolis.

Williams Furniture Co., Sumter, S. C.—$43,771. Placed direct.

Windsor Industries Inc., New York (Bates bedspreads)—$28,000. Placed direct.

'They're playing our song'

Ping-ping-ping Wham! Zzzzzzzz! RrrRrrRrr! Whap-a-tap, whap-a-tap! Zing-a-zing-zing!

Whatever that seems to be, it's really "Music to Improve Your Home By," the theme song of a new 30-second radio commercial composed for the Bank of America by its agency, Johnson & Lewis, San Francisco, to promote the bank's Timeplan Home Improvement Loans. The spot is currently in a five-week run in major California markets.

Using no musical instruments of any variety, the jingle is orchestrated for power saw, hand saw, hammer-on-nails, hammer-on-wood, plane and wood file. Adapting himself to the tenor of the instrumentation, the conductor calmly proceeds to wave a wooden mallet in place of the usual baton.

The commercial starts with the "instruments" coming in one at a time. As they begin to establish a Latin American beat, a voice is heard, calling out: "Hey Sam. What's goin' on around here?" Sam replies: "Oh, hi! I'm just making a few improvements around the house. Got a Timeplan Home Improvement Loan last week—from the Bank of America." That's all the words. The rest is rhythm.

"We trust," said a spokesman for Johnson & Lewis, "that a good many Californians will say, 'Listen, dear, they're playing *our* song.' "



Bob Johnson conducts the Bank of America's 'orchestra' in a radio jingle scored entirely for carpenters' tools. The swinging group includes four professional musicians and one carpenter. No musician would touch the power saw. Standing by with first-aid gear is 'nurse' Kim Fleming from Johnson & Lewis, Bank of America's agency.

B&B acquires Texaco account

Texaco Inc., New York, the nation's fourth-largest oil company, sixth-biggest manufacturing corporation and heaviest advertiser in the oil industry, shifted its consumer advertising account on June 30 from Cunningham & Walsh to Benton & Bowles, both New York. The move is effective Oct. 1.

Texaco billed an estimated $14.5 million last year, which with discounts amounted to approximately $12 million. Most of those billings were placed in tv, with the company's 1960 gross time expenditures in network tv alone coming to $12,161,822. In the first four months of this year, Texaco has spent more than $4 million in network tv. Billings involved in the company's sponsorship of the Metropolitan Opera broadcasts on radio (now in its 21st year) were not included. These are handled by an independent radio packager, G. H. Johnston Inc., New York.

Cunningham & Walsh controlled all of the oil company's consumer account since January, 1957, and previous to that time, it had handled a part of the account for a number of years. The loss of the account was the second major blow to C & W in a short period of time. Last month Smith-Corona Marchant Inc., which had been a client for 26 years, pulled its approximately $1.5 million in billings from the agency.

Benton & Bowles got the Texaco appointment without making any formal presentation. Agency staffers, however, were told in an inter-office memo, that the decision was made only after the agency had been subjected to a thorough department-by-department analysis conducted by Texaco.

No reason was given for the account switch.

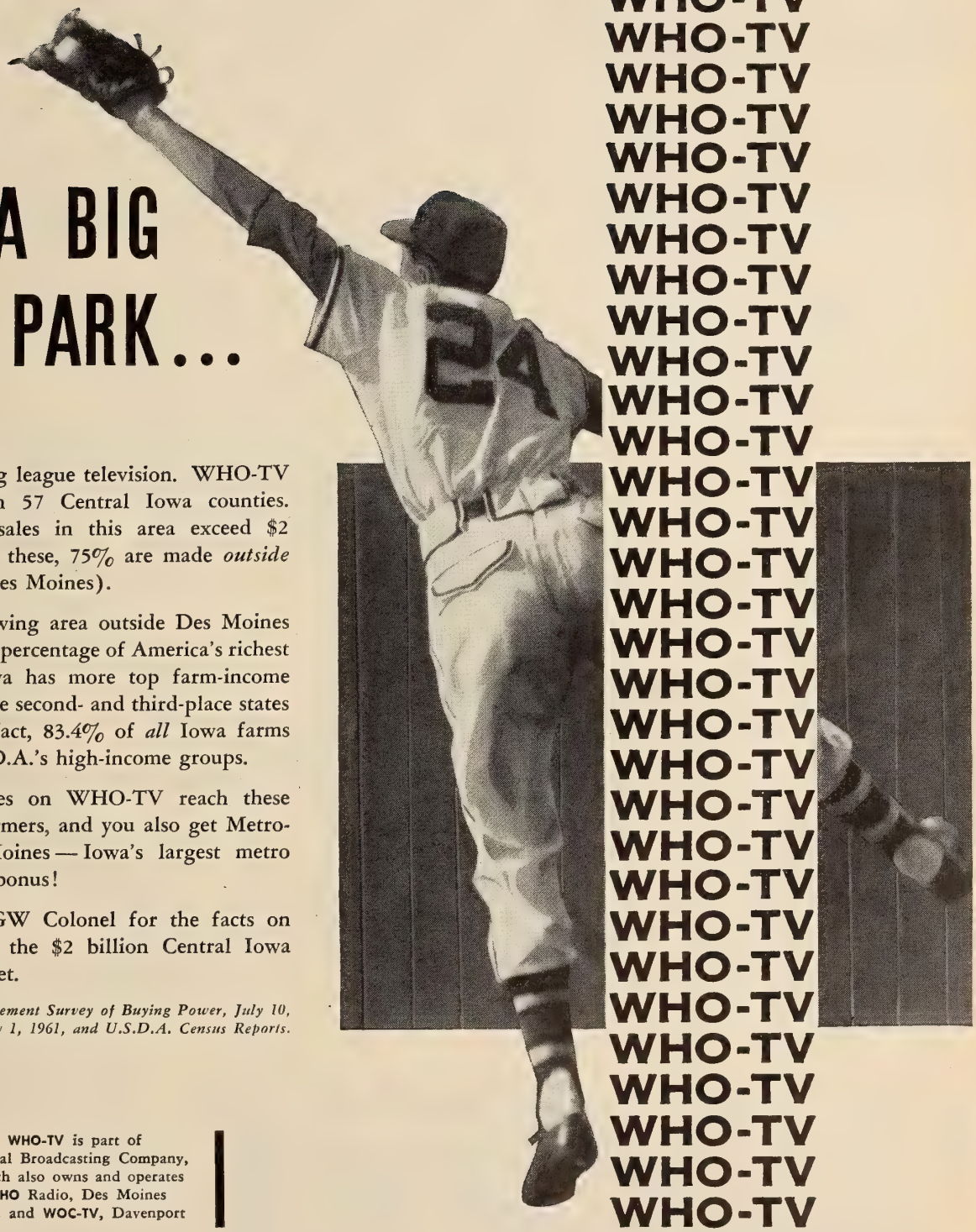
Texaco, which ranks first as a profitable firm among all domestic oil companies, has gross assets of $3.6 billion, and is said to be prepared to spend $3 billion for expansion in the next five years.

The G. M. Basford Co., New York, which handles Texaco's industrial advertising, was not effected by the change.

Storer Tv Sales expands

Storer Television Sales Inc., newly formed station representative located in New York and Chicago, has opened four additional regional sales offices, it was announced June 30. New offices are in Atlanta, Detroit, Los Angeles and San Francisco. Storer represents its own WAGA-TV Atlanta; WJW-TV Cleveland; WJBK-TV Detroit; WITI-TV Milwaukee, Wis., and WSPD-TV Toledo, Ohio.

IT'S A BIG BALL PARK...



. . . And it's big league television. WHO-TV tags viewers in 57 Central Iowa counties. Annual retail sales in this area exceed $2 billion (and of these, 75% are made *outside* Metropolitan Des Moines).

The vast viewing area outside Des Moines contains a large percentage of America's richest farmlands. Iowa has more top farm-income counties than the second- and third-place states combined. In fact, 83.4% of *all* Iowa farms are in the U.S.D.A.'s high-income groups.

Your messages on WHO-TV reach these high-income farmers, and you also get Metropolitan Des Moines — Iowa's largest metro market — as a bonus!

Ask your PGW Colonel for the facts on WHO-TV and the $2 billion Central Iowa television market.

Source: Sales Management Survey of Buying Power, July 10, 1960; SRDS, January 1, 1961, and U.S.D.A. Census Reports.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

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Channel 13 • Des Moines

NBC Affiliate



Peters, Griffin, Woodward, Inc.
National Representatives

FRINGE VIEWING FORMULA

McCann-Erickson claims method can measure viewing in counties outside station's metropolitan area

McCann-Erickson Inc., New York, claims to have solved the problem of calculating the ratings of tv stations and programs to cover viewing in areas outside as well as inside the metropolitan counties of television markets.

An announcement from the agency today (July 10) said a mathematical formula devised by its media research department after a year of work represents "a major breakthrough" in the field. The agency said it has tested applications of its formula over the past four months and found its estimated ratings of total audiences were "essentially accurate." Specifics of the formula are confidential, an agency spokesman said.

A 37-page report on McCann's project, called "Television County Rating Indicators, a New Dimension in Media Measurements," gives details on the undertaking. At the outset, it defines the problem that has faced advertising agencies and advertisers planning to use television in this way:

"Circulation figures for magazines and newspapers are available on a county basis. Since these data can be related directly to an advertiser's sales territories, comparison of advertising weight delivered and allocations of advertising costs by marketing area can be made with considerable accuracy.

"The same precision has not been available heretofore for television. Currently ratings—the basic measure of television circulation—are available for individual stations only in the metro-countries of a television market, covering only a fraction of a station's zone of influence."

Figure for Each ▪ The need therefore, McCann stresses, was a rating figure for each station in each county in which some viewing of the station exists.

The report refers to various approaches used in the past to cope with the problem but calls these attempts "rule-of-thumb methods, which everyone recognizes are inadequate." For example, contour maps are said to be "simply measurements of the signal strength of a station, which ignores viewing habits." Coverage levels are described as merely measurements of the proportion of tv homes in a county which have been exposed to each station over a period of time, but can "easily mask the true value of relative popularity of different stations."

McCann notes that normal application of the coverage concept, using a 50% cut-off, can penalize some stations unfairly because projecting metro-county ratings to non-rated counties "assumes fallaciously that similar viewing habits exist throughout a television station's zone of influence."

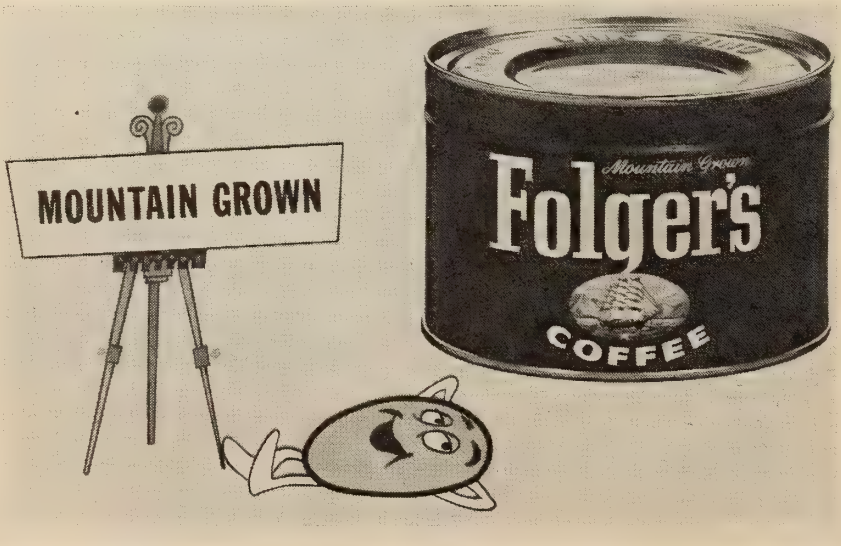
McCann hails its Tv County Rating Indicators as "the new and exclusive . . . solution," and claims it is a formula which "projects an average rating level for every tv station where any viewing of the station occurs." The indicator, McCann explains, is an index which re-

'Controversial topics' for coffee tv campaign

J. A. Folger & Co. is getting ready to launch a controversial campaign for Folger's Coffee with a series of 20-second tv spots to be used throughout the 10 western states, including Alaska and Hawaii, plus British Columbia, starting in August.

The tv spots, created by the Folger agency, Fletcher Richards, Calkins & Holden, San Francisco, and produced by Playhouse Pictures, Hollywood, deal with such controversial topics as Red China ("Folger's tastes good whether it's served in a plastic cup, a paper cup or a cup of red china"), four letter words ("pure, good, rich, best"), Moscow ("I get red in the face when I think that people in Moscow can't get Folger's"), crime ("It's a crime if you don't drink Folger's"), nudity (". . . and that's the naked truth"), United Nations ("coffee from many nations united into a superb blend") and psycho-analysis ("anyone who doesn't drink Folger's ought to have his head examined").

Each spot opens with the coffee bean standing beside a can of Folger's and in front of an easel bearing the title card of the spot. The bean announces the topic and flips the cards, revealing one reading "mountain grown." This is the second card in each spot in the series, emphasizing the salient sales point that Folger's coffee is mountain grown coffee. The bean then proceeds with his lecture, always concluding with the words "the coffee that speaks for itself." At that cue, the lid of the can opens and the can says "Folger's." Simultaneously, the words "When I say coffee—I mean Folger's" appear below the can in the picture.



The seven 20-second commercials are augmented by three 10-second spots, also featuring the bean and the can and the concluding sequence but lacking the controversial angle. Instead, the 10-second animated sequences open with wordless action, such as the bean getting entangled in the mike cord and winding up in a snarled mess of wire, or amorously embracing the can or looking the other way and bumping into the can painfully.

Robert Pritikin of Fletcher Richards, Calkins & Holden was copywriter for the series and Jack Keeler, also of the agency, was art director. Pete Burness of Playhouse Pictures was animation director. Mel Levin was the voice of the bean, Candy Candido, that of the can.

A-OKAY

"RANKS AMONG THE FINEST FILMS EVER MADE!"

–CORONET MAGAZINE



KIRK DOUGLAS

"PATHS OF GLORY"

THE A-OKAY'S...
32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ DALLAS 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

Nielsen's below-the-surface look at New York

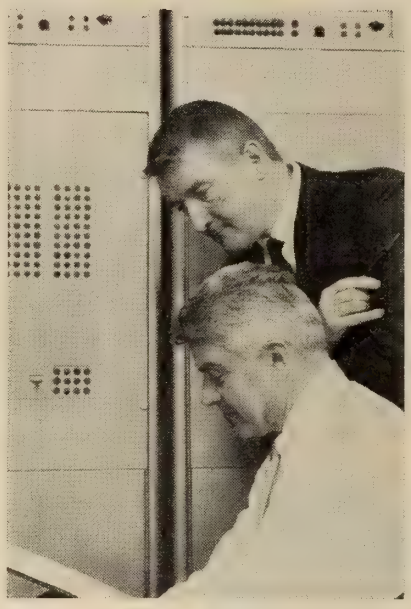
During an average week, 99% of New York tv homes use their sets. A. C. Nielsen Co. unearthed this statistical claim in a Nielsen Station Index special tv report released today (July 10).

In its first study "below the surface of rating levels," the company has compiled several thousand facts about the New York television audience for a report titled "The Distribution of Tv Viewing."

Calling its comprehensive report on New York tv station audiences a new kind of local study, the Nielsen rating service said that information of this scope had heretofore been available only on the national level. The report provides a complete profile of the audience each of the seven New York tv stations attracts during (1) an average day, (2) a typical week and (3) a typical four-week period. The full report is furnished only to NSI subscribers.

To determine what kind of homes make up the individual station audiences, Nielsen reported audiences by family income, education of the head of the house, occupation, family size, age of housewife, age of head of house, geographic area (New York City and remainder) home ownership and volume of tv viewing.

Prime Time For All ▪ Among the questions answered for advertisers in the report is one about the problem of the "light viewing" home. Tv advertisers assume that since homes differ in the amount of time they spend viewing tv, the "light viewing" home is a harder target. The NSI study shows that 9 to 10 p.m. is the prime viewing hour even for these light viewers. It also shows that 32.1% of the prime time audience of one station comes from this light viewing group while the seven station average is only 19.7%.



George Blechta (seated), Nielsen vice president and Bill MacDonald, Nielsen account executive, examine New York home-viewing data.

Nielsen came up with more surprises in the weekly and four-week cumulative (unduplicated) audiences reported in the study. It has been maintained that daytime tv is viewed largely by the same people. The study shows that although only 9% of New York tv homes use tv on an average day between 6 and 10 a.m., in four weeks these early morning viewers include 71.4% of all New York tv homes. Some of these homes are infrequent morning viewers. The one-third of the viewers who do the most tv viewing account for over two-thirds of the viewing done during these hours.

Data for this NSI special report were drawn from the tuning records of a 220 home sample distributed (according to tv home density) among the 17 counties comprising metropolitan New York. Home-by-home tv viewing records were obtained via the Nielsen Instantaneous Audimeter technique which keeps a minute-by-minute record of tv use while also retaining the identity of the reporting homes. The survey period was from Mon., March 6, through Sun., April 2, 1961.

Nielsen said the following questions and answers are general examples of its analysis of tv activity:

Q. Nationally a greater proportion of the larger families watch tv, as a general rule, than is the case with smaller families. Is this so in New York?

A. Yes. In all day parts in March, on the average day, the level of tv use among larger families was in every case substantially higher. Between 5:30 and 7 p.m. for example, the tv usage by large families (that is four or more persons) averaged 51.3%. Tv families of one to three persons, however, were only using their set to the extent of 37.8%.

Q. Do all stations show this same pattern?

A. One non-network station accounted for 14.7% of all large-family tv viewing between 5:30 and 7 p.m. and was the leading station in this group. Among smaller families the tuning to this station was only 5.4%, a third as much.

In brief, the dual significance of the NSI study lies in its value to advertisers, who can buy New York tv more intelligently—they can schedule to reach their potential customers, and as a sales tool for stations to demonstrate what kinds of homes tune in and to point out specialized audiences.

flects the average rating level for a station in each non-rated county reached, relative to known metro-county rating.

The indicator, McCann reports, was developed from an analysis of each station's share of viewing households, and the agency adds: "Thus, for the first time, a station's total audience for any time period, as reported by the rating services, can be broken down for each individual county within the station's zone of influence."

In developing the formula for constructing the Tv County Rating Indicators, McCann examined metro-county ratings in overlapping tv markets. This provided a source for examining "outside" station ratings within the "inside" or metro counties of another market, the report states.

Development of Formula ▪ The mathematical formula, devised by McCann's media research department, was developed and implemented by Robert Coen, McCann's manager of media research, working with a staff of 10 employes.

McCann ascribes these benefits deriving from the use of Television County Rating Indicators:

▪ When network station line-ups are planned, the problem of which of several possible markets to add can now be resolved more precisely.

▪ When spot tv plans are implemented, a more efficient buying schedule can be constructed because share of audience delivered by stations can be compared.

▪ It permits a more realistic measurement of the weight of advertising in each area of a market.

▪ This sharper definition of a tv station's zone of influence helps in planning new product introduction and market testing.

▪ It makes possible more precise measurement of the total delivery of a combined media schedule—television and print advertising—on a county-by-county basis.

▪ It provides a "completely equitable" scheme for allocating tv costs to a marketer's sales territories.

LOADED FOR SALES



KSL-TV is "loaded for sales" with more homes per average quarter-hour than any other station in the entire Mountain West, according to the latest ARB and NSI rating services.*

But ratings are only half of KSL-TV's "effective sales" program. Commercials are directed to an audience who have named KSL-TV FIRST in local acceptance due to its balanced programming of quality CBS productions with highest rated syndicated shows and finest local presentations. Commercials are backed by a strong, non-triple spot policy; a single, non-discriminatory rate card for all advertisers; and national award-winning merchandising program personalized to your clients needs. Sell a billion dollar market . . . KSL-TV's market.

Represented by BLAIR TELEVISION ASSOCIATION

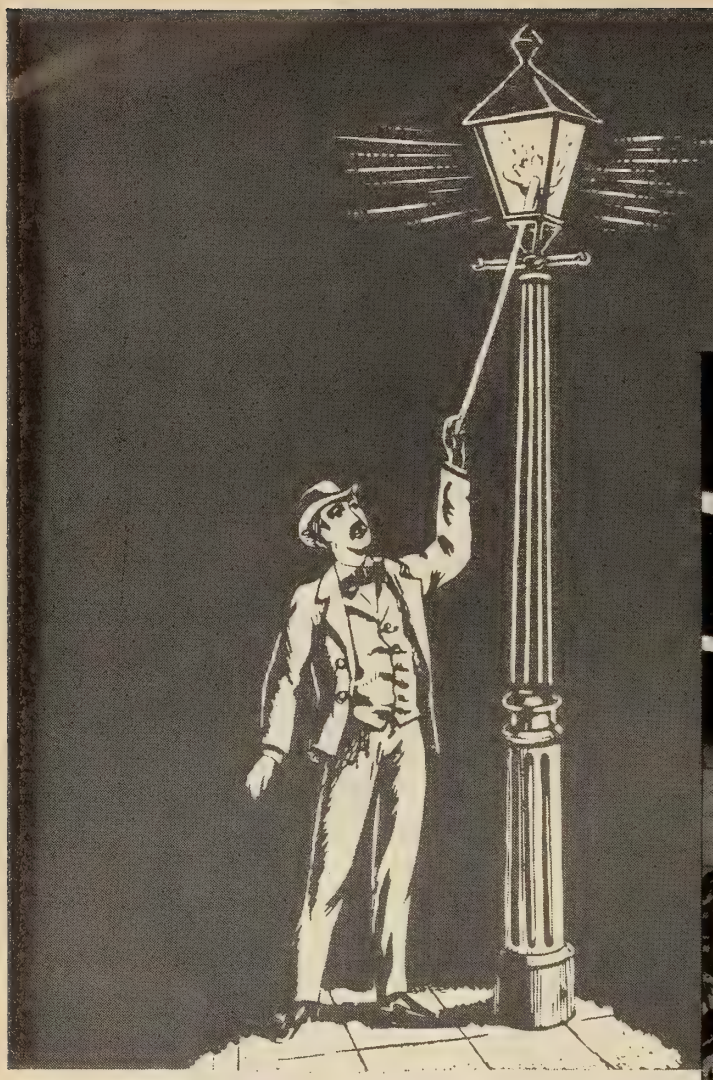
The most effective advertising buy in the Mountain West.

KSL TV

SALT LAKE CITY, UTAH

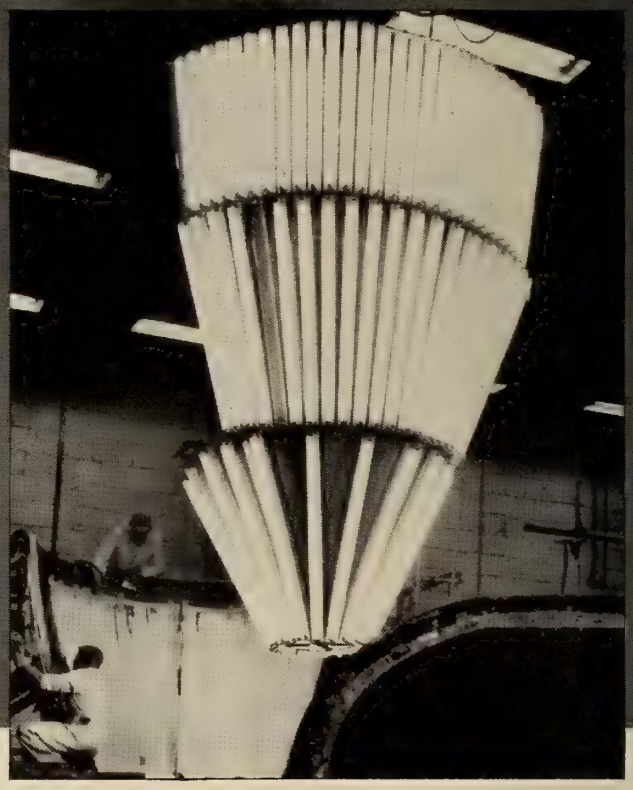
* **ARB-April 1961 shows KSL-TV delivers 700 more homes per average quarter-hour than station "B" and 3,400 more homes per average quarter-hour than station "C."**

NSI-April 1961 shows KSL-TV delivers 200 more homes per average quarter-hour than station "B" and 4,300 more homes per average quarter-hour than station "C."



THE BETTMANN ARCHIVE • GOODYEAR AIRCRAFT NEWS SERVICE

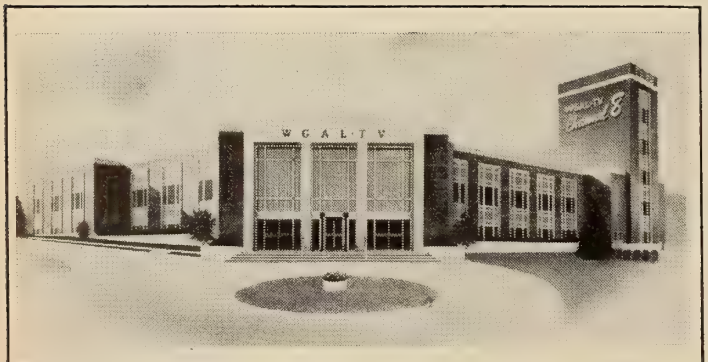
This unique bank of ultra-violet lights is being lowered into a B-52 radome (bubble-shaped housing for radar equipment). The lights provide void-free fiberglass reinforced plastic skins for the radomes. They contrast dramatically with the old hand-operated gas lamps of the last century.



Public service

in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

Is glamor radio's missing ingredient?

STATISTICS DON'T IMPRESS AGENCY CREATIVE HEADS

A radio rep firm is alarmed over a just completed research project that turned up bad news about radio's image among executives in the creative departments of advertising agencies.

Adam Young, president of Adam Young, Inc., who ordered Trendex to survey top agency creative directors for their reasons why national spot radio's share of the advertising dollar is declining, saw the disheartening responses and said: "Radio's image is bad. Agency people—creative people—are just like consumers, apparently. They tend to make the emotional buy, not necessarily the most logical buy.

"We can quote outstanding cumes until our comptometers get hot. We can print radio success stories until the presses run hot, but we won't get agencies to buy a medium they believe to be a has-been—lacking in excitement and glamor."

Executives at 40 leading ad agencies that maintain New York offices were surveyed by Trendex researchers, and 29 agencies furnished usable responses.

Among the conclusions: Agencies have not taken full advantage of the selling power of radio because they have not fully tapped commercial approaches. The agencies said they would welcome creative radio use ideas, but rarely get them. And radio sellers are failing to suggest new ways of using radio, specifically programming approaches and commercial innovations.

Ideas Lacking ▪ Every respondent answered in the negative when asked if he was regularly approached by radio salesmen with creative ideas to assist him in the use of radio advertising. A majority of 72.4% said they would welcome such ideas; a significant 42.9% agreed that agencies thus far have not taken full advantage of the selling power of radio, and 53.6% agreed that one of radio's strongest points is its ability to reach the most people at the lowest cost.

The rep firm said several patterns emerged from the question, "What is the most important reason why radio is not used in more campaigns?" The comments have been grouped under such labels are "television is the fad," "sight and sound are superior to sound alone," "radio is undersold, underpromoted, deficient in programming" and "misconceptions."

Mr. Young said his firm is going to take a "long, hard look" at the present concept of radio selling, and he indicated some basic changes in the firm's operations may result from the study. He said:

"Creative people have been largely ignored because they do not have primary responsibility in media decisions. This has obviously been a mistake. These people, being human, prefer to apply their talents to the media in which they can give the greatest vent to their creative instincts. It seemingly is their belief that such media are primarily tv and print, and certainly not radio. Consequently they prefer to work these two media. If we could show them they are wrong, I'm sure they would apply effective pressure to media departments.

"The way we must take is clear: We must not concentrate on the purely physical aspects of radio, its reach, circulation, etc., but build up its image as an exciting, creative medium. And we must reach the agency creative man."

GMM&B Adv. inaugurates 'instant cash payment'

Radio and television stations are expected to take special note of a "money move" being initiated by Geyer, Morey, Madden & Ballard Inc., New York, an advertising agency. Sam Ballard, president, is announcing today (July 10) that GMM&B is making "instant cash payment" to stations and newspapers for advertising placed by the agency on behalf of its clients.

"We are instituting a sight draft method of payment whereby the cooperating media, in effect, pay themselves as soon as they have computed the monthly net amount due on each client's advertising," Mr. Ballard explained. "We provide the envelope sight drafts; the publisher or station makes them out in the net amount due, inserts a copy of his invoice, deposits them in his bank like a check—and can mark the account 'paid in full' in the same time it would normally take to mail the invoice to us under the standard billing procedures."

Mr. Ballard noted that Sinclair Refining Co., which uses an extensive spot radio schedule, cooperated in testing the sight draft method. He added that stations and agencies had found this procedure "a great saver of time and effort."

Summer strength

A Radio Advertising Bureau contest opening today (July 10) will award a $250 first prize and a $100 second prize to the agency man or advertiser who comes close to predicting: (1) the number of weeks radio will lead tv this summer, and (2) radio's lead—in terms of millions of adults reached—during each of those summer weeks.

RAB, which is distributing a media fact sheet to advertising executives with complete details of the contest, said the official figures will come from Sindlinger & Co., media analysts. Last year, Sindlinger reported that radio topped tv for eight summer weeks.

As added "inside dope," RAB reminds contestants that Kevin B. Sweeney, RAB president, recently stated: "This year, look for radio to lead tv for 12 to 13 weeks, from early July through late September."

10-second protection

WABC-TV New York will protect the 10-second advertiser next fall when the new 40-second station break policy becomes effective, James E. Szabo, general sales manager of station, said June 30. Station will have 16 fixed prime-time 10-second positions but at no time will these be offered to any advertiser other than a 10-second sponsor, Mr. Szabo said.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 29-July 5 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 29	**The Untouchables** (9:30 p.m.)	ABC-TV	20.6
Fri., June 30	**Twilight Zone** (10 p.m.)	CBS-TV	22.0
Sat., July 1	**Gunsmoke** (10 p.m.)	CBS-TV	20.7
Sun., July 2	**What's My Line** (10:30 p.m.)	CBS-TV	26.3
Mon., July 3	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	13.8
Tue., July 4	**Playhouse 90** (9:30 p.m.)	CBS-TV	11.6
Wed., July 5	**Circle Theatre** (10 p.m.)	CBS-TV	17.3

Copyright 1961 American Research Bureau

Big food advertisers spent 53% in tv

NETWORK AND SPOT TV 1960 FOOD BILLINGS REACHED $277 MILLION

National and regional food advertisers in 1960 compiled $277,078,469 in network and spot tv gross time billings. A Television Bureau of Advertising study of the food and grocery classification revealed last week that the top 20 food advertisers invested more than half of their measured ad expenditures in tv during 1960.

TvB said tv continues to be the dominant food advertiser medium. Tv's lead over other media last year was broadened, and new gains are shown in the expenditures during the first quarter of 1961. (TvB notes that the food and grocery category does not include many products sold in grocery stores such as beer, soft drinks, pet products, tobaccos, soaps, cleansers, waxes, etc.)

In the first quarter of 1961, the classification's billings rose from $77 million to more than $81 million. Together with talent expenditures, the billings average $1 million a day, TvB reports, adding that the top 20 advertisers in the category increased advertising expenditures overall by 3.4% in 1960, while their tv spending rose 5.7%. The same group upped its tv spending by 9.6% in the first quarter of 1961.

Sales Support ▪ John Sheehan, TvB vice president, national sales, offered this explanation for food companies' emphasis on television: "It stimulates food sales at the lowest cost per thousand because it reaches most of the people in America quicker, more frequently, with greater effect and at lower cost than any other marketing aid now available. Also, television is the sales support grocers and company salesmen prefer."

The top 20 food advertisers spent 53.1% of their measured media ex-

Top Coffee Sponsors in 1960

Company	Network*	Spot**	Total
1. General Foods	$5,919,920	$11,675,090	$17,595,010
2. J. A. Folger & Co.	.....	4.387.220	4,387,220
3. Standard Brands	911,132	2,647,950	3,559,082
4. Nestle Co.	676,003	2,579,420	3,255,423
5. Hills Bros. Coffee	979,556	1,706,010	2,685,566
6. Duncan Coffee Co.	.....	1,128,590	1,128,590
7. M. J. B. Co.	.....	1,093,410	1,093,410
8. Chock Full O'Nuts	21,850	896,100	917,950
9. Paxton & Gallagher	.....	825,110	825,110
10. Wm. B. Reily & Co.	.....	715,130	715,130
Product Category	$8,754,000	$31,909,000	$40,663,000

*Source: TvB/LNA-BAR **Source: TvB-Rorabaugh

Top Tea Sponsors in 1960

Company	Network*	Spot**	Total
1. Lever Brothers (Lipton)	$2,947,591	$2,429.880	$ 5,377,471
2. Nestle Co. (Nestea)	247,908	1,678,980	1,926,888
3. Standard Brands (Tender Leaf)	698,328	1,072,150	1,770,478
4. Tea Council of U.S.A.	.....	451,370	451,370
Product Category	$3,894,000	$6,894,000	$10,788,000

How Trewax made a prize-winning commercial

There's a simple theoretical formula for producing an award-winning commercial: take an outstanding product and give it a spot that is just as good. If it is, it's bound to be a winner.

In practice, of course, there's a little more to it than that. The aims of the client, his distribution problems and the way the commercial fits into the overall marketing strategy must all be considered. And how much can be spent for the spot.

As a case in point, there's the one-minute tv spot produced by Tilds & Cantz, Los Angeles, for Trewax Gold Medal Floor Wax. The Second American Tv Commercials Festival gave it an award as the best commercial for a product advertised in a single market. But when the agency went to work on the spot it wasn't thinking about awards at all.

The Job ▪ "What we were thinking about," says Alan M. Berger, radio-tv director of the agency, who conceived and produced the award-winning commercial, "was that Trewax had just expanded its manufacturing facilities and now, after years of distributing its floor wax only through hardware stores, was ready to go after supermarket distribution. A major assignment for the tv commercial was to help get these stores to stock Trewax."

One way to get stores to stock Trewax is to get housewives to go in asking for it. And the best way to do that is by creating a commercial that is something other than the usual gleaming floor whose shine is always attributed to the advertised wax but often comes from adroit highlighting. Something else, but what? Then came the idea of letting the camera —and therefore the viewer—be the floor, walked on, spilled on, skated on, mopped and waxed.

The Spot ▪ "This is a floor's-eye view," so the copy starts as the viewer looks up, apparently, at the feet of a man, a woman and two children. "It sees all the dull, yellow film left by the usual floor wax . . . hiding natural beauty. It feels the punishment of scraping feet. . . .

". . . the damage of a hot cup of coffee" (as the coffee spills down).

". . . and this soft, thin film of wax is easily mopped away" (in visible action as well as words). "Nothing left to protect the floor.

"But this" (as the camera shows a Trewax Gold Label can tilted to pour wax) "is Trewax . . . the very best protection you can give your floors."

"In fact, just one application of Trewax gives double the wear" (a child skates by to prove this statement; milk is spilled and mopped away, revealing the smiling face of a woman looking down at the floor, camera and viewer before the camera cuts to the can again). . . . "Trewax, the premium quality floor wax, with over 50% Carnuba, the world's hardest natural wax. Triple the coverage . . . double the wear . . . a Trewax floor needs only half the care."

Jon Ross, account executive on Trewax, helped develop the idea. Bill Frankle, copy chief, wrote the commercial copy. Mr. Berger took the script to KTTV (TV) Los Angeles, where, with the assistance of Jim Gates, KTTV director, the spot was put on tape. "We at T & C created the spot," Mr. Berger says, "but KTTV must share the credit because they make it all happen."

How It Was Made ▪ For the floor's-eye view two inch-thick panes of plate glass, mounted on sawhorses, replaced solid flooring. Mir-

penditures in tv in 1960, compared with 51.9% in 1959, TvB continued. Total tv billings for the 20 leaders totaled $174,274,035 last year against $164,-853,101 in 1959.

Coffee, tea and food drinks was the largest subclassification in the category, with gross billings of $58,202,219 in network and spot tv. Of this total, coffees accounted for $40,663,000 in 1960, an increase of 16.3% over 1959's $34,972,868. General Foods Corp. was the largest advertiser with coffee gross time billings of $17,595,010, including more than $9.5 million for Maxwell House and over $5.3 million for Yuban.

Cereals were the second ranking subclassification in 1960 with network and spot billings of $41,631,164. Kellogg Co. was the leader with expenditures of $15,399,967 for cereals. Baked goods were in third place with tv billings of $31,764,697. Continental Baking Co. led this sub-group with a total of $6,228,055 in network and spot tv.

Network and Spot Television Gross Time Expenditures 1960 Top 20 Advertisers

	First Quarter 1961	First Quarter 1960
General Foods	$ 9,685,931	$10,140,658
General Mills	6,063,044	4,253,913
National Dairy Prods.	2,544,353	2,465,278
Kellogg Co.	3,813,948	4,464,856
Campbell Soup Co.	2,420,630	1,627,895
Standard Brands	2,217,930	3,763,338
National Biscuit Co.	3,192,295	2,796,326
Corn Products Co.	2,913,103	1,565,255
Quaker Oats Co.	2,156,013	1,778,498
Hunt Food & Ind.	1,894,790	1,837,770
Pillsbury	2,991,979	1,567,608
Armour & Co.	1,537,970	1,395,390
Swift & Co.	736,530	1,191,850
Continental Baking	2,465,965	2,310,165
Ralston-Purina	2,056,450	1,716,340
Carnation Co.	1,529,558	1,208,616
H. J. Heinz	898,737	744,790
Borden Co.	168,170	322,760
Beech-Nut Life Savers	2,062,880	1,494,340
California Packing	66,250	270,570
Total	$51,416,526	$46,916,216
% Change	+9.6	

Leading Food Company Advertisers

	Total Measured Advertising* 1960	1959	Television Billings** 1960	1959	% Tv 1960	1959
1. General Foods	$ 65,084,760	$ 60,358,624	$ 37,164,388	$ 35,489,721	57.1	58.8
2. General Mills	29,958,422	30,229,439	17,221,517	16,156,947	57.5	53.4
3. Natl. Dairy	22,738,452	22,015,870	9,742,461	7,922,187	42.8	36.0
4. Kellogg Co.	20,855,832	21,766,988	15,695,586	13,442,861	75.3	61.8
5. Campbell Soup	20,527,544	17,633,517	6,568,140	5,258,735	32.0	29.8
6. Standard Brands	18,264,839	16,704,212	10,364,220	10,389,650	56.7	62.2
7. Natl. Biscuit	16,202,617	14,485,927	11,669,252	9,730,022	72.0	67.2
8. Corn Products	15,516,583	15,058,780	7,079,906	8,747,887	45.6	58.1
9. Quaker Oats	13,974,656	12,874,600	5,384,844	4,669,746	38.5	36.3
10. Hunt Food & Ind.	13,206,077	8,088,243	6,530,630	2,936,200	49.5	36.3
11. Pillsbury Co.	12,845,744	15,753,965	8,774,420	6,934,594	68.3	44.0
12. Armour & Co.	11,482,057	10,704,716	4,948,360	5,890,528	43.1	55.0
13. Swift & Co.	11,100,697	8,955,385	3,295,210	3,128,964	29.7	34.9
14. Continental Bak.	10,463,158	14,842,138	6,473,117	11,582,615	61.9	78.0
15. Ralston Purina	9,390,519	8,917,806	6,742,580	6,222,860	71.8	69.8
16. Carnation Co.	8,852,562	8,773,096	5,065,407	3,225,438	57.2	36.8
17. H. J. Heinz Co.	7,370,130	7,251,019	3,009,011	2,875,530	40.8	39.7
18. Borden Co.	7,363,500	11,102,475	1,417,300	4,450,906	19.2	40.1
19. Beech Nut L-S	7,000,588	7,264,227	6,039,477	5,476,210	86.3	75.4
20. Calif. Packing	6,239,428	4,745,378	1,088,209	321,500	17.4	6.8
Total Top 20	$328,438,165	$317,526,405	$174,274,035	$164,853,101		

*Newspapers, general and farm magazines, business publications, outdoor and television media expenditures

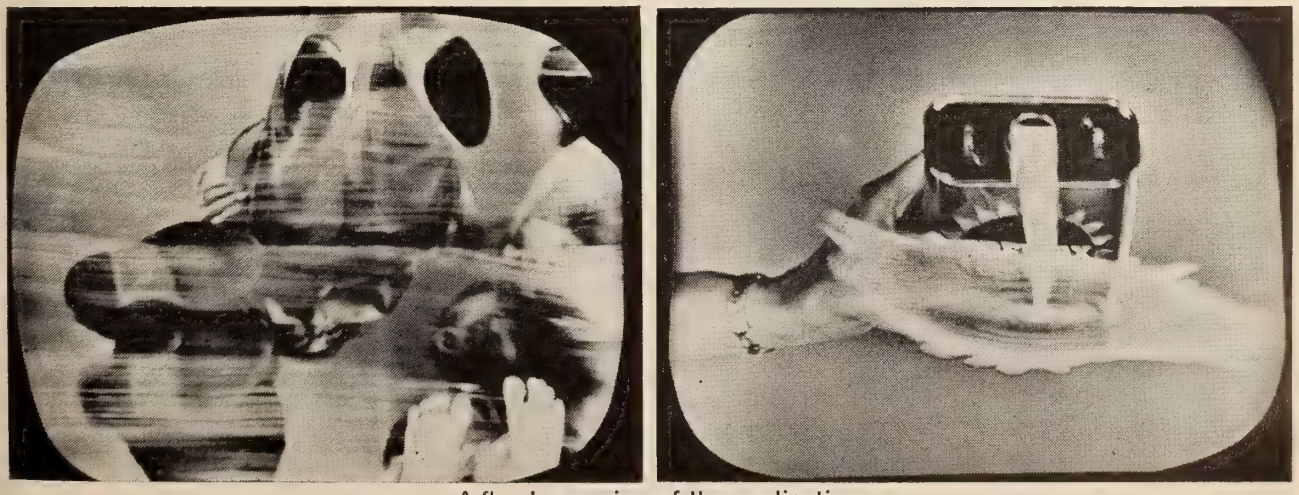
**Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh.

rors set at 45° angles below the glass let the cameras shoot down from their normal height instead of awkwardly up from the floor. To avoid costly delays and editing, the agency used three panes of glass, all with identical lighting, so the action would not be interrupted by cuts from camera to camera and yet apparently would all be the same sequence.

The first day was devoted to lighting and camera tests for about six hours. Next day, the cast was brought in and given a two-hour rehearsal. Then the floor's-eye commercial and two stand-up spots were recorded in a four-hour taping session. The third day required only two bits of editing to complete the visual presentation. Then the announcer's voice and sound effects were dubbed in.

The Payoff ▪ "The price of all three video tape spots was about 50% of the lowest bid we got for filming the single floor's-eye commercial," Mr. Berger reports. The spot went on KTTV in the George Putnam evening newscast three times a week for three months, starting early in January and backed by a saturation radio campaign. Within 60 days, the Trewax broker had obtained 80% of the desired supermarket distribution (not entirely attributable to the advertising, since some chains were pre-sold on Trewax and stocked it as soon as it became available). Sales to the public seem good, although it's too soon for actual volume tabulations. And, the spot won the award for best in its class.

"These fine results should be credited to three things," Mr. Berger sums up, "an excellent product, some very potent advertising and a helluva good broker."



A floor's eye view of the application

How radio lit a light under Zonolite

BUILDING MATERIALS FIRM'S CAMPAIGNS TAKE SAG OUT OF SALES CURVE

It's summer and the weather is sizzling, but in Minneapolis the people at Western Mineral Products Co. (Wempco), a building materials company, are getting ready for winter. They're winterizing the cash register with regional radio. Eleven years of experience have shown them that's the way to do it, and this past winter provided the best proof yet: Wempco's sales hit an all-time high.

Wempco processes and distributes Zonolite, a vermiculite insulation-filler product of the Zonolite Co., Chicago. The Wempco territory covers nine midwestern states, an area where lumberyards and distributors have been following each other onto the Zonolite broadcast bandwagon since 1949. Now they're rallying again.

Snowballing ▪ In the winters since Harvey Steiff, sales vice president of Wempco, first tried radio for the seasonal sales problem, the Zonolite budget has increased to the point that it is now 11 times as big as the first 75-station radio allocation in 1949. The dollars have multiplied on the cooperative route from manufacturer to distributor to dealer until now they must amount to some hundreds of thousands. The station count is around 200 radio and 45 tvs, and many of the cooperators have become steady local customers on their own, after being introduced to broadcasting by Zonolite and Wempco.

Sales charts have borne out Mr. Steiff's faith in broadcast advertising. Radio saved the day back in 1949, when he used it to turn a sagging sales curve inside out. In the intervening years, 13-week flights of fall radio have proved to be steady sales insurance with carryover results that last into spring (some areas have gone to 26 and 39-week campaigns but most rely on shorter schedules).

This past winter's experience shows why Wempco is sold on the strategy. Western Mineral had its biggest year ever at a time when building-material sales were soft in many parts of the Middle West. The Zonolite campaign went on in September and in October Wempco broke all sales records. November topped that.

Fall Buying Pattern ▪ Now Harvey Steiff and his advertising manager, Truman Bjorklund, are mapping a 1961 campaign along the successful lines of seasons past. The new schedules will follow a joyful funeral held last fall by Wempco and dealers. They routed Cole Winter, notorious "heat thief in the attic," and laid him to rest under mounds of Zonolite.

Western Mineral's area is studded with successes from this campaign. A two-week test in Winona, Minn., by Standard Lumber Co. on hometown stations KWNO and KAGE yielded a 350% sales increase over the same period in 1959, itself a record year. In the first three days of advertising last fall, Standard Lumber sold more bags of Zonolite than in the eight preceding months. Other stock moved faster because of the Zonolite traffic and about half the business was brand new.

In South Dakota, every radio station in the state was enlisted in the Zonolite drive. Building Material Distributors of Rapid City, S. D., lined up 10 radio outlets to dragnet Cole Winter in the tri-state Black Hills market, bringing Zonolite sales out of a slump back to 1959's high level.

A Denver jobber went on from a one-station campaign on KOA Denver to add 11 stations all over Colorado. Some 40 new dealers in that state joined the 1960 campaign.

Solid Front ▪ In Casper, Wyo., all the lumbermen in town bought a Zonolite campaign on KTWO, KVOC and KATI.

Radio is the leader in the growing Zonolite co-op campaigns, but television is catching on. Mr. Steiff started experimenting in 1952 with demonstrations by strong local talent on KTSP-TV Minneapolis-St. Paul. He found "a greater response from Twin City consumers than any other medium we had used in the area." Wempco uses nighttime weather-news adjacencies on weekends, a time householders are likely to make the attic trip to check insulation.

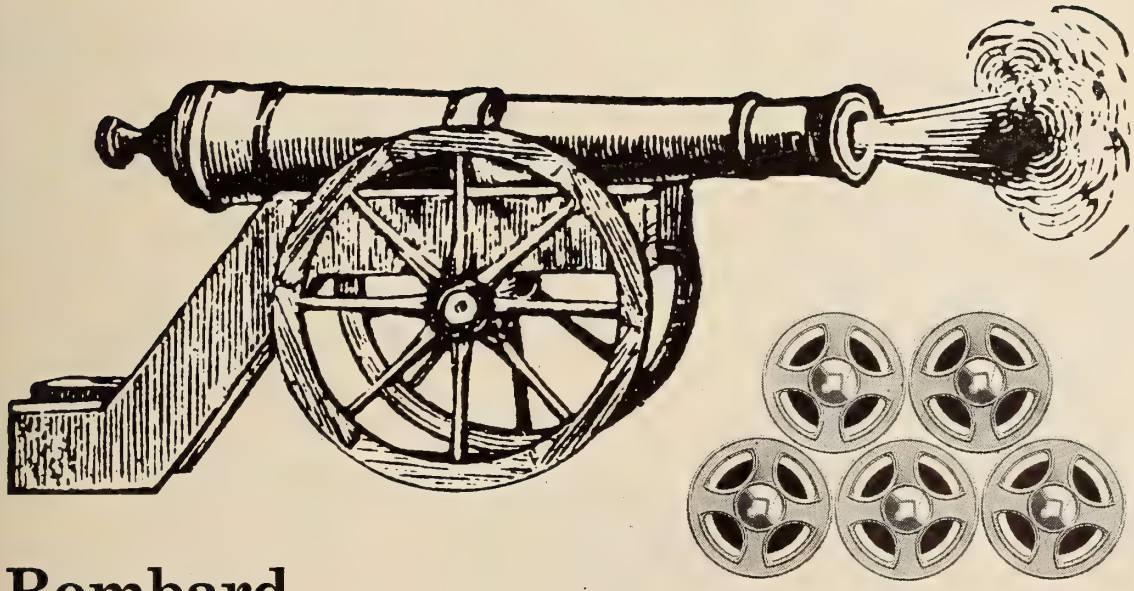
Mr. Steiff used tv results from Minneapolis, Milwaukee and Omaha to persuade smaller-market jobbers and dealers to try tv. One early convert, the Robertson Lumber Co. of Grand Forks, N. D., started with KXJB-TV there during the station's first year on the air, achieving sales gains as high as 76%. Others have tried tv and come back for more until now the nine-state budget split is about 60% radio and 40% tv.

Zonolite campaigns always are conscientiously merchandised. Commercial talent tie-ins are made down the line through sales meetings to the point of sale. Stars of past Zonolite transcriptions—Bing Crosby, Danny Kaye, the Chordettes, Bob Crosby and others—were featured in entire campaigns and played no small part in influencing dealer participation. "The hardest job is always to sell your own people," Mr. Steiff says. National and local personalities are enlisted for sales pep sessions and contests generate more sales power. Some of the lumber dealers have become ardent sports backers and set up



Standard Lumber Co. of Winona backed the radio campaign with a window display on the campaign to stop the heat thief and called attention to the Zonolite products recommended on the two local stations.

SAN FRANCISCO BAY AREA



Bombard San Francisco Night and Day

Combine all your spots—prime time minutes, morning ID's, afternoon 20's, film, live and videotape commercials—for the most advantageous Penetration Plan discounts in San Francisco.

Additional discounts on 13, 26 and 52-week night and day penetration schedules!

Call KTVU or H-R Television Inc. for excellent availabilities in live sports, The Play of the Week, high-rated live, syndicated and kids shows.

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND One Jack London Square, Oakland 7, California

Agency head turns answer-man

Listeners of KMOX St. Louis', *At Your Service,* had the opportunity of putting an agency head on the spot during the program's "Sounding Board" segment. The guest was William Sanborn, president of Winius-Brandon Adv., St. Louis.

No holds were barred as the audience phoned in its queries on and complaints of what they understood to be agency practices.

Each of these objections Mr. Sanborn parried in turn. No amount of advertising, he asserted, could convince a shopper that an inferior product was good after trying it. Agencies are not in business to belittle people's judgment, and it is a matter of personal pride with an agency not to accept objectionable advertising or to deal with a disreputable firm. The same is true for unreasonable claims which are quickly rejected once an initial try has proven them wrong. As for the increased sound during commercials, Mr. Sanborn stated that the FCC has set a national volume level for all broadcasting, which prohibits the volume's going over a certain level.

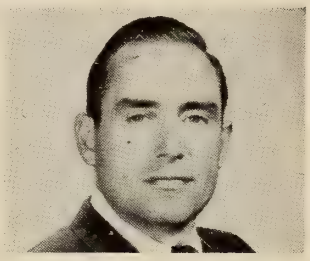
a loud promotional hurrah at playing time.

Evolution ▪ The selling style has undergone changes since the 1949 decision to try radio. At that time national insulation sales were in a tailspin and Mr. Steiff mounted a hurry-up schedule of live announcements on the original 75 stations. The campaign was called "Gold Mine of '49" and it was just that, Mr. Steiff says. Dealer business was doubled and better. One small yard saw more customers in 10 days than in the whole year before.

Wempco and Zonolite followed up the live success with recorded celebrity voices and later switched to singing salesmen. Now the approach is hard-sell with sound effects. Last season's "heat thief" was run down with shots, sirens, screams and whistles. The technique is working well, according to Mr. Steiff, who thinks the company probably will stay with this style another season. Popular broadcast times are morning farm shows, sports and newscasts.

The advertising agency for the Zonolite Co. is Fuller & Smith & Ross.

What does WILLIAM A. WYLIE say about* **BROADCASTING YEARBOOK?**



"CONSTANTLY REFERRED TO..."

"Over the years I have constantly referred to BROADCASTING Yearbook for reference material ranging from station information to film syndicates to network accounts to station representatives. BROADCASTING is an invaluable reference."

* V.P., Director Television & Radio Lambert & Feasley New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Tv gains in 1961, other media drop

The first half year has been easy on television, though hard on other advertising media. Tv gained 3% in revenues, grossing more than $670 million in network and spot, the Television Bureau of Advertising estimated last week.

Declines were in effect for all other major media as the result of the general economic slowdown, the bureau found.

Not only advertising gross but also viewing is up over last year's levels. In the September 1960 to April 1961 period, which approximates a tv season, the average U. S. tv home viewed 5 hours 32 minutes per day compared with 5 hours 27 minutes in the comparable period a year ago, and 5 hours 25 minutes in the 1958-59 comparable season.

TvB found the media trends this season to reflect those of the last economic recession in 1958 when other national media moved downward.

Newspaper advertising lineage, TvB noted, dropped nearly 10% in the first five months of 1961, with the loss in May alone at 11.5%; general magazines in the same period declined 10.8% in the number of ad pages while revenues went down 3.8%; net revenue estimates (McCann-Erickson-*Printers Ink*) for network radio showed a drop of 8% in the first four months, a decline of 7% for business papers, and 11% drop-off for outdoor advertising.

'Psy-Com' to test ad effectiveness

A new method for evaluating advertising effectiveness, called the Psychological Communications Index ("Psy-Com"), is offered to ad agencies and their clients by a new firm, The Psychological Research Co., 200 Fifth Ave., New York.

Dr. Harvey Queen, who formed the company, said the service involves a low-cost testing procedure that measures the degree to which an ad or commercial creates a favorable buying attitude toward a product or service. Combining a consumer and copy test in one study, the technique is designed to point out the company and product impressions an ad should create to produce the most favorable buying attitude. At the same time, the technique determines whether the ad actually does create those impressions that result in overall favorability.

Dr. Queen, most recently research director at Mogul, Williams & Saylor Inc., has also been supervisor of advertising research at Benton & Bowles and senior research analyst in the special projects division of Young & Rubicam.

Out of sight, out of home

We were counting our blessings the other day and got as far as Winneshiek. We started with Allamakee, and went trippingly through Chickasaw, Keokuk, Muscatine, Poweshiek, and twenty-eight other fine old American names of counties in our primary radio service area. The count: 397,032 automobile registrations.

For all of WMTland—the 61-county area NCS #2 awarded us—the total is 613,991.

Statewide average is 2.2 persons per registered motor vehicle. Iowa's 112,000 miles of roads and streets support 33 million miles of travel every day, which partially explains what happened to us on the way to the studio this morning. We were struck—by out-of-home listening to WMT.

When you add all that traffic (8 out of 10 cars have radios, we read some place years ago) to the 470,000 radio homes in WMTland, more than half of which listen to WMT at least once in a while, you just can't avoid the conclusion:

We need more traffic lights.

WMT. CBS Radio for Eastern Iowa.
Represented by the Katz Agency.
Affiliated with WMT-TV,
Cedar Rapids—Waterloo;
K-WMT, Fort Dodge;
WEBC, Duluth.





WANTED
DEAD OR ALIVE

FIRST TIME IN SYNDICATION!
STEVE McQUEEN

Last seen on the CBS Television Network capturing big audiences (3-year average Nielsen rating: 24.7)...and big long-term network sponsors (Brown & Williamson Tobacco, Kimberly Clark, Bristol-Myers).

BIG REWARDS
GUARANTEED

94 ACTION-PACKED HALF HOURS
PRODUCED BY FOUR STAR FILMS.

CALL CBS FILMS

L&N to ask restraint in 40-second prices

AGENCY WANTS COST COMPETITIVE WITH NETWORK TV

Lennen & Newell, New York, revealed last week it is recommending that lengthened station breaks be priced "competitively" with network spot carriers and warned that spot tv spending will suffer if its cost-per-thousand advantage is vitiated.

L & N's views were in a letter sent to tv station representatives by Herbert Zeltner, vice president and media director. He noted that after studying the implications of the expanded station break for the past four months, L & N concluded triple-spotting will not become a serious or widespread abuse, spot tv can continue to be an effective vehicle, and, for the immediate future, the volume of spot tv will be "fairly unsettled" until advertiser practices and pricing arrangements evolve.

Mr. Zeltner said it will be "untenable" to maintain the price of a given length spot when the break expands from 30 to 40 seconds next fall. He said:

"Our reason for this contention is that under the present 30-second break structure, a 20-second announcement maintains obvious dominance of that break both from the standpoint of elapsed time and from the standpoint of assumed viewer reaction.

"Under the revised 40-second setup, this same 20-second announcement becomes simply one-half of an enlarged break. We maintain that even with identical audience levels, the value is somewhat depressed and recognition of this fact should be granted to advertisers and their agencies."

Price Warning ▪ He noted there have been some proposals to price 30 seconds and 40 seconds at rates that are 150% and 200%, respectively, over the rates of 20 seconds, and added: "Tactical advantages because of the flexibility of spot can appear to shrink in importance when we realize that a fairly widespread use of the 40-second commercial could eat up the same amount of funds that a network participation would cost, offering completely national coverage."

However, first announcements of new rate cards with 40-second charges (BROADCASTING, July 3) showed that six of the seven tv stations will charge considerably less proportionately.

Mr. Zeltner suggested that stations consider a price reduction of approximately 10% in 20-second announcements, saying that such a decrease, in the light of the longer break, would result in an overall increase in revenue of about 20% for the period if that period is completely sold. L & N's position on 40 seconds, Mr. Zeltner said, is that if the break is sold, the 10% discount would be in effect, permitting a 20% larger return to stations over present levels. If the entire break is not sold, he added, L & N recommends that present rates apply.

Mr. Zeltner suggested that consideration be given to plans which would assure non-pre-emptable locations for a volume of ID's. He stressed that L & N cannot and will not recommend the actual pricing practices of stations, but said the agency's suggestions were offered only as a guide to keep spot tv competitive with other media.

Whitebrook organizes international agency

The man who claims to have invented the television "fireside chat" technique for political hopefuls has formed an international advertising and public relations agency.

Lloyd G. Whitebrook, former executive vice president of Kastor, Hilton, Chesley, Clifford & Atherton, New York, and advertising consultant to such political figures as Adlai Stevenson, Robert F. Wagner and Averell Harriman, is now president of Communications Research & Advisory Corp., New York.

Mr. Whitebrook, champion of broadcasting's "tremendous impact" in political campaigning, merged his own advertising firm, The Whitebrook Co., with Kastor Hilton in 1955.

Communications Research is located at 60 East 42nd St., New York.

What radio should do, as Zeltner sees it

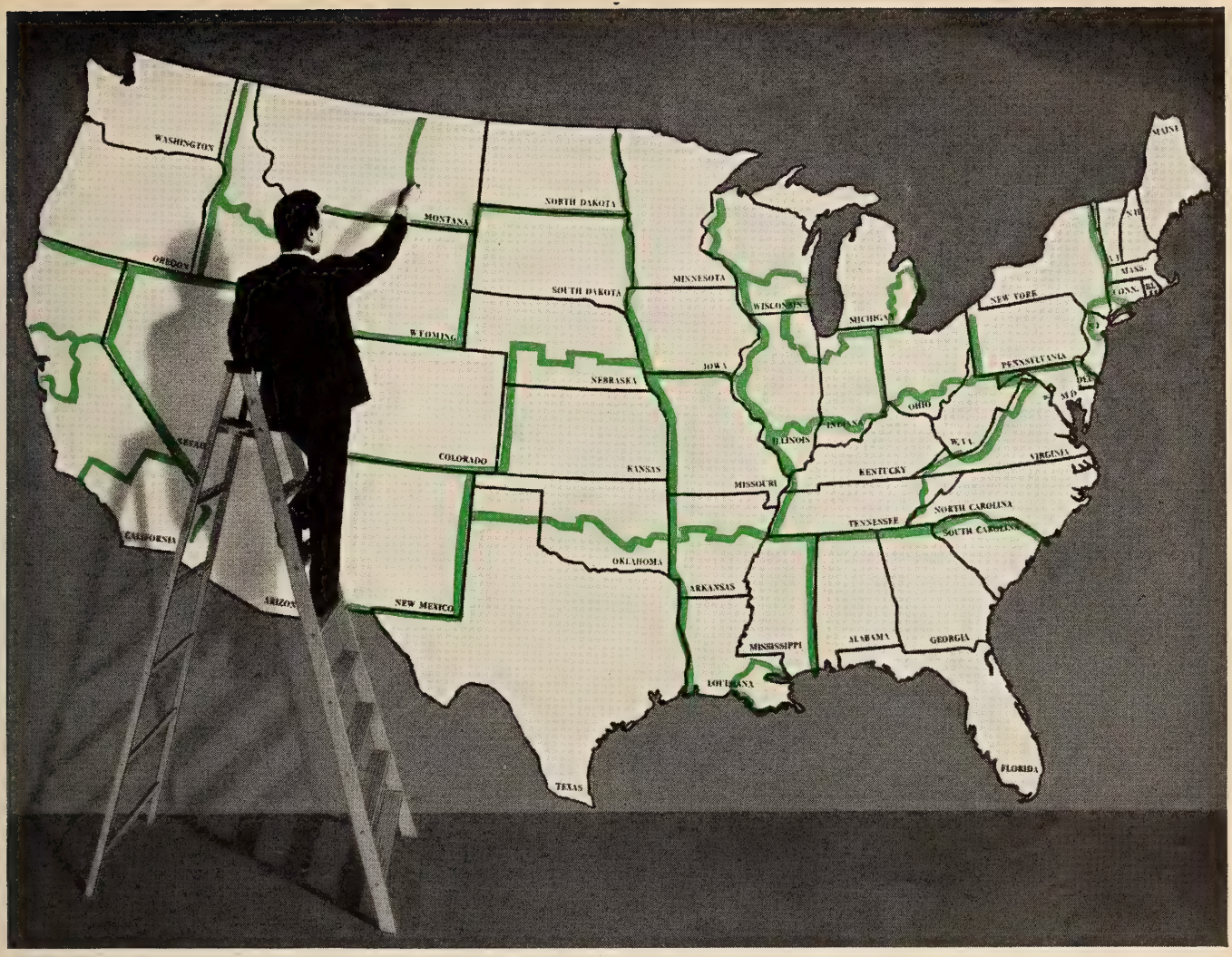
The radio industry was chided for its tendency toward "over-commercialization," "rate dealing" and "complicated rate structures" during a talk by Herbert Zeltner, vice president and media director of Lennen & Newell, New York, on June 30.

Mr. Zeltner, who incorporated his remarks in a speech at the initial meeting in New York of a continuing seminar being conducted by CBS Radio Spot Sales, said several remedies can be applied to relieve the medium's shortcomings. He urged that radio stations develop firm standards of commercial scheduling; guarantee effective airing of commercials; participate in an all-industry research project to determine the medium's commercial effectiveness; improve the level of promotion and trade advertising and provide information to agencies on all accounts using radio, possibly through a clearing house.

Mr. Zeltner, who also disclosed L&N's views on lengthened tv station breaks last week (see story, above), expressed the view that radio "can be a truly effective medium and it is up to the broadcasters to see to it that the abuses which exist are cleaned up completely and permanently." He was the first of a group of agency and advertiser executives invited to speak before CBS Radio Spot Sales personnel on "radio from the buyer's viewpoint."



L&N's Zeltner with words of caution



Draw your sales areas as you will . . .

Nielsen Station Index now can match your other marketing data, area by area, with measurements of tv sales messages (yours and your competitors'). Whether your market is national, regional, or local, NSI now is more useful than ever as a source of the tv audience facts you need for appraising your present advertising and marketing efforts and increasing their effectiveness.

The reasons are demonstrable. NSI service now covers *all* tv viewing in the nation . . . uses larger samples . . . measures even the least populous areas . . . reports each market season to season and the major markets every month . . . simultaneously measures *all* markets *twice a year* . . . and continues to use the superior techniques and quality sampling it pioneered seven years ago.

Ask today . . .
. . . for a copy of *Tv Audience Facts by Sales Areas*, just published.



Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR PROMPT ATTENTION
CALL . . . WIRE . . . OR WRITE
CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

NSI is a Registered Service Mark of the A. C. Nielsen Company.

1358

AAW-AFA merger study set

A committee to explore the feasibility of merging the Advertising Assn. of the West and the Advertising Federation of America into a new national organization of local advertising clubs was appointed by Donald Ostensoe as his last official act as AAW president. Incoming AAW President Lee Fondren, manager of KLZ Denver, promptly added Mr. Ostensoe to the committee, which was ordered to report its findings to the AAW midwinter meeting to be held in January in Fresno, Calif.

Dick Ryan, general manager, KLOK San Jose, Calif., a former AAW president, is chairman of the merger committee. Other members are: Robert Hemmings, Smith & Hemmings, Los Angeles; Clair Henderson, Rippey, Henderson, Bucknum & Co., Denver; John Hoefer, Hoefer, Dieterich & Brown, San Francisco; Thor Mhyre, Mhyre Outdoor Advertising, Billings, Mont.; Don Ostensoe, head of his own Portland, Ore., public relations firm; Pat Pafford, Pendleton Tool Co., Los Angeles (representing the Junior Ad Clubs); Herbert Price, Newspaper Agency Corp., Salt Lake City; George Weber, Cole & Weber, Seattle; Paul Willis, Carnation Co., Los Angeles; Howard Willoughby, *Sunset Magazine,* Menlo Park, Calif.

Two buy football

Pabst Brewing Co. and Phillips Petroleum have signed as major sponsors of American Football league games on ABC-TV, beginning Sept. 16. Agencies: Kenyon & Eckhardt, N. Y. for Pabst, and Lambert & Feasley, that city, for Phillips.

Business briefly...

Autolite will sponsor new ABC-TV fall entry, *Straightaway,* (Fri., 7:30-8 p.m. EDT) starting Oct. 6 Action-adventure series produced by ABC Films, stars Brian Kelly and John Ashley as automotive specialists. Agency: BBDO, N. Y.

Lestoil Products' Lestare Dry Bleach has bought co-sponsorship in 11-day tv coverage of the International Beauty Congress on KTTV (TV) Los Angeles. Co-sponsorship, running from July 12-28, consists of a total of 50 commercial minutes scattered through 12 separate remote pickups. Agency: Sackel-Jackson Co., Boston.

Dow Chemical Co., through MacManus, John & Adams, N. Y., has bought a CBS-TV special starring Judy Garland, to be presented Sunday, March 11, 1962, (9-10 p.m. EST). This will be Miss Garland's third appearance on the network in a tv special.

Agency appointments...

▪ *New York Herald Tribune* appoints Papert, Koenig, Lois Inc., N. Y., as its agency. Although media strategy is not yet decided, spot tv and radio are likely to be used.

▪ Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J., names Smith/Greenland Co., N. Y., which will resign the Ward Baking Co., Farm House Div., to avoid conflict with the Wagner account.

▪ Italian Line, Atlantic carrier, appoints Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., as agency effective Jan. 1, 1962. The account, which bills

GOVERNMENT

A closer tab on every broadcast minute

SOME CONCESSIONS, BUT MUCH BOOKKEEPING IN NEW FCC PROGRAM FORMS

Every minute of broadcast time must be spelled out and identified by licensees in new program reporting forms adopted for rulemaking by the FCC last week.

Broadcasters won several concessions from the FCC in the new requirements for reporting programming, a revision of rulemaking first issued last February (BROADCASTING, Feb. 27). The latest action was taken on a 6-1 vote, with Commissioner Rosel Hyde dissenting. Chairman Newton N. Minow held out for a series of questions on public affairs programming and Commissioner T. A. M. Craven concurred in the invitation for comments but reserved approval of the proposed questions.

Coincidentally with the program rulemaking, the FCC proposed to amend its log-keeping rules to conform with the new program reporting requirements. It would impose brand new log-keeping methods and stations would be required to maintain logs for a minimum of three years as opposed to the current one-year stipulation. Comments in both rulemakings are due Sept. 7 with replies by Sept. 18.

Salient features of the new program reporting forms include:

▪ Separate forms for television and am-fm applicants.

▪ A "selected week" of actual programming of the applicants own choice, spelling out past programming as opposed to the composite and proposed weeks (new).

▪ A new definition of a "program" which would give credit for one-minute newscasts or public affairs discussions in a disc jockey show, for example.

▪ A requirement that the seller of a station provide a typical week's programming from the six months immediately preceeding the sale application for comparison with that proposed by buyer.

▪ Questions on description of service area and community makeup are made more specific than those in the February forms.

▪ A new question requires explanation of the procedures whereby an applicant maintains regular supervision of station operations and policies.

▪ A provision giving credit for outstanding entertainment programs which also provide cultural or educational benefits.

▪ A breakdown of percentages of the seven program categories broadcast as to live, recorded and network under composite, selected and proposed weeks.

▪ A separate question relating to past and future programming designed for children (tv only).

▪ A question relating to the applicant's policy on sustaining programs, with the implication that such a policy gives the station more flexibility to experiment in programming and serving minority needs.

▪ The applicant's policy on broadcasting controversial issues.

▪ Maximum amount of commercial time during any one hour and total program interruptions during composite, selected and proposed week.

▪ Comparisons of "proposed" and "actual" program and commercial operations.

Included in the February proposal, but deleted from the new forms adopted for rulemaking last week, were questions on am-fm duplication and ownership by principals or employes of the applicant in products advertised or promoted by the station. Several of the categories covered in both forms have been simplified and made more specific in the latest proposal.

Additionally, the old form did not

over $500,000, is terminating a 12-year association with Cunningham & Walsh, N. Y. No media plans have been determined.

▪ McCulloch Corp. (motor-driven Family Karts), Los Angeles, appoints The Mack Agency, that city, to handle its product promotion. Mack will work in conjunction with McCulloch's national agency, Fuller & Smith & Ross.

Also in advertising...

New pr firm ▪ New Los Angeles public relations firm, Taylor, Bergen, Lynn & Lee has been formed by four veteran publicists: Burns W. Lee, for 12 years head of Burns W. Lee Assoc., handling broad corporate public relations; Norman Lynn, founder of Lynn-Western, specializing in technical public relations and advertising; Robert W. Bergen, head of Bergen & Co., financial pr counseling firm; William F. Taylor, head of William F. Taylor Co., also in financial pr. New firm, which intends to offer specialized financial and corporate pr, publicity and product promotion, is located at 1830 W. Olympic Blvd. Telephone is Dunkirk 4-1213.

Counseling service ▪ Three veteran advertising executives have opened a new advertising and marketing counseling service, Lomas, Foster, Rodin & Co., 9 Rockefeller Plaza, New York 20, N. Y. Principals include Stanley A. Lomas, president of Stanley A. Lomas & Co. and former vice president of William Esty Co.; Kendall Forster, former vice president and head of television at Esty, and Charles Rodin, creative consultant and formerly with CBS and *Television Age*.

Sales seminar ▪ Sales, sales policies, programming and promotion were among the topics discussed at Peters, Griffin, Woodward's two-day seminar of tv sales managers, held at the rep's New York office. Those attending were: Arthur E. Muth, New York; William Tynan, Chicago; John Sias, San Francisco; William Walters, New York; W. Donald Roberts, Chicago; Charles R. Kinney, New York, and William Stubbs, Atlanta.

Agency formation ▪ Public Relations International, 57 East Division St., Chicago 10, has been formed by two veteran public relations representatives, James J. and Dorothy McGuinn. Phone: Michigan 2-4615.

Rep appointments...

▪ WBOS-AM-FM Boston: Weed Radio Corp., N. Y., as national representative.

▪ WHTN-TV Huntington, W. Va., WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WKOW-TV Madison, Wis.: Young-TV, N. Y., as national representative.

▪ WHNB Hartford - New Britain, Conn.: George P. Hollingbery Co., N. Y., effective July 15.

▪ WKGN Knoxville, Tenn., WRAW Reading, Pa., WCOS Columbia, S. C.; Radio-Tv Representatives, Inc., N.Y.

▪ WAYL-FM Minneapolis: Thomas F. Clark Co., Chicago as national rep.

Mr. Sleep continues

Mr. Sleep (sleeping pills), product of Jeffrey Martin Labs, N. Y., is continuing indefinitely its six-week-old saturation spot radio campaign in 350 markets, advertiser said June 30. Thirty-second and minute spots are placed through Smith/Greenland, N. Y.

---

recognize any program of less than 4½ minutes in duration while the new proposal gives credit for one-minute programs.

Radio-Tv Variations ▪ Essentially, the radio form is a condensed version of the tv questions. Am-fm applicants are not required to give a description of their service area, program sources and competing media—questions asked of tv applicants. A radio-only question relates to the number of hours broadcast weekly with the specific number of interruptions of continuity per hour.

The questions, generally speaking, are much less susceptible to double meanings than those proposed in February. Many of the changes were made at the suggestion of an industry committee which held several meetings with commission staffers (BROADCASTING, May 8). The commission stated that, "in the absence of the most unusual circumstances," there would be no extension of the September deadline for comments.

Both the tv and radio forms begin with three pages of "general instructions and definitions" including a notice referring all applicants to the commission's program policy statement issued a year ago this month. The applicant's selected week would be taken from the first 12 months of the preceding license term. Each day of the week must be represented and no day may be the same as those in the commission's composite week. Variations are made for applicants seeking renewal and reporting for a period of less than three years.

All applicants for new stations, renewals, transfers and major changes in facilities are required to complete the forms.

A program is defined as "an identifiable unit of program material which is not an announcement (e.g., if, within a two-hour entertainment program, a station broadcasts a one-minute news

McGee does reprise on FCC warning



Sen. Gale McGee

Sen. Gale McGee (D-Wyo.) has placed himself alongside FCC Counsel Ashbrook Bryant in warning broadcasters not to seek "retribution" against dissident industry witnesses who testified at the recently concluded commission program hearing in New York (BROADCASTING, July 3).

Sen. McGee, a member of the Communications Subcommittee, told the Senate last week that Congress, in addition to the FCC, will be interested in the industry's reaction to the investigation.

"It is imperative," he said, "that any knowledgeable individual connected with any of the communications media" should have "complete freedom to speak without fear of retribution . . ." He advised broadcasters that "there will be many watchful eyes observing the future conduct of contracting and talent arrangements in the television industry."



and weather report, this news and weather report shall be considered a one-minute news program." Likewise, if a disc jockey interviews a group of students, etc., for five minutes such may be listed as five minutes of educational discussion.

Much of the criticism of the February forms centered around the strict 4½ minute limitation placed on an acceptable program length. Broadcasters claimed that this did not give them a chance to secure credit for much of their public affairs and talk programming. The new forms will give credit for such programming.

A Live Program ▪ Live programming is defined as any local show which uses live talent half the time or longer, whether originating in the station's studios or elsewhere. An identifiable unit of a disc jockey show (classified as recorded) utilizing live talent may be classified as live as may a "live" program filmed or recorded by the station for later broadcasting.

Questions on description and needs of area proposed to be served by applicants require much the same information as the February forms but they are more specific as to the information required. Also, the information required on "audience needs and interests" is much the same on both forms.

A section of the forms dealing with program types and sources is designed to require the broadcaster to account for programs and announcements he airs during every minute of the time he broadcasts. It requires that the amount of time be computed separately for program and non-program matter for composite, selected and proposed weeks. Program categories are religious, instructive, public affairs, agricultural, news, sports, entertainment and miscellaneous.

This additional information is required: "With respect to program matter analyzed in the categories of religious, instructive, public affairs and agricultural, provide the information listed below for each such program. . . . (1) title and brief description, (2) whether live, network or recorded, (3) number of times program broadcast during week, (4) time of broadcast and length of program, (5) whether prepared by, or in behalf of, or in cooperation with an educational organization, (6) . . . whether program concerned with local affairs, (7) if a religious program, whether time paid for or carried sustaining."

It was pointed out that if the applicant has any public affairs programming, it will show up under this category regardless of length or time carried. The questions are completely divorced from entertainment and straight news shows and gives the broadcaster a chance to

VOLUME II
"FILMS OF THE 50's"
NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS!!!!!!!!!

C. S. FORESTER's

CAPTAIN HORATIO HORNBLOWER

GREGORY PECK
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BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

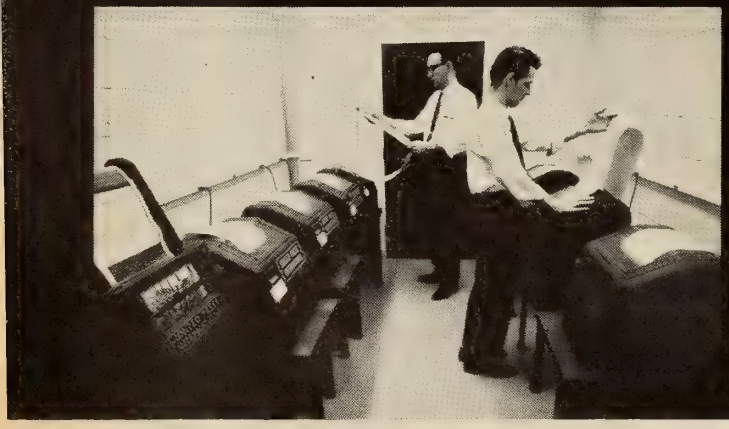


AT LEFT, NEWSROOM, where the staff of twenty full-time newsmen puts exceptional care into the editing and rewrite of Channel 6 newscasts.

BELOW, THREE LEADING midwest news personalities. From left, Jack Payne, sports; Ray Clark, news; Chuck Thomas, weather. These men have teamed together over ten years on 10 p.m. News of WOW-TV.



Giving depth to News at WOW-TV, Omaha



8 NEWS TICKERS, an installation unusual in scope for any station, provide 24-hour coverage.



"Our news-coverage is planned with one goal in mind—to be the most comprehensive that men, money and facilities can bring to the people we serve. Result: our three-state area places unusual reliance on every WOW-TV newscast. Naturally we're happy that viewers value our news so highly—also that advertisers do, too."

FRANK P. FOGARTY
Vice Pres. & General Mgr.
Station WOW-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Leadership, with Reason

In television there are two sides to a standout news operation: First, getting the news. Then, presenting it.

On both sides WOW-TV has a prize-winning record, year after year. Its news-gathering starts with the complete four-wire UPI service, combined with three AP wires to give full perspective on world, national and regional events.

To these the station adds UPI facsimile, plus a special weather-wire, plus instantaneous videotape from CBS (Omaha's only station with videotape).

Five newsmobiles, and six monitors connected with city, county and state safety headquarters, backed up by 110 regional correspondents, give on-the-spot reportorial coverage of the station's entire area.

In news-presentation, these myriad sources provide the station's 20-man news staff with a wealth of material that keeps Nebraska, Iowa and Missouri families abreast of the news, and well-informed on its significance.

In addition to many previous citations WOW-TV has just received the Gold Frame Award of the Omaha RT Council, for "outstanding contributions to broadcasting" in news programs. Over 400 persons and 33 organizations participated in award-balloting.

To Blair-TV, community-leadership in news and other local productions by great stations like WOW-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

show what he is doing to meet the needs of his audience.

Tv Only ▪ The tv applicant also is asked to tell what is "unusual or outstanding" about any of his program offerings in the above categories. In addition, those stations that have programs specifically for children are asked the title, description, frequency and time of each such program for composite, selected and proposed weeks.

Two tv-only questions relate to network affiliation and steps taken to encourage use of local musical and dramatic talent. Both radio and tv are asked if they subscribe to any program and advertising codes (but not necessarily industry codes with the implication that an individual station's own rigidly-followed standards would be acceptable).

Applicants (both radio and tv) also are asked about any strictly local news shows carried on a regular basis and the number of employes assigned to developing and presenting local news.

Information required on controversial issues of public importance broadcast is much the same in both the February proposal and the latest questions —although the latter set is simplified somewhat and is more specific. Also, there is little difference in questions relating to procedures for review of programming matter by the licensee prior to broadcast.

Broader questions are asked, however, with respect to the maximum amount of commercial matter broadcast during any one hour and the number of interruptions of programming plus the length of such interruptions. Commercial or non-commercial announcements broadcast within or between programs (including station breaks) are to be counted as interruptions to programming.

Instead of promise vs. performance, both the radio and tv forms have an identical section on a comparison of "proposed" and "actual" operation. The applicant for renewal is required to submit an actual comparison of what he proposed in his previous application with what was carried in the composite week. "If substantial differences exist, explain reasons for differences," the FCC states.

In a parting shot, the FCC invites the applicant to submit any additional information "to reflect adequately his programming and commercial operations and plans."

Minow Loses ▪ Chairman Minow lost out in his fight to have questions included in the forms relating to affiliate clearance of network public affairs shows. In addition, he would have required the stations to list what they carried during the time a network offered such programming and the source of his substitute.

The chairman, in a concurring statement, felt that the questions did not go far enough. "I think it is our responsibility to ask for more," he said. "It is not enough to know what service the public is receiving. . . In the critical areas, of national public affairs there should be a public spotlight on what the licensee might have done and what he failed to do."

He said that "we cannot be ignorant, as commissioners, of what we know as viewers. If an applicant who is a network affiliate has demonstrated a repeated and consistent pattern of rejecting the opportunities which his network makes available to him in public affairs programming, we should . . . know about it. . . . In the critical area of public affairs, we should know what he [affiliate] might have done, what he failed to do and why."

Hyde Dissents ▪ Commissioner Hyde, who concurred in the February notice with a strong statement of misgivings, dissented to last week's rulemaking with a reference to his February statement. At that time, Commissioner Hyde said the FCC notice "would seem to assume responsibilities (by FCC) which should remain clear responsibilities of licensees." He also felt that the rules "may tend to limit rather than expand the potential" of broadcasting.

Commissioner Craven also issued a strongly-worded statement following the February action. "I have been in the past, and I will continue to be, un-

Gavel for Cox

The FCC has passed some of its decision-making authority to Broadcast Bureau Chief Kenneth Cox in an effort to relieve the commissioners of the necessity of action on routine matters. Mr. Cox will henceforth be empowered to pass on matters not involving policy-making or departures from prescribed laws or rules.

In announcing the delegation, the commission expressed the hope that it henceforth will have more time to consider "major matters which require policy and other particular considerations." Among the bureau chief's new powers is the authority to set mutually exclusive applications for hearing, extend the time for replies to correspondence and to act upon applications for broadcast facilities (including modifications, renewals and transfers) when standards are met and upon which no objections have been filed.

Bureau Chief Cox' new authority became effective last Thursday (July 6) and already has been used in a few uncontested cases.

alterably opposed to the commission establishing guidelines for the programming of broadcast stations," he stated at that time.

New Logging Concept ▪ The new rules and requirements on keeping station logs were described as a "must" if the new program forms are adopted. Much of the information required on programming is not now logged by licensees—a fact recognized by the commission after strenuous objections were raised. Much of the required information goes back over three years and at the present time stations are required to keep back logs only for one year.

The new rules would require that they be retained by the station for a minimum of three years or until told in writing by the commission that the logs could be destroyed in cases under a controversy.

Only tv logging rules are spelled out in the rulemaking but the FCC said that it intends to make similar changes in am-fm log-keeping and invited comments on all three broadcasting media.

A large majority of the licensees presently use log books which would be made obsolete by the proposed new rules, a Washington lawyer stated last week. "This is a brand new method of logging which will require radical and expensive changes," he stated. The new rules would require the following entries, among others:

On and off time and length in seconds of each station identification announcement (length not now required); all commercial matter as either announcements or continuity; all non-commercial announcements with on, off and length; name and political affiliation of political candidates; time each program begins and ends, with classification, name and title.

Also, contingent on the result of rulemaking to require identification on-the-air of any product promoted in which station personnel have an interest, such an entry would be required in the new log.

The required entry as to the classification of a program is a new concept, as is the requirement that children, instructive, public affairs, agricultural, and local news shows be so identified in the log. Each entry of a religious program would further have to be identified as to whether it is sustaining or commercial, and along with several other categories, whether prepared in cooperation with a local organization or dealing with local affairs—all new concepts in logging.

The new rules also specify that the beginning of a log day shall be 12:01 a.m.

'Listener's Lobby' answers Minow's call

The clarion call of FCC Commissioner Newton N. Minow to listeners to blow the whistle for the FCC if they feel a station is not serving them was answered last week by a Michigan corporation calling itself "Listener's Lobby."

The group, pledged "to improve the standard of quality of radio broadcasting," asked the commission to deny or set for hearing the license renewal of WXYZ Detroit, owned by ABC. It urged the hearing be held in that city. The station's license will be up for renewal October 1, 1961.

The petition's language was relatively restrained. Reports from the members of the group who had monitored the station were waspish.

Listener's Lobby charged WXYZ "uses so-called 'formula' programming apparently dictated by the parent corporation . . . that its broadcast content is without merit or taste; that said station is listened to by teenage and sub-teen-age audiences and petitioner avers that programming by WXYZ is harmful to the emotional and intellectual health of such persons; that WXYZ has neglected and refused despite promises to recognize its civic and public responsibility in the community and to broadcast programs which are of interest to all persons in this area."

The members who monitored the station were all women. Without exception they complained of the strain of performing such a public service. Their comments:

"The disc jockeys prattle incessantly—not always grammatically—too often in teen-age jargon."

Programs are "constantly interrupted by commercials ranging from singing jingles to sheer idiocy."

"What is euphemistically described as public-service programming are time and weather checks, repeated until meaningless."

"After two or three days of intermittent listening my awareness capacity became inured to vacuous sounds and prattle so that only by forcing myself mentally to listen could I know what was being transmitted."

"Someday without challenge WXYZ may have even an unadulterated all-commercial show. Commercials that other stations would not touch will be loudly presented by WXYZ."

". . . low-grade, sexy, rock-and-roll recordings . . ."

"This newscast was presented for morons, not adults."

One monitor sounded an optimistic note, ending her report . . . "See you either at the hearing or the next Listener's Lobby meeting."

PROGRAM STANDARDS

Ford says FCC will do what it can to help raise them

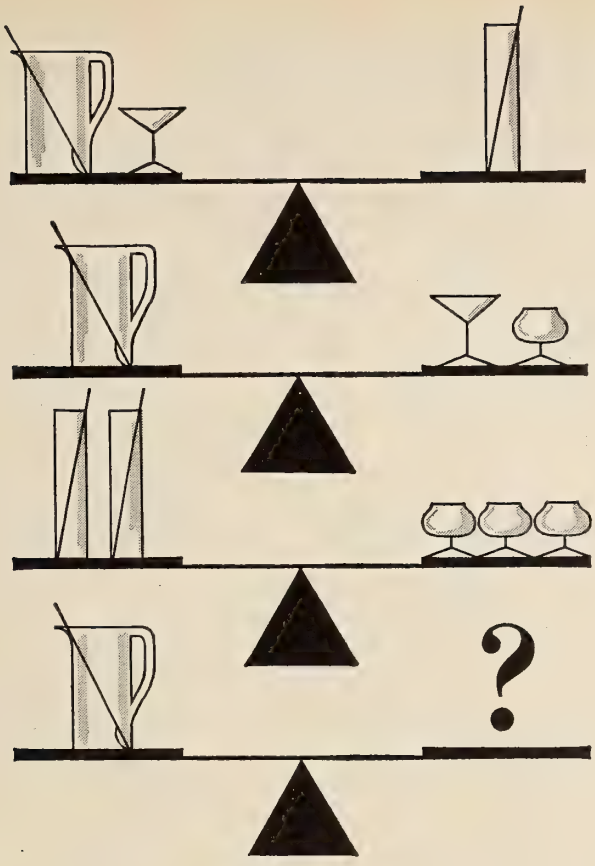
The FCC is determined to do its part to help broadcasters raise the programming standards of radio-tv, Commissioner Frederick W. Ford told the Washington State Assn. of Broadcasters on June 28.

However, Mr. Ford said, it is neither legally nor humanly possible for an agency such as the FCC to do the job by itself, so both broadcasters and the American public must rise to the challenge as well.

In the course of his speech, Commissioner Ford dwelt at length on the meaning of the often-used but hard-to-define phrase, "the public interest, convenience and necessity." He refuted the idea that the FCC arbitrarily interprets the phrase to mean anything it wishes according to its whims of the moment by citing the commission's Report and Statement of Policy, recognizing that ". . . the public interest is what the *licensee* says it is, *provided* . . . that his judgment is the result of a reasonable and bona fide effort to ascertain the program interests and needs of the area he is licensed to serve."

Although he expressed the view that it is impossible to devise a rigid definition of the phrase which would serve as a universal criterion in all matters concerning broadcasting, he pointed out that, in his opinion, certain considerations could be "identified as representing components of the public interest, convenience and necessity." "Programming," he said, ". . . must be imbued with an element of public service." He went on to emphasize that the Communications Act prohibits commission interference " 'with the right of free speech by means of radio communication.' Freedom from governmental control or supervision of programs is thus an element of the public interest."

The commissioner stated that although Congress has in general avoided defining "the public interest, convenience and necessity," the courts have "repeatedly held that programming is a significant element in determining a station's performance in the public interest" and that ". . . the power to compare programming proposals of competing applicants, to consider programming in determining whether an existing station's service area should be infringed upon by a new station and to disqualify an applicant . . . on the ground of program inadequacies, all have been affirmed as properly within the scope of the public interest . . . standard." He went on to cite as ex-



BALANCED PROGRAMMING

Agency X had a client who was a specialist. He specialized in a one-syllable word—NO! Hoping to increase his vocabulary, the agency invited him to a party. However, he hovered near the bar and fiddled with the bar equipment—in silence.

An adroit agency man, believing that actions speak louder than words, joined the fiddling. After a bit the agency genius pointed out that certain pieces exactly balanced others, as shown in the first three sketches. He asked the client to calculate the number of Martini glasses it would take to balance the julep cup. All Martini glasses being full except the one shown, the client was obliged to think.

Send us the answer* and win an exciting new prize. It may be round or rectangular, thick or thin, solid or liquid.

**If mathematics isn't your cup of tea, we suggest you demonstrate your capacity to achieve the necessary balance to the H-R man at your neighborhood bar.*

Source material Dover Publications, Inc.

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

A preview of future FCC rules?

The shape of things to come in practice before the FCC was previewed last week when the Federal Trade Commission issued its new rules of practice, effective July 21.

If there is a community of interest among federal regulatory agencies acting under the spur of the New Frontier this is what FCC applicants can look forward to in the near future, all premised on a speed-up of casework load:

▪ No automatic review of an examiner's initial decision unless one less than a majority of the commissioners vote for oral argument.

This is one of the most controversial issues in Rep. Oren Harris' bill to reorganize the FCC; it is virtually unanimously opposed by broadcast industry spokesmen.

▪ All hearings to be held at one place and to continue without suspension until they are completed.

▪ Negotiations looking toward a consent judgment to be held prior to the issuance of a complaint. After 30 days if no consent order is agreed upon a complaint shall be issued and a hearing held to its conclusion, with the complainant forfeiting his right to work out a consent order. Although the FCC does not deal in consent judgments, some of its penalty procedures could lend themselves to this treatment.

The new rules of practice, replacing those in effect since 1955, are for the purpose of reducing delay by curbing dilatory tactics by respondents of FTC actions and by prohibiting overly deliberate prosecution and hearing of cases by the agency's own staff, it was said.

"We have good reason to hope that our revised rules will help the commission to shake itself loose from a lifelong incapacity to act soon enough," Chairman Paul Rand Dixon stated. "By requiring litigants to present the issues of a case to the commission in the fastest reasonable time, we may be able to bring relief to victims of illegal actions while they are still in business."

Internal Opposition ▪ Two of the commissioners objected to the rule which would bar the right of review by the commission of an examiner's decision. Commissioners William C. Kern and Sigurd Anderson charged that the changes are contrary to the spirit of due process and lacking explicit congressional sanction.

Chairman Dixon replied that the purpose of this is to stop appeals whose only purpose is to delay a final decision and waste the FTC's time.

The new review rule does not prevent a litigant from appealing an examiner's decision or a final FTC decision to the federal court.

FTC Commissioner Philip Elman, one of those who worked out the new rules, stated that they were more advanced than those used by any of the other federal agencies.

amples several cases from the history of broadcasting in which the U.S. Supreme Court upheld precedent-setting FCC regulations in their interpretations of "the public interest."

FCC to reconsider sale of WAMV-AM-TV

Proposed changes from a classical music format to Negro and "young adult" programming following the sale of WAMV-AM-FM East St. Louis, Ill., brought sufficient protest to cause the FCC to reconsider its approval of the sale and to reopen the case.

The commission on June 1 approved the sale from Hess-Hawkins Co. to Stamlin Inc. for $350,000 without a hearing. The agency subsequently received protests from the East St. Louis Chamber of Commerce, the mayor and others who said they didn't object earlier because the seller had stated the sale would not take place. In its order for reconsideration, the FCC said the sale will remain in effect pending further inquiry.

Principals of Stamlin Inc. include Lawrence R. Picus and Simpson R. Walker Jr. (one-third each), who also operate WOBS Jacksonville, Fla. East St. Louis is already served by two other good-music stations—KADY and WEW—and Stamlin does not believe the area can support three such stations with "the same type of music appealing to a small segment of the audience," the assignee told the FCC. But there are over 600,000 Negroes in the area and the population of East St. Louis is more than half Negroes, Stamlin claims.

The new ownership would employ a mixed staff of Negro and Caucasian announcers and would hope to appeal to "Negroes, teenagers and young adults." Stamlin plans a format it says has proved to have general appeal in Jacksonville, which also has a racially mixed population.

One telegram of protest charged that location of an integrated station in East St. Louis would stir up race problems and said the area "has been given a bad reputation" for racial difficulties. Stamlin maintained that such station operation tends to further racial understanding and to provide a general appeal to mixed audiences. It cited its WOBS experience as evidence of this claim.

FCC turns thumbs down on WHAS-TV tall-tower bid

Efforts of WHAS-TV Louisville to construct a 1,859-foot tower—higher than any man-made structure in the world—were derailed by the FCC last week. (BROADCASTING, July 3). The commission announced that it had issued staff instructions which would deny the station's application to increase its antenna height from 600 feet and move its transmitter from Louisville to Brownsboro, Ky., 19 miles northeast of the home city.

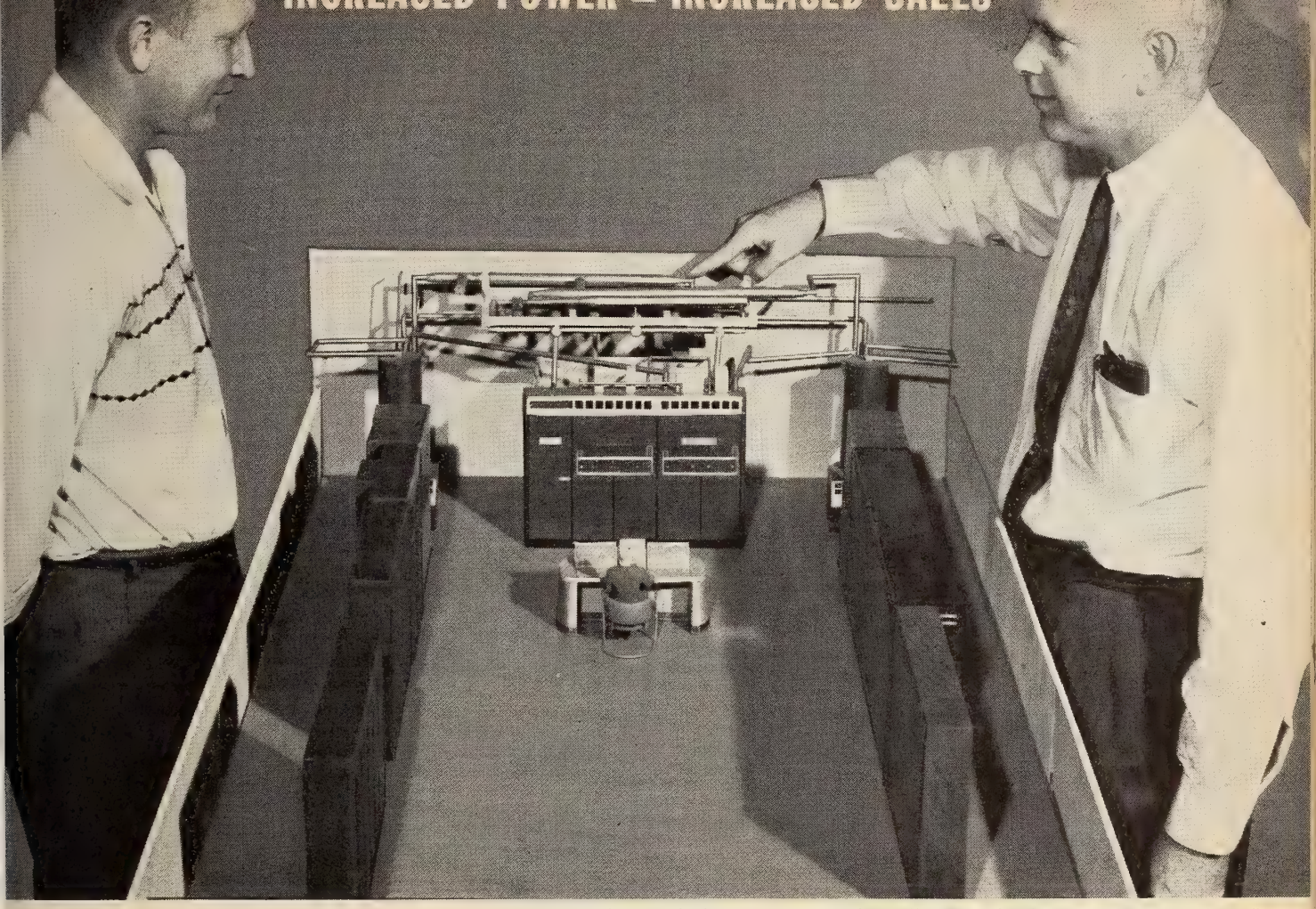
The WHAS-TV proposal had been opposed by aeronautical interests and the State of Kentucky on the ground the 1,859-ft. tower would be a hazard to air navigation. The FCC's Broadcast Bureau and two uhf stations operating in Lexington, Ky., objected because the new facilities would permit the ch. 11 Louisville station to place a Grade B signal over Lexington. An initial decision in August 1960 also recommended that the application be denied.

NAB wants to intervene in Wyoming catv case

In a petition filed with the FCC a fortnight ago, the NAB asked to intervene in a case involving construction of a catv microwave-relay transmitter atop Copper Mountain in Wyoming.

The trade association held that Hearing Examiner Walther W. Guenther erred in rejecting as "of no legal significance" a protest by KWRB-TV Thermopolis, Wyo., that the relay transmitter might interfere with its service.

When the FCC asked Congress for jurisdiction over catv stations the commission indicated its belief that catv systems may have some effect upon the nationwide tv allocations plan, NAB said. It concluded, therefore, that the FCC should consider the possible impact of the Wyoming relay transmitter in its own system of tv allocations and priorities. NAB said it should be allowed to participate if oral argument is scheduled in the case.



KPHO-TV and KPHO radio director of engineering, George McClanathan (right), points to a section of the "model" used to construct KPHO-TV's new transmitter building as Engineering Supervisor, Glenn Thompson, looks on

RCA High-Power Transmitter-Antenna Combination— Extends Coverage—Improves Picture Quality

...says George McClanathan, Director of Engineering, KPHO-TV

"We've completely modernized our transmitter plant and stepped up KPHO-TV's sales power with a new high-power RCA transmitter. The improved facilities started paying for themselves at once—by increasing sales. And even though operating at maximum power, we are obtaining very low operating costs, because of the way we did it."

The new power amplifier is capable of 25,000 watts output. However, the new RCA six-bay superturnstile antenna needs less than 20,000 watts of this power to get full 100 kilowatts of ERP. This puts a very light load on the transmitter, which results in low operating costs, long life, and very reliable performance.

All reports on extended coverage show that KPHO-TV's signal is extremely good. KPHO-TV's programs originating in Phoenix, Arizona, are now being enjoyed as far west as Blythe, California; as far north as Page, Arizona; as far south as Nogales, Arizona; and as far east as Silver City, New Mexico. And 90 per cent or more of the reports show far superior picture quality.

Learn how an RCA modernization program can increase your station's sales while providing reduced maintenance and increased reliability. Your RCA Broadcast Representative will be glad to give you additional information about new transmitters and antennas that can bring your station up to date. There's a complete RCA line to choose from. Get the facts before you buy. RCA Broadcast and Television Equipment, Dept. XB-22, Building 15-5, Camden, N. J.

Television station modernization starts at the Transmitter Plant

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

COURT BACKS FCC ON CH. 10

Order clears way for Miami tv award to Wilson; losers may undertake further legal moves

The FCC received a judicial A-OK in the Miami ch. 10 off-the-record case when a trio of federal judges last week unanimously upheld in substance the commission's 1960 decision ordering National Airlines (WPST-TV) to surrender its permit and awarding the vhf channel to L. B. Wilson Inc.

The appeals court, in an opinion written by Circuit Judge E. Barrett Prettyman, said the FCC acted correctly in making its findings in the *ex parte* case.

Concurring in the opinion were Circuit Judges George Thomas Washington and Charles A. Danaher.

Judge Prettyman also by indirection turned down an appeal by North Dade Video Inc., one of the original four applicants for the Miami tv station.

The FCC ruled that three of the four applicants in the Miami ch. 10 case were guilty of attempting to influence outside the hearing record, the outcome of the FCC's vote (BROADCASTING, July 18, 1960). The commission's ruling came after a hearing on the *ex parte* charges before a special FCC hearing examiner. The commission vacated the 1957 grant to National Airlines and disqualified National, WKAT Miami and North Dade Video Inc.

The court told the FCC that it is accepting the 1960 order as a proposal, since the case has gone back to the commission on remand. This legal point—whether the 1960 order is binding or only an indication to the court of the FCC's intent—was one of the elements in the court battle that has been fought the last 12 months.

FCC Ready to Move ▪ The commission is expected to issue a simple order invoking as a final decision the 1960 ruling. This will come when the FCC receives the court's mandate. This takes place usually 10 days to two weeks following a decision, unless further legal moves are undertaken by the parties.

In its 1960 decision the FCC gave National Airlines 60 days to surrender its permit and cease broadcasting. It also granted ch. 10 to L. B. Wilson Inc., the only applicant found guiltless of off-the-record maneuvering during the original consideration of the case.

The grant to L. B. Wilson Inc., owner of WCKY Cincinnati, contained a proviso that its initial license shall run only for four months. This was explained as an encouragement for other applicants to apply, since the commission could not reopen Miami ch. 10 to new applicants because of legal obstacles. The court upheld the FCC's position in this, despite an appeal filed by Elzey Roberts, former St. Louis broadcaster.

Because of the litigation, the commission said it would stay the effectiveness of its 1960 order until 15 days after the court issues its certification on the case.

Speculation centered last week on just what action National Airlines or North Dade Video might take to overturn the court's ruling. Both or either might ask the court to rehear the case with all nine D.C. Circuit judges sitting, or might ask the U. S. Supreme Court to review the findings of the appeals court. In either case some delay in the issuance of the court's mandate might be entailed, more so in the latter instance than in the former. WKAT earlier voluntarily dropped out of consideration.

Stiff Words ▪ In a strongly-worded opinion, Judge Prettyman wrote:

"Surreptitious efforts to influence an

Tv violence: still a primary target for Dodd and friends

Senate hearings on the possible connection between television crime and violence shows and the rising juvenile delinquency rate is expected to resume in two weeks. That was the word last week from the Senate Juvenile Delinquency Subcommittee, which held six days of hearings last month.

Witnesses for the resumed hearings have not yet been lined up, but at least one cabinet officer—Secretary Abraham A. Ribicoff of Health, Education and Welfare—and clergymen representing the three major faiths are expected to testify.

There was no indication that the industry, which furnished a full complement of network executives at the hearing last month, will be asked to supply additional witnesses.

Although the hearing has been in recess two weeks, the firing at tv crime and violence shows hasn't abated. The National Council of Juvenile Court Judges, at its convention in San Francisco, adopted a resolution criticizing television shows "devoted to themes of crime, violence, brutality, sex and sadism." It said such programs are "dangerous to the welfare of our youth."

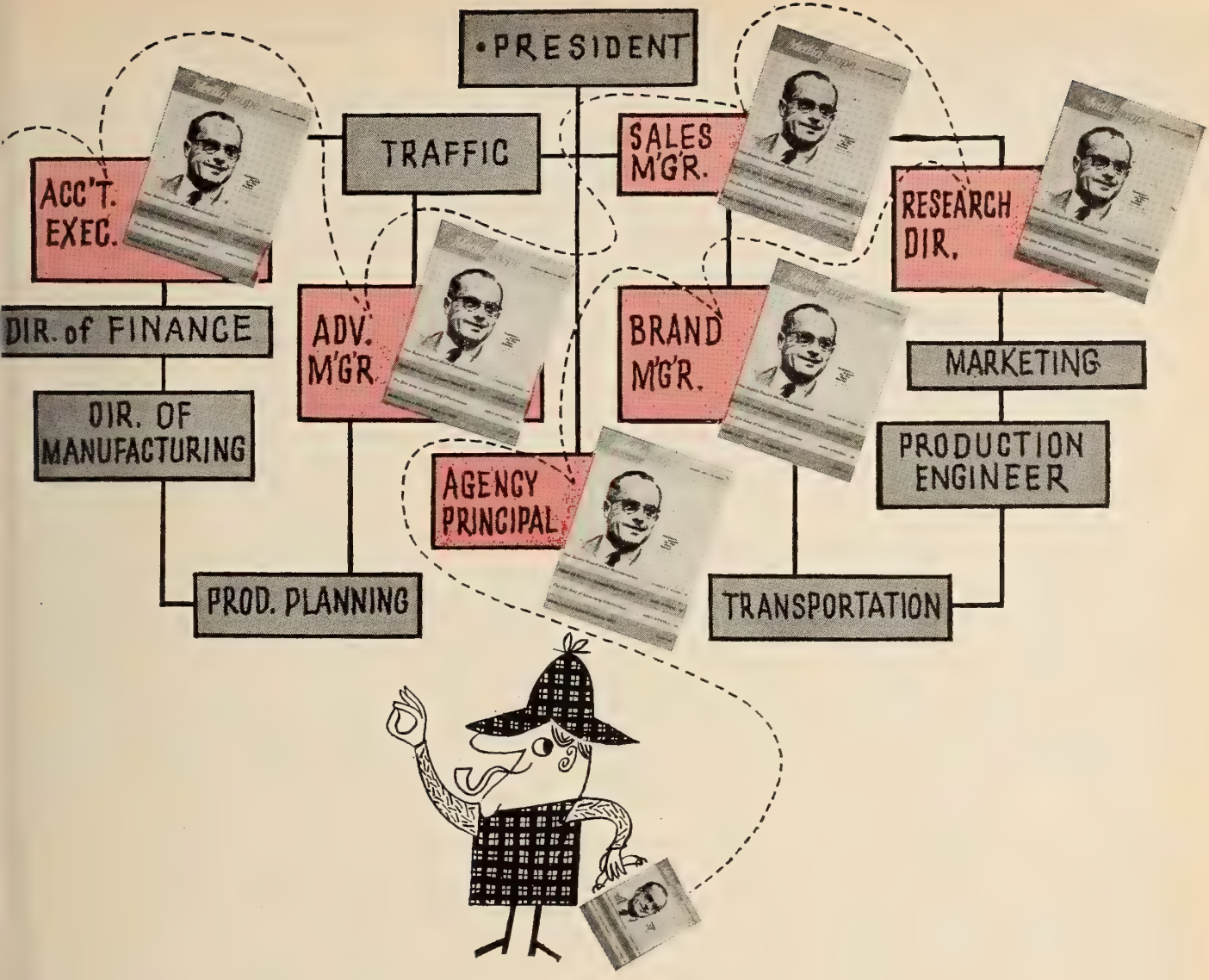
Sen. Thomas Dodd (D-Conn.), chairman of the Juvenile Delinquency Subcommittee, addressed the convention and, it is speculated, had a hand in drafting the resolution. It contained the assertion, first made in the statement with which he opened his subcommittee inquiry, that tv crime shows in prime time had tripled since 1954.



Committee Chairman Dodd

Before flying out to San Francisco, Sen. Dodd taped an interview on CBS Radio's *Capitol Cloakroom*, during which he warned he would press for federal regulation of the networks unless they demonstrated a willingness to reduce the number of crime and violence shows they carry. He set a six-month deadline for the networks to "clean up their own house."

Additional criticism of tv crime shows was heard last week from Washington, D. C. Police Chief Robert V. Murray, in closed-door testimony released by the House Subcommittee on District Appropriations. "A steady [tv] diet of crime and violence, rape and murder . . . is bound to have an effect" on youngsters, Chief Murray said. He added that crime shows often provide juveniles "with a blueprint for crime." He said "many" youngsters "followed out exactly what they had seen on television in the commission of crimes."



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He learned his lesson—the hard way

The record has been closed in what may be a benchmark case testing the FCC's policy of holding license renewal hearings in the community served by the station—the hearing in Kingstree, S. C., last month on WDKD. (BROADCASTING, June 5, 12).

The deadline for proposed findings set for this week has been extended by Hearing Examiner Thomas H. Donahue to July 27.

Of the many interesting aspects of the case, one enigma remains—the personality of Charlie Walker, the WDKD disc jockey, whose allegedly off-color remarks triggered the whole investigation.

Like Harvey and Rebecca, title characters in plays in which they never actually appear, Charlie Walker, central figure in the WDKD drama, never took the stand or visited the hearing room. Mr. Walker's attorney (and brother-in-law), LaNue Sam Floyd, was present throughout the proceeding. He said, "We didn't see how it could do Charlie any good for him to testify."

Witnesses mostly agreed on the character of Mr. Walker. All attested to his appeal and agreed he had a very large following. They said he would give freely of his own time to worthy causes and was a phenomenal fund raiser. But most said he lacked taste and restraint.

The pastor of a Methodist church in Kingstree testified: "Charlie Walker was a likeable fellow but it seems that when he got to the microphone, he just lost his head. He did a lot of good and he certainly had a big following. He could bring tears to your eyes when he talked about mothers. But the tragedy was that even in that he would inject something suggestive."

Charlie Walker is not in broadcasting at the present. He has a job driving trucks in a city many miles from Kingstree. He told BROADCASTING, "I've got no halo around my head . . . I guess where there's smoke, there's fire . . . I've made mistakes and errors in judgment. But the American way is to give people a second chance. I've got radio in my blood and I'd like to get back to it. If sometime in the future some broadcaster would give me that second chance, I know he wouldn't regret it."

Mr. Walker admitted he was bitter about the station which submitted tapes of his program to the FCC. He said that the Lake City, S. C., station (15 miles from Kingstree) had either imitated him or condemned him since it first went on the air. "They said they did a righteous thing; I say it was selfish," Charlie remarked, "Their attitude was 'Let's get rid of Charlie Walker and sing hymns all the way to the bank.' "

He told of meeting FCC attorney Donald Rushford in Kingstree during the weekend recess of the hearing at a barber shop. "I had a lot of steam and hard feeling built up inside me about all this and my temper got the best of me," he explained when asked of reports that he had "told off" the attorney. "Afterwards I apologized and talked with him a little," he said. He claimed that neither the FCC nor WDKD seemed to care to have him testify. (FCC attorney Pat Valicenti said he had wanted Mr. Walker to testify but couldn't contact him

official charged with the duty of deciding contested issues upon an open record in accord with the basic principles of our jurisdiction eat at the very heart of our system of government—due process, fair play, open proceedings, unbiased, uninfluenced decision. He who engages in such efforts in a contest before an administrative agency is fortunate if he loses no more than the matter involved in that proceeding.

"We do not have here an ordinary case of 'unclean hands,' in which counterbalancing considerations of public interest in the service involved might justify awards despite misbehavior. This case concerns corrupt tampering with the adjudicatory process itself. No public interest in service or capacity for service is paramount to the public interest in the integrity of the adjudicatory processes of government, the commission concluded. The order proposed to be adopted by the commission is well within its authority . . ."

Charges of behind-the-scenes contacts in the Miami ch. 10 case, as well as in half-dozen other tv cases, were initially made three years ago during the highly publicized hearings of the special House Legislative Oversight Committee. During these hearings, FCC Commissioner Richard A. Mack resigned after his name was linked with that of his long-time friend, Thurman A. Whiteside, a Miami attorney, who, it was alleged, was acting for National Airlines.

Both were tried on criminal conspiracy charges. The first trial resulted in a hung jury; the second ended in an acquittal for Mr. Whiteside. Mr. Mack was too ill to stand trial. Mr. Whiteside was found dead of self-inflicted gunshot wounds last May.

First of Half-Dozen ▪ The Miami ch. 10 case was the first of a number of tv cases which involved charges that attempts were made to influence FCC commissioners.

The FCC is reconsidering the Boston ch. 5 case, after having been sustained by the courts in ordering the *Boston Herald-Traveler* grant to be vacated—although not absolutely disqualifying any of the original applicants from being considered in the new proceedings.

It has ordered a review of the move of ch. 2 from Springfield, Ill., to St. Louis, because of the role played by principals of KTVI (TV) St. Louis, now operating on ch. 2.

Several months ago, the commission instructed its staff to draft a decision which would revoke the grant of Miami ch. 7 to Biscayne Television Corp. (WCKT [TV]) and disqualify not only Biscayne but also two other applicants. The commission has not acted on the Miami ch. 7 instructions yet; presumably it was awaiting the appeals court decision in the Miami ch. 10 case, particularly as it would relate to the form in which the final order should be issued.

Other *ex parte* tv cases under investigation include Jacksonville, Fla., ch. 12; Orlando, Fla., ch. 9, and St. Louis ch. 11.

KERO-TV switch delay turned down by FCC

Splitting 4-3, the FCC last week turned down requests by KERO-TV Bakersfield, Calif., to vacate the agency's order for a hearing to determine how soon the station must shift from ch. 10 to ch. 23 or to change the issues to determine whether KERO-TV must make the shift at all (BROADCASTING, April 24).

The proposed change in channels would make Bakersfield an all-uhf market.

Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross favored granting the station's request.

KERO-TV last week opposed a request by the Broadcast Bureau that the FCC quash a deposition from an engineer on white areas and degradation of service that would be caused by the move. The station said the bureau had submitted engineering data by means of deposition and that KERO-TV should be granted the same privilege.

again). He said he had told the station he could produce "as many people as they wanted" to testify on WDKD's behalf. "I honestly believe that 99.1% of the people in the station's area are on the station's side," he said.

He said there was absolutely no unpleasantness between him and WDKD licensee E. G. Robinson Jr. and called Kingstree residents "the nicest people in the world." Mr. Walker's wife still lives in Kingstree.

Early Fame ▪ Charlie Walker had established himself as a "character" in eastern South Carolina back in 1952. A personality sketch of him appeared in the *Charleston News & Courier* on Aug. 17, 1952. It reported that he had appeared on a nationwide radio-tv show in New York "as one of the country's top disc jockeys . . . chosen because of 'his tremendous listening audience in his area, his good showmanship and his keen knowledge of music' . . ."

The article also told of Charlie's penchant for personal kidding about local people and places. "He has an opinion on everything from the quality of unmentionables to the high cost of living," the newspaper article said.

"His listeners instantly recognize 'Smootch-Me-Quick Crossroads' as Lake City, where there is a Fairview Avenue called that because 'There's always a fair view. Nobody's got shades over there.' More easily recognizable are . . . Andrawers, Salter Do Pot and Agony Alley," the article related. Such nicknames were among those introduced by the FCC in the hearing.

"How Charlie Walker has gotten away with 'murder' in conservative, church-going Williamsburg [County] is still a source of wonder after three years. His remarks are enough to turn the wave lengths red. Perhaps people feel that he is essentially good. His jokes may be off-color but they never sting anyone. His respect for his mother is known among his friends to be remarkable. He puts in many a good lengthy word for worthy causes. He fills up his off-hours with reading and doesn't even own a radio!" This 1952 estimate of Charlie Walker seemed still valid, judging from the testimony which was heard at length in 1961 in the Williamsburg County courthouse.

FCC TO BUCK ON TOWERS

Names Lee, Bartley, Ford to confer with FAA on jurisdiction over tall antenna supports

The FCC has decided to put up a fight for its jurisdiction over radio and tv towers. Last week it named three commissioners to act as a tall-tower committee to do what is necessary to preserve the FCC's authority in this field.

Named to represent the FCC in meeting with the Federal Aviation Agency, were FCC Commissioners Robert T. Bartley, Robert E. Lee and Frederick W. Ford.

The commission acted after hearing a staff report on the FAA's new tower rules, issued last month and effective July 15 (BROADCASTING, June 19).

In the general discussion on the FAA's regulations, it was pointed out that the FAA proceedings to determine whether or not a radio or tv tower is an aeronautical hazard are not subject to the Administrative Procedure Act. It was the consensus of the commissioners and the staff that the FCC has the final authority to grant or deny a broadcast application. The FAA, it was felt, should go to Congress for clarification of the jurisdictional conflict. The FCC, it was felt, cannot turn down an applicant without making its own determination that a tower is an air hazard.

Thirty-Day Rule ▪ The FAA regulations, published in the June 14 *Federal Register,* call for broadcasters to file a request for clearance of all towers 150 ft. above ground at least 30 days before the same broadcaster files an application with the FCC.

The air agency established that any tower more than 500 ft. above ground, or more than 200 ft. above ground in a control zone, constitutes a hazard to air navigation.

The rules provide that the FAA's own Obstruction Evaluation Branch will make a determination whether or not a structure is an air hazard.

Upon the request of an applicant, the FAA administrator may grant a public hearing. This is described as a fact-finding, non-adversary proceeding, with final determination up to the administrator.

In issuing its regulations last month the FAA said it intended to establish antenna farms for metropolitan markets, and would do so subsequently. It said it would coordinate this with the FCC. Towers and other structures in antenna farm areas would be exempt from the hazard criteria in the rules.

Opposition Cited ▪ The greatest danger to broadcasters, according to those who have studied the import of the regulations by FAA, lies in the failure to permit tower applicants to oppose aeronautical objections or staff determinations with all the protection of the Administrative Procedure Act. The so-called public hearing is particularly unfair and unsatisfactory in this respect, it was stated.

The FAA rules state that a "no hazard" determination will be effective for only 18 months. This is wholly inadequate, it was pointed out, since few broadcast hearing cases are completed in this time; even am cases mostly take longer to be acted upon.

The FAA's full-scale move into the radio and tv tower field first became known last September when the agency issued proposed regulations. Broadcast and other interests succeeded in winning the right to a meeting with FAA officials to discuss various elements of the proposed rules. This took place earlier this year. An FCC staff group also met with FAA staffers to attempt some method of ironing out the jurisdictional question.

Few revisions were made in the final rules, basically the FAA adhered to its major premise that it is the agency authoried to be the sole judge of what constitutes an aeronautical hazard.

Although the FAA and its predecessor the Air Coordinating Committee made air hazard studies of radio and tv towers for the last two decades or more, the results of these determinations were only recommendations to the FCC. Where objections were lodged to antenna sites or tower heights, the FCC would make this an issue in a hearing on the application and would make a final determination itself.

WITV (TV) doesn't show for FCC license hearing

The contest for ch. 17 Fort Lauderdale, Fla., was a brief one. The hearing opened July 5 before FCC Examiner Asher H. Ende with WITV (TV) asking renewal of license and the Board of Public Instruction of Dade County seeking assignment of the channel.

Gerico Investment Co., licensee of WITV, did not send legal counsel or other representatives to the hearing, however. A notice sent by registered mail to Gerico was introduced into the record; counsel for the educational group waived proposed findings and Examiner Ende closed the record.

The FCC in its designation of hearing had found the Board of Public Instruction qualified to operate ch. 17.

GOV. MEYNER TAKES SWING AT FCC

Charges N. Y. scheme to take Jersey's only television outlet

The FCC is in collusion with the networks, "so-called educational interests" and New York television stations to perpetrate a wicked scheme designed to rob the state of New Jersey of its only tv station.

This charge was fired by Gov. Robert Meyner of New Jersey last week in response to the FCC's inquiry into how to bring an educational station to New York and Los Angeles. The governor felt the terms in which the inquiry had been couched encouraged the pending sale of WNTA-TV Newark to New York City educational interests (with the three networks and two New York independent stations contributing to the purchase price) (BROADCASTING, July 3).

Gov. Meyner's petition, drawn by the state's attorney general, stated that the FCC "inquiry itself and the inclusion of ch. 13 [WNTA-TV] within it is illegal and without statutory and constitutional justification." He further termed the injuiry "a manifest attempt to deprive New Jersey of its sole vhf station disregarding completely the history and present allocation of that channel."

Referring to the "obviously questionable tactics" of the FCC, the educators and the New York tv licensees, Gov. Meyner said the use of the inquiry instead of separate rulemakings to (1) convert ch. 13 from commercial to educational and (2) shift it from Newark to New York City is a "potential mockery of the commission's duty to protect public interest."

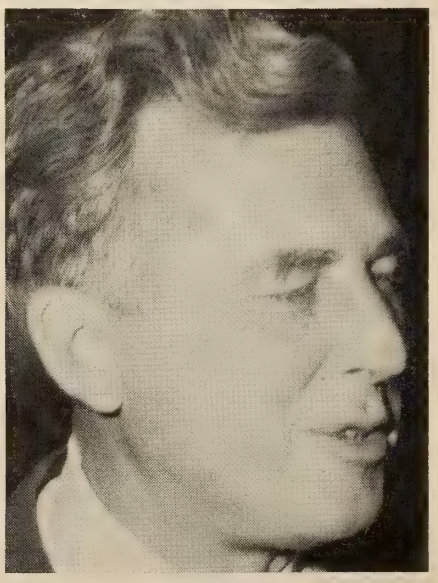
The governor called the proposed sale a "conspiratorial action" by WNTA-TV, the National Educational Television network and five New York stations. He implied that the stations had contributed the money towards the purchase in order to buy off a commercial competitor and ease the pressure brought to bear on them by the FCC inquiry, promoted by NET.

Newark Speaks! ▪ Leo P. Carlin, mayor of Newark, also filed on behalf of the city. Like Gov. Meyner, he submitted 10 brochures on the growth and attractions of the area. His petition to deny the WNTA-TV sale cited the history and industries of Newark and how the channel had been originally granted to serve that community. This it had done by programs of civic interest, presenting local and state officals and forums of interest to New Jerseyites until it was purchased by National Telefilms Assoc. and became essentially New York-oriented, the mayor claimed. Gov. Meyner leveled a similar charge and also showed the raise in time rates charged by the station after it had moved its antenna to the Empire State Bldg. and was allegedly concentrating on New York audiences.

Gov. Meyner told a news conference last week that a New Jersey citizens' group would like to operate ch. 13 as a commercial station, featuring some educational programming and emphasizing service to that state. A Newark newspaper article disclosed the plans Ed Cooperstein, former WNTA-TV producer-director, submitted to Gov. Meyner: in-school and informational programming from 7 a.m. to 3 p.m.; news, women's, civic and community programming from 3-7 p.m. and commercial entertainment programs from 7 p.m. to 1 a.m. Planned for weekends are "New Jersey sports," religious, music, discussion and cultural programming.

More Sanguine Views ▪ Networks and television stations were less upset in their responses to the FCC inquiry.

CBS said that commercial tv serves educational needs to a large extent and cited informational programs broadcast during the past year. The network said this was a "persuasive reason for not taking precipitant action to require compulsory change" to channels reserved solely for education. CBS praised the pending WNTA-TV sale and suggested the FCC wait a reasonable period to see how etv works out in New York before proceeding in Los Angeles. It also suggested the FCC could provide a tv channel between chs. 6 and 7 and that those desiring to view could convert their receivers to pick up the station at a cost of about $25 per set.



Gov. Meyner
Charges "conspiracy"

NBC said such an FCC proposal might have been satisfactory before commercial interests had established stations on the two cities' channels but that it would not be proper to take away channels to give to etv. The network cited the WNTA-TV sale as an example of how an amicable solution to the NY-LA etv problem can be worked out.

WPIX (TV) New York expressed the hope that the commission would approve the WNTA-TV sale and thus render the inquiry moot as far as New York was concerned. It said it would hold suggestions pending FCC action on the sale application.

KTLA (TV) Los Angeles asked the FCC to allow WNTA-TV to serve as a test of the public's acceptance of educational fare in a major market before decreeing changes in Los Angeles. "Continuing public support for the venture is still to be measured," KTLA warned. In the interim, it said, it would be willing to share in a rotation of educational programs with the other commercial stations, as suggested by KCOP (TV) Los Angeles (BROADCASTING, May 16).

Move to halt bank loan charged in FCC case

Charges that an applicant for a Wisconsin am station put unfair pressure on a bank to prevent it from making a loan to a rival applicant will now be aired as a character qualification issue in the hearing for the facility, the FCC has ordered. Commissioners Ford and Hyde dissented on grounds that no evidence backing the charges had been presented.

Beacon Broadcasting System Inc., Grafton-Cedarburg, Wis., claimed that an attorney for rival Suburban Broadcasting Co., Jackson, Wis., had telephoned the state bank commissioner and had led him to believe that he represented the FCC in inquiring into the propriety of a $50,000 loan to Beacon by the Grafton State Bank. When the bank commissioner informed the president of the Grafton Bank he said the loan was being investigated by the FCC, Beacon charges. Samuel Miller, Suburban attorney, has denied that he attempted to make the bank commissioner believe he represented the FCC.

A further charge by Beacon was that Suburban asked Benjamin Grob, an airport owner and substantial depositor in the Grafton bank, to remove his account if the bank lent Beacon the $50,000 and that Mr. Grob actually did shift the main part of his account when the bank went through with the loan.

A loan to Beacon by another bank had been rescinded and Suburban had sought to raise the issue of Beacon's financial qualifications.



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	Homes Delivered		Per Cent of Total	
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Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

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When you make your move in Kalamazoo-Grand Rapids, make it with WKZO-TV! Then *if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

Sources: NCS No. 3, NSI (see box), Television Magazine.

**Austrian Wilhelm Steinitz held the world chess championship for 28 years—the longest ever.*

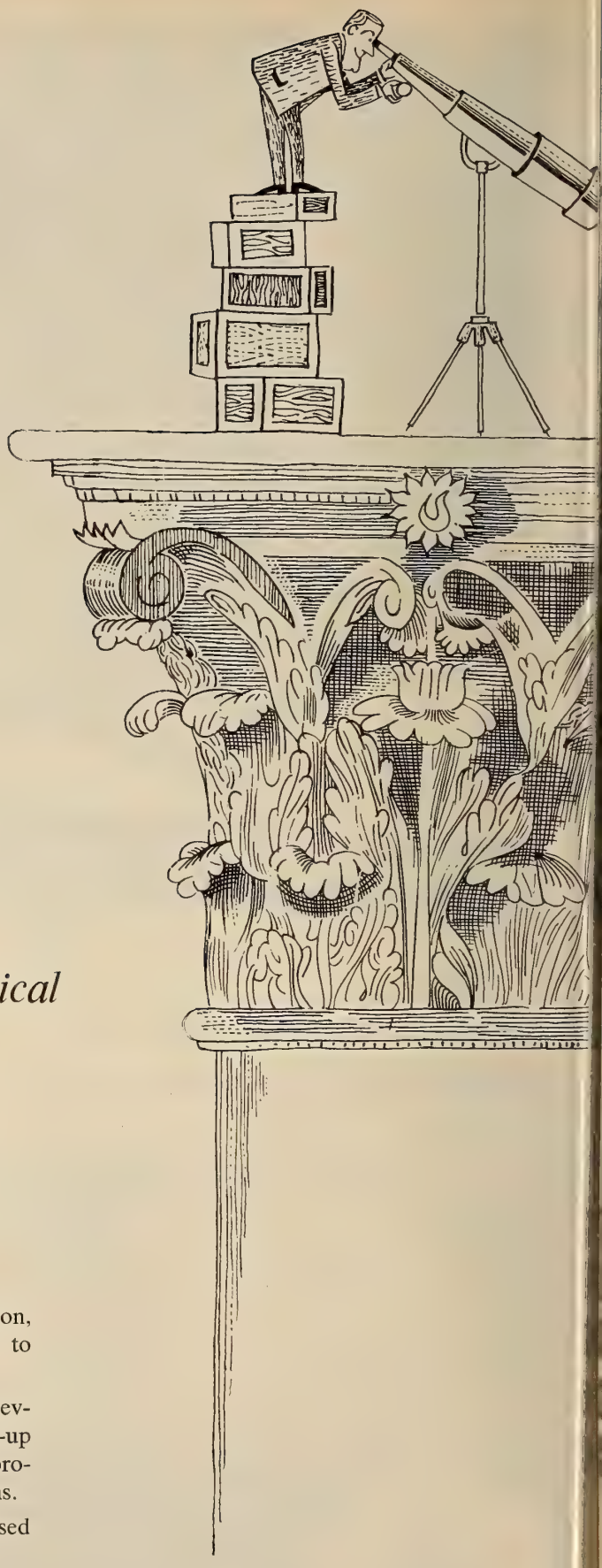
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"People," *a practical man about Madison Avenue once remarked, "watch TV programs, not organizations."*

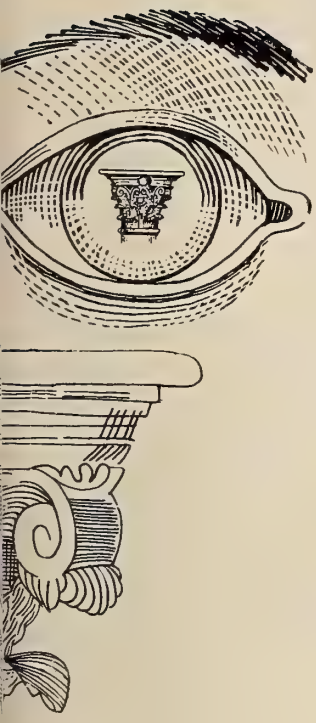
We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations.

Indeed, people watch programs. Well-advised sponsors watch ownership.

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STATIONS

Rough road ahead for Minow's FCC fees?

THAT'S CONSENSUS OF WASHINGTON OPINION ON PLAN

The current proposal of FCC Chairman Newton N. Minow to have broadcasters and others who are regulated by the commission offset the agency's entire costs through fees and stipends against gross revenues (CLOSED CIRCUIT, July 3) is in for rough sledding, several different sources in Washington indicated last week.

Chairman Minow first presented his plan to the commissioners in executive session 10 days ago. It was passed over at that time with brief discussion but is likely to be considered again this week. However, it is given little chance by informed sources for positive action in the near future for several reasons:

▪ The Kennedy administration currently has taken no position although the Bureau of the Budget has told the chairman it plans to issue a directive "very shortly" to supplant a 1959 budget directive under President Eisenhower. That order urged all agencies to "set forth some general policies for developing an equitable and uniform system of charges for certain government services. . . ."

▪ Commissioners are reluctant to take any action looking toward charging fees for their services unless the action is taken "across-the-board" by all government agencies.

▪ The FCC members also are cognizant of the overwhelming opposition against the fee proposal when it was issued for rulemaking once before—in 1954. At that time, the Senate Commerce Committee adopted a resolution telling the commission to take no further action pending action by Congress.

▪ A statement last week by Rep. Oren Harris (D-Ark.) that he is opposed to the FCC moving to charge fees "on its own" without authorization from Congress; that, outside of the commission, support for the charging of such fees is not very strong. Other members of Congress expressed outright surprise that the FCC should even consider such an action.

▪ A realization that the new fee schedule is radically different from the 1954 proposal in that the present schedule would recoup 100% of the commission's congressional appropriations, nearly $12 million, plus $1.3 million real estate value. The older plan would have recouped expenses of processing applications, etc., only.

$6 Million Bill ▪ Under the new plan, broadcasters would foot just under $6 million of the commission's bill—an estimated $5 million of this to come from a levy of .4% on gross revenues of all stations. The balance of the media levy would come from application fees—$600 for new tv stations or transfers; $300 from am and fm applications, with applications for changes in facilities, translators, etc., to be billed $30 each. These levies would be made when an action is taken. No charges would be made against intervenors or for commission-instigated actions, with cost of such activities to be recouped by stipend against gross revenues.

This proposal was deemed "fairer, easier and more practicable" than charging an initial round-figure license cost only, which might run as high as $1,-500 for aural stations—large and small alike. The recovery plan covers direct and indirect costs to the commission, including salaries, operation, depreciation, management, supervisory, administrative and enforcement, among others.

Despite the objections, the Minow plan is not without precedent. The independent offices appropriation act for fiscal 1951 authorized the agencies to charge fees to recoup their costs and 5 U.S. Code, Sec. 140 accomplishes the same purpose.

The Securities & Exchange Commission and the Federal Reserve Board currently charge users fees. Numerous bills have been introduced in past Congresses expressly charging the FCC and other agencies to begin such a practice. Rep. J. Arthur Younger (R-Cal.) introduced a bill (HR 1118) last January which would provide for the assessment of fees by the FCC and five other agencies.

Three firms get FCC printing contracts

Contracts for the reproduction of public documents and FCC hearings have been awarded to three separate Washington firms by the commission. All three contracts became effective on July 1.

Cooper-Trent Inc. received a three-year contract to duplicate and sell any horizontal directional antenna pattern filed with the commission, Form 402 microwave authorizations and other records. The Goetz Co. formerly provided these services to the public.

Seabrooke Printing Co. for the next three years will sell non-government frequency lists giving data about radio stations of different classes, including frequency, power and call letters. Stenographic reports of commission hearings again will be provided by Ward & Paul Inc. at a cost of 24¢ per page for hearings held in Washington. Charges for field hearings and daily copies are higher.

TWO BIG LICENSES ON THE LINE?

FCC points finger at WINS, Crowell-Collier

Allegations of impropriety were aimed at the licensee of one New York radio station and at the prospective buyer of another by the FCC last week.

Letters of inquiry, setting forth possible issues upon which the FCC might require hearings, were sent to WINS New York and to Crowell-Collier Broadcasting Co., which seeks to buy WMGM that city for $11 million. The letter to WINS' licensee, J. Elroy McCaw, in effect, sets in abeyance FCC staff instructions to set the station's license renewal for hearing (BROADCASTING, July 3). Sale of WINS to Storer Broadcasting Co. for $10 million is also pending, but is not touched upon in the FCC's inquiry. The sales contracts for both stations terminate today (July 10) and there is speculation that last week's FCC action might block one or both transactions.

WINS earlier last week requested the before setting a hearing saying that its FCC to send such a letter of inquiry answers might make a hearing unnecessary or at least reduce the number and complexity of the issues. The station promised a prompt reply.

Five commissioners voted to send the letter to WINS with Chairman Newton N. Minow and Commissioner Robert Bartley voting for an immediate hearing order. The double-barrelled thrust of the WINS letter charged the station not only with retaining payola-taking employes but also in sharing their gains. The employes and dates of service at WINS: Mel Leeds (program director, 1957-1960); Alan Freed (disc jockey, 1954-1958); Ronnie Granger (record librarian, 1957-1959). The FCC stated that these employes received payments from record manufacturers and/or distributors for broadcasting certain material and the required announcements of this were not made. Furthermore, line charges and engineer's salaries were paid directly to WINS by a record distributor for some of Alan Freed's programs; WINS billed Mr. Freed for the expense of his remote broadcasting for a sum exceeding his salary.

The FCC said WINS received 10% of the profits of Mr. Freed's promotions which were advertised over the station without making announcement of the stations' interest and that WINS tried to induce Mr. Freed to make arrangements with record companies whereby they would pay the licensee directly for the broadcasting of records. WINS also encouraged Mr. Leeds to make a similar profit-sharing arrangement with record companies, the letter charges. WINS had been informed of Ronnie Granger's payola activities, the FCC said. The agency also claimed that officers of the licensee solicited and accepted "gifts of substantial value" from recorders.

Issues in the possible hearing included whether the licensee had been "grossly negligent" in not curbing payola practices and whether it had made misrepresentations in its reply to FCC payola questionnaires. The FCC had uncovered the above charges through investigation.

Listener Grievances ▪ An FCC spokesman said that the commission did not initiate an investigation of Crowell-Collier stations but received complaints unsolicited from all three cities where they are located (KFWB Los Angeles; KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul).

The FCC offered to make available to C-C on request tapes it possesses of broadcasts containing material "alleged to have been 'vulgar, suggestive or in bad taste'."

A promotion on both KEWB and KFWB warning citizens that an amoeba was loose in the city was characterized by the commission as "alarming announcements" (BROADCASTING, May 2, 1960). The FCC quoted newspaper stories relating the glee shown by a C-C program director when the San Francisco police suggested the station "call off its amoebas." The stations later tied in the amoeba scare with its anti-narcotics campaign, contrasting public concern over amoebas with its indifference to the narcotics menace, but in its letter, the FCC suggests that this step was taken as an afterthought. The FCC also criticized a promotion purporting to be announcements from outer space.

The commission invited C-C to submit affidavits from program directors telling if the news stories quoted "correctly characterized their statements to the press and the public reaction to the announcements" and documentation of the connection between the amoeba annoucements and the anti-narcotics drive.

Four commissioners voted for sending C-C the letter of inquiry with Commissioners Robert E. Lee, T. A. M. Craven and John S. Cross voting to approve the sale. Chairman Minow stated that he would have preferred not to participate because his law firm once represented Loews Inc., WMGM licensee, but said he wanted to break the tie.

"It should also be noted for the record that I had no contact with the case and did not know of its existence while I was in the firm," Mr. Minow stated.

Both recipients of the FCC inquiries have 30 days to reply.

What does LEE RICH say about BROADCASTING YEARBOOK?*



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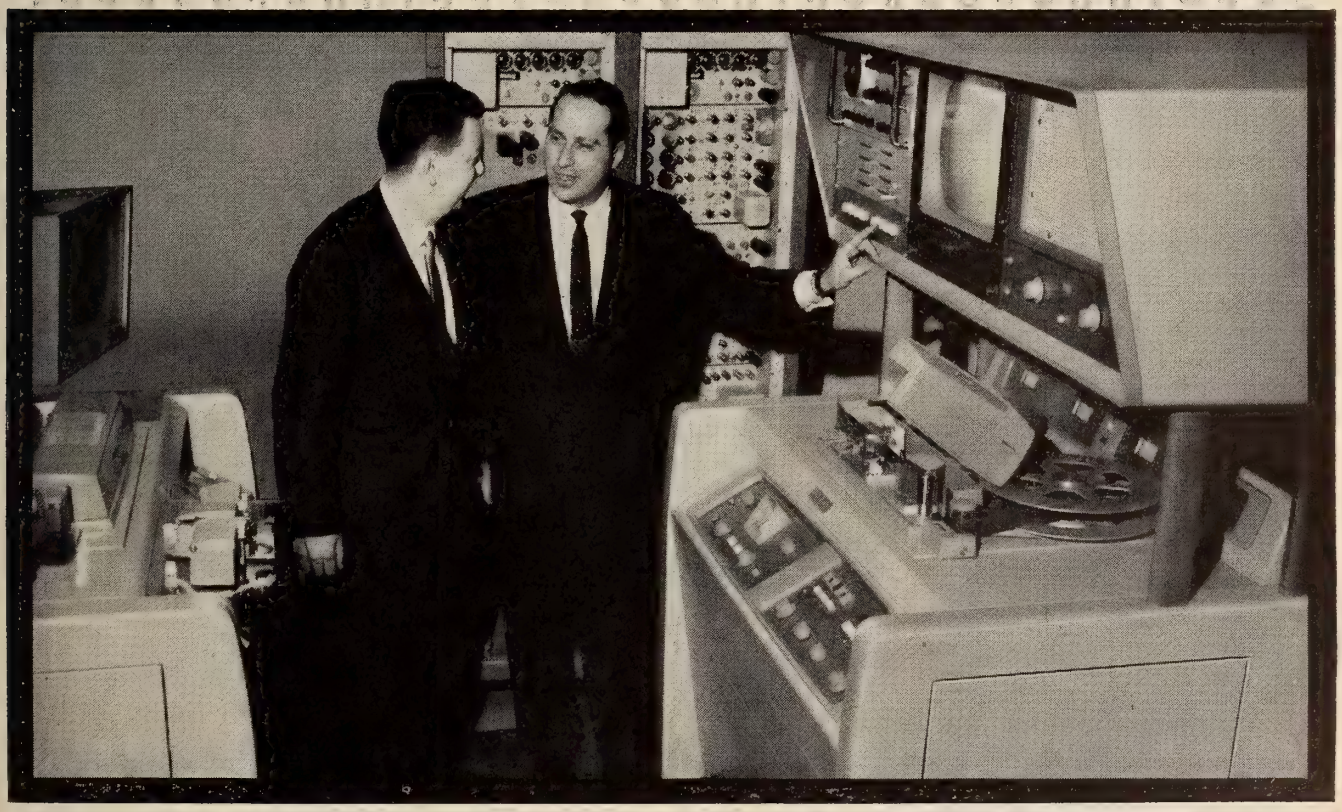
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* Senior V.P. in Charge of Media & Programming Benton & Bowles New York

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MORE THAN NUMBERS



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J. S. "Dody" Sinclair, President and General Manager of WJAR-TV, highlights Providence market leadership as he pushes the button on one of the station's two new Ampex VR 1000C Intersync videotape recorders. Jack Flynn, Ampex Eastern Sales Manager, looks on. Generally, the better the equipment, the better the station. Better stations in better markets get more business, can afford the best, most, first. And WJAR-TV is as well equipped as any *Must Buy* station in any *Must Buy* market.

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SITUATION 'FUZZY'

Soviet radio-tv tour postponed at last minute

NAB officials have learned something the State Dept. has known for a long time—dealing with the Soviet Union can be a frustrating experience, even on relatively minor matters. The officials' education on this aspect of East-West affairs was provided by NAB's participation in a U.S.-U.S.S.R. cultural-exchange program.

Several months ago the association agreed to a State Dept. request that it serve as host for a five-man team of Russian broadcasting-industry representatives who were to visit the U.S. for three weeks this summer. A U.S. team, according to the proposed exchange, was scheduled to leave for a three-week tour of the Soviet Union late in August. NAB President LeRoy Collins was to head the U.S. delegation if he could fit the trip into his schedule.

So far, so good. But as the tentative date of the Russians' arrival in New York—July 6— drew near, there was no confirmation from the Soviet embassy that the team would arrive as scheduled, or who would be on it. State Dept. officials, who had visas to issue, and NAB officials, who had tour plans to make, became edgy. Finally, last month, only a few days before a State Dept.-set deadline, the Soviets announced their team would arrive on schedule.

NAB, therefore, went ahead making final arrangements for the seven-city tour on which the Russians would be conducted. Plans were made for visits to the Midwest Program on Airborne Television Instruction, at Purdue U.; WTVJ (TV) Miami; WRC-AM-FM-TV Washington, D. C.; WFIL-AM-FM-TV Philadelphia; WGN-AM-TV Chicago; the National Educational Television & Radio Center, in Ann Arbor, Mich.; and the networks in New York. Dan Shields, assistant to NAB's vice president for television, and two U. S. Information Agency interpreters were assigned to accompany the Russians.

Then, after all arrangements had been completed, the Soviet Embassy announced the Russian delegation's trip was off, at least "for a couple of months." Vacation schedules and reassignment of some of the members to other positions were the reasons given.

In relaying this information last week, a State Dept. official said "it's hoped" the U.S. delegation will make its tour as planned. Scheduled to go are Robert Saudek, president of Robert Saudek Assoc.; John White, president of NETRC; and Henry Loomis, head of U.S.I.A.'s Voice of America. Their tentative itinerary includes radio and television stations in Moscow, Leningrad, Kiev, Tashkent, and Baku.

But, said the State Dept. official, "we're still waiting to hear whether the Soviets will accept our delegation on schedule."

"The situation," he said, "is fuzzy."

Fourth brings breather on FCC legislation

The Fourth of July holiday slowed down congressional activity on FCC reorganization last week (BROADCASTING, July 3). But business is expected to pick up this week.

The Senate Commerce Committee was to have considered the reorganization bill (S-2034) introduced by Sen. John O. Pastore (D-R.I.), but Chairman Warren G. Magnuson was unable to gather a quorum. Committee approval of the bill is now expected within the next two weeks.

The House Commerce Committee has already approved the reorganization measure (HR-7856) introduced by its chairman, Rep. Oren Harris (D-Ark). The bill's next stop—after a committee report, now in preparation by the staff, is approved—is the Rules Committee, which directs the flow of legislation to the House.

The Senate and House measures are

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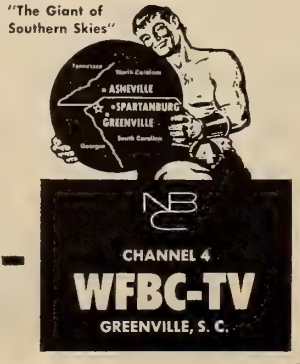
This locally-produced show is live throughout, and has as M.C. Bob Poole, best-known broadcast personality in the western Carolinas. It features many of the most-liked gospel singing quartets in the Southeast. From 8:00 to 9:30 A.M. on Sundays, WFBC-TV delivers the largest adult audience in the U.S.†

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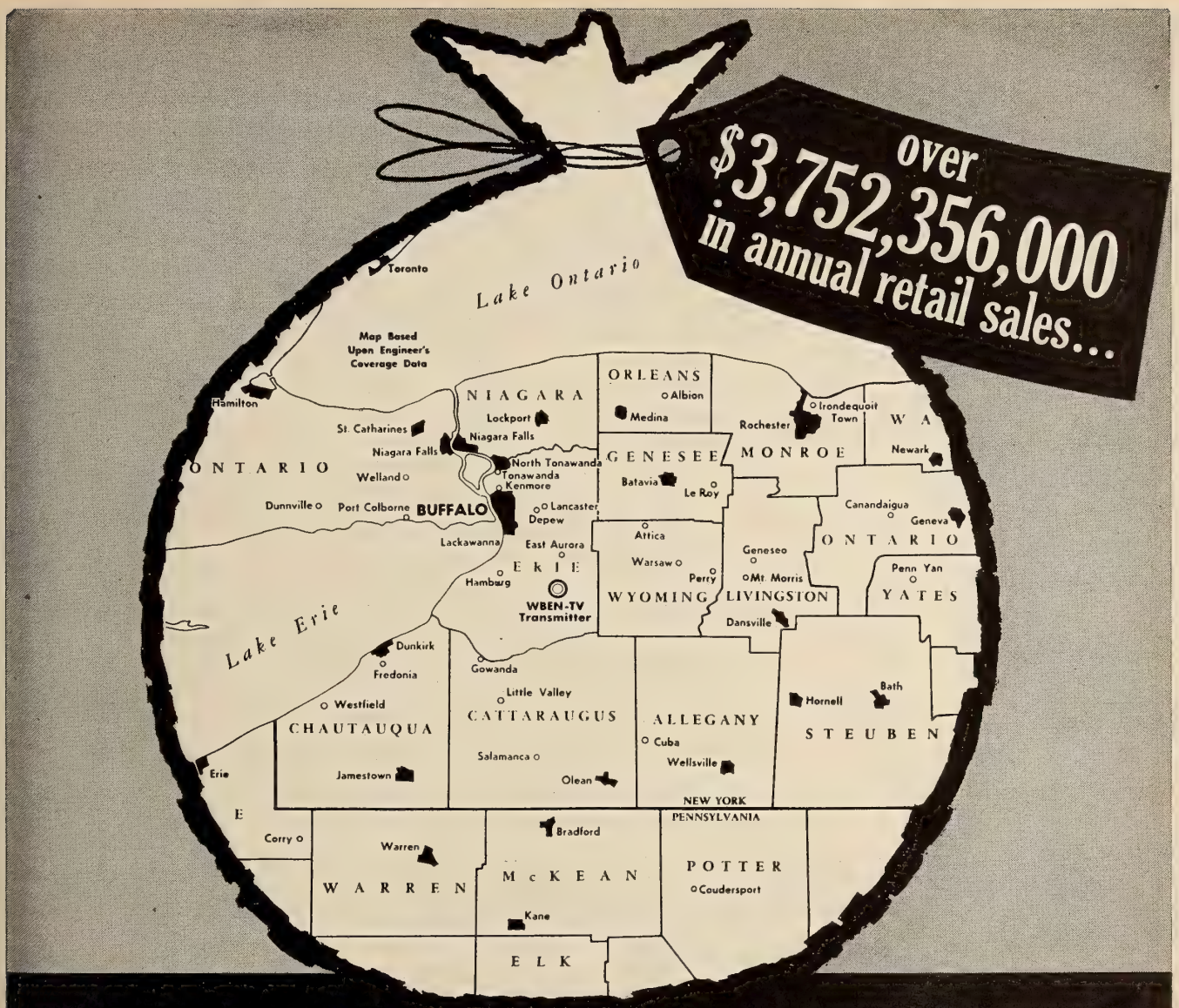
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It's the most powerful selling medium in sight and sound generated by an audience loyalty that has been built through quality programming and dedicated public-service telecasting since 1948.

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No other medium can cover as much selling territory for your product as quickly, as completely, and as economically in this rich, vital market — second largest in the nation's richest state.

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The Buffalo Evening News Station

CH. 4

CBS in Buffalo

practically identical. Both permit the FCC to delegate its functions and to exercise discretion in granting commission-level review.

Minow has a fan in former FCC staffer

FCC Chairman Newton N. Minow has received a pat on the back from an old fighter for better broadcast programming—Dallas W. Smythe. Prof. Smythe, one-time member of the FCC staff and considered largely responsible for the 1946 *Blue Book*, is now professor of communications at the U. of Illinois.

Mr. Smythe referred to Mr. Minow's current campaign on programming as a hopeful sign. ". . . With a courageous chairman, the FCC seems to be about to use its legally delegated power to protect the public interest in the use of tv and radio channels," he told an audience at the U. of Maryland June 29. He called on his listeners to support the FCC chairman, warning that until Mr. Minow's words are implemented success cannot be certain.

The mass media are not living up to their responsibilities in the nuclear age. This is the theme sounded by Mr. Smythe in his lecture. Radio-tv, newspapers and magazines are not fully communicating the facts of international life to the American people, he stressed.

Tv presents so-called popular art in the prime evening hours, while the seemingly esoteric art forms are offered only on Sunday mornings or afternoons. Mr. Smythe declared. Under the slogan of giving the people what they want, popular tv's production standards are low, he stated. He stressed that psychologists have demonstrated that tastes are cultivated and that if the radio or tv audience is given novel materials to watch for a long enough time, it will learn to enjoy them.

PLENARY SESSION

Administrative Conference committees named

The Administrative Conference of the U. S. held its first "plenary" meeting in Washington last month with Attorney General Robert Kennedy addressing the opening session. The 86-member conference was established in April by executive order of the President to assist in the improvement of administrative procedures in regulatory agencies.

Judge E. Barrett Prettyman of the U. S. Court of Appeals is chairman of the conference. FCC General Counsel Max Paglin is vice chairman and Webster Maxon, Dept. of Justice attorney in charge of the Office of Practices & Procedures, is executive secretary.

At the meeting, the conference adopted by-laws and approved nine standing committees as recommended by the 11-man council. The conference is under a mandate from the President to submit its final report by Dec. 30, 1962. Its members are from the agencies, private attorneys and college professors. Six members of Congress have also been appointed to the conference with floor privileges only.

The nine standing committees, with chairmen following, approved last month: (1) Committee on Personnel, Emmette S. Redford of the U. of Texas; (2) Committee on Internal Organization & Procedure, Robert W. Ginnane, general counsel, Interstate Commerce Commission; (3) Committee on Rulemaking, David Ferber, assistant general counsel of the Securities & Exchange Commission; (4) Committee on Licensing, Commissioner Whitney Gillilland of the Civil Aeronautics Board; (5) Committee on Compliance & Enforcement Proceedings, FCC Commissioner Rosel H. Hyde; (6) Committee on Claims Adjudication, Cyrus R. Vance of the Dept. of Defense; (7) Committee on Statistics & Reports, Charles W. Bucy of the Dept. of Agriculture; (8) Committee on Information & Education, James Henderson of the Federal Trade Commission, and (9) Committee on Judicial Review, Washington attorney Ashley Sellers.

The next meeting of the full conference was scheduled for Dec. 5 with the council to meet again Sept. 18. Members of the council, who were appointed by the President, are assigned to the various committees as liaison with the council.

A conference request for appropriations for fiscal 1962 has been submitted to the Budget Bureau which has not, as yet, taken any action.

Broadcasters face hike in press service rates

Broadcasters' press service costs would be hiked under an initial FCC decision granting AT&T and Western Union rate increases for leased-line telegraph services.

The proposed action, announced last week, would authorize AT&T to raise its annual revenue by $2.7 million and Western Union, by $750,000. The FCC will issue its final ruling in the case sometime after Sept. 15.

In issuing its initial decision, the commission tentatively rejected a petition from NAB, UPI and the American Newspaper Publishers Assn. that leased-line telegraph rates be reduced to 1958 levels.

They maintained that AT&T had



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(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

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THAT WCKY SURE sews up CINCINNATI!



Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: ". . . in the Cincinnati market, WCKY is our best sales tool . . . never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up. If WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS–CINCINNATI

failed to justify the need for a rate increase and asked that special reduced rate classification for press users be reestablished. Special press rates were in effect from 1916 to 1943.

The commission asked the two companies to submit proposed tariffs implementing the initial decision by Aug. 15. Interested parties have until Sept. 15 to comment on the proposals.

SEC's whoa bring woes to documentaries firm

Broadcast International Inc., a New York company which supplies public relations "documentaries" to domestic and foreign tv stations (BROADCASTING, April 10, Feb. 13), is in trouble with the Securities & Exchange Commission.

The agency last week suspended an offering of 60,000 shares of common stock at $5 per share on grounds the company's prospectus is false and misleading. The SEC said BI's financial statements were not prepared "in accordance with proper accounting principles" (the company showed some $31,000 net profit for 1960). SEC also said the customers listed as active accounts are no longer dealing with the company; that BI overstated the number of programs which could be produced with the proceeds of the stock issue. The commission also branded as false the company's contention that it "represented" 150 broadcast stations.

The prospectus also failed to disclose a significant financial transaction by a person who holds controlling stock and falsely named as an officer a person who is not, the SEC charged.

L. Nicholas Dahlman is president and founder of the company, according to its prospectus. He owns the 120,000 shares outstanding other than the 60,000 shares in the suspended offering.

Broadcast International is entitled to request a hearing on whether the SEC suspension should be vacated or made permanent.

Proposed findings in Orlando ch. 9 case

FCC GENERAL COUNSEL WANTS GRANT MADE INVALID

"There is no doubt" that the FCC must declare invalid its grant of ch. 9 Orlando, Fla., to Mid-Florida Tv Corp. (WLOF-TV), the commission's general counsel said last week.

Moreover, Mid-Florida should be "absolutely disqualified" from any further consideration for the tv permit, the FCC counsel stated in proposed findings submitted to Chief Hearing Examiner James D. Cunningham in the *ex parte* rehearing.

Mid-Florida countered that there is "not a scintilla of evidence" that any of its principals knew of admitted *ex parte* contacts by Orlando attorney William Dial with former FCC Commissioner Richard A. Mack. There is no reason for setting aside the June 1957 grant or for holding any further proceedings in the case, Mid-Florida maintained.

WORZ Orlando, competing applicant for ch. 9, supported the views of the general counsel's office and said the "conclusion is inescapable" that the grant is void and that WLOF-TV should be disqualified. The general counsel further said that there is no *ex parte* taint against WORZ and that that applicant is qualified to receive the grant.

A rehearing of the Orlando *ex parte* charges, first aired by the House Legislative Oversight Subcommittee in May 1958, was heard by Mr. Cunningham six weeks ago (BROADCASTING, May 29). Most of the testimony dealt with Mr. Dial's approaches to Mr. Mack, his (Dial's) employment by Mid-Florida on state matters and whether the winning applicant had advance knowledge of the commission action.

The FCC counsel charged that Mid-Florida "directly or indirectly" secured or aided in Mr. Dial's "improper" actions. John Kluge and Joseph Brechner, WLOF-TV principals, displayed a lack of candor in their testimony and "we submit that there is an overwhelming inference of culpability on the part of Mid-Florida . . ." in having knowledge of the Dial activities, the FCC said. "The Mid-Florida explanation is not only transparent but . . . is refuted by . . . the testimony of its principals."

Messrs. Kluge and Brechner's "certainty of recollection" in denying that they knew of or requested Mr. Dial to contact Mr. Mack "is in sharp contrast to the vagueness and even evasiveness in responding to questions on matters which were already the subject of documentary evidence or testimony," the FCC charged. Also, the findings continued, the denial of Donn Colee, former WLOF-TV vice president-general manager, that he had any advance knowledge of the grant were "wholly discredited."

The brief said that Commissioner Mack should have disqualified himself from voting in the case and that the ex parte contacts alone are sufficient to void the grant and disqualify Mid-Florida.

Not Impeached ▪ WLOF-TV said that Mr. Dial's creditability as a witness was never impeached and that no motive was suggested, let alone established, for Mr. Dial to do anything but tell the truth. He denied ever telling Messrs. Kluge or Brechner that he was a longtime friend of then Commissioner Mack or that he had contacted the commissioner about the ch. 9 case. Likewise, the Mid-Florida principals denied any knowledge of the circumstances.

Mid-Florida emphatically denied that Mr. Dial was ever asked to contact Mr. Mack or to do anything concerning the case before the FCC. The first indication Messrs. Kluge and Brechner had of the Mack-Dial relationship was at the time it was made public on the Hill, the station findings said.

"We find it impossible to believe if Dial was to see Mack with the knowledge or consent of Mid-Florida, that he would not later have reported that he (Dial) saw him (Mack)," WLOF-TV said in pointing out that no such report of the meetings was made. It also was argued that Mr. Dial never told the commissioner that WORZ should not get the grant or that the Orlando attorney ever recommended Mid-Florida.

Also, it was argued, there is no evidence that Commissioner Mack ever did anything about the recommendations of Mr. Dial (principally that the FCC should investigate William Mur-

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Also

9 out of 10* of Rochester's Top Favorite Shows Are Carried Over "10"

* Nielsen Rochester Survey; April, 1961

And

BOTH Surveys Give Us TOP Over-All Evening Ratings**

** Nielsen, April; ARB, March, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

rell Sr., Florida lawyer and husband and father of principal owners of WORZ who was under cloud of state bar). Therefore, WLOF-TV said, WORZ's case had not been prejudiced and there was no need to consider the case any further.

Mid-Florida further said that Mr. Colee's testimony had not been impeached and that the actions of William Murrell Jr. "promptly destroys much of his testimony."

WORZ found that it is impossible to determine "just who may have been the inventive genius—the mastermind—but it is clear that Dial . . . was the person upon whom Mid-Florida principals depended when critical situations arose."

Tripp sentence deferred

Sentencing of disk jockey Peter C. Tripp, scheduled for June 30, was put off until July 25 so New York County Special Sessions Justice Edward F. Breslin may have more time to study probation reports. Mr. Tripp was found guilty last May of 35 counts of commercial bribery while he was employed by WMGM New York. He faces maximum sentence of one year and $500 fine on each count for total 35 years and $17,500 in fines. At same time life of fourth grand jury of July 1960 (New York County) investigating perjury in connection with tv quiz shows which was to end June 30, was extended to Dec. 29, 1961.

Delayed ch. 6 grant cleared for New Bedford

Clearing the roadblocks, the FCC last week granted ch. 6 New Bedford, Mass., to E. Anthony & Sons, publisher of the New Bedford *Standard Times* and the Hyannis (Mass.) *Cape Cod Standard-Times*. Earlier a hearing examiner approved an agreement under which competing applicants Eastern States Broadcasting Corp. and New England Television Co. withdrew their applications in exchange for shares in the operation of ch. 6.

The commisison also last week terminated rulemaking looking toward reassigning ch. 6 to Providence, R. I., and accepted the Anthony position that it could provide an acceptable signal to the Providence metropolitan area as well as New Bedford and southern Massachusetts. The agency said that this procedure would provide an earlier additional vhf service to the area than would be possible through a shift of the allocation to Providence—a proposal which faced serious mileage separation problems.

At the same time, the FCC announced plans to institute a new rulemaking shortly looking toward making Hartford, Conn., all uhf by deleting ch. 3 (WTIC-TV). This has been proposed by Springfield Tv Broadcasting Corp. (WWLP [TV] Springfield, Mass.).

PROGRAMMING

Where all that money's going

COST BREAKDOWNS FOR ONE OF TV'S MOST-EXPENSIVE PROGRAMS

The Talent Assoc.-Paramount Ltd. two-hour production of *The Power and the Glory*, scheduled for CBS-TV next season, is probably the most expensive program ever created for television. Originally budgeted, exclusive of time, at $560,000, it has already cost $700,000, and last-minute editing charges are expected to increase production expenditures to a total $725,000.

The Dale Wasserman dramatic adaptation of Graham Greene's novel, also is the first tv program to be taped and filmed simultaneously for both tv and feature-film showing. TA-Paramount hopes to release the 35mm film version of it in European movie houses early next year, and subsequently in American theatres if necessary to recoup its financial outlay.



A camera crew moves in to film and tape a scene from 'The Power and the Glory.' In the background is a replica of a Mexican rural church, one of the 40 sets that was used in the production.

The play was shot at NBC's Brooklyn studios in eight frantic days—last May 30-June 7—during which time the cast spent a grueling 130 out of a possible 192 hours on camera. Counting two hours daily for makeup and adding an average two hours a day more for traveling (mostly by rented Cadillacs), a scant 30 hours remained for sleeping.

Reason for the haste, as well as for a good many other factors, was the presence in the cast of one of the world's foremost actors, Sir Laurence Olivier. The English star was due to return home by the middle of June and the production was speeded-up to accommodate him.

$100,000 Star ▪ Also in the cast are some of the finest Broadway and Hollywood talents available. They include Julie Harris, George C. Scott, Roddy McDowell, Keenan Wynn, Mildred Dunnock, Thomas Gomez, Fritz Weaver, Martin Gabel and Patty Duke. All of these high-priced personalities accepted less than their usual performing rates in order to work with Mr. Olivier. Total cast cost for the production was $175,000, with Mr. Olivier receiving $100,000 of that amount, and the rest of the cast dividing the remaining $75,000 between them.

Shooting the play on 35mm film as well as taping added considerably to

costs, and presented problems not common to productions which are targeted only for tv. Because *The Power and the Glory* also will be seen as a feature film, more lighting and larger sets were needed. Actually the entire production was shot with an emphasis on film techniques. (It is in monochrome, and color would have boosted costs still more).

The play used 40 sets compared to an average 8 sets used by an ordinary tv production, and the 20 sets used by even the biggest tv shows. Burr Smith designed them and they were executed by Allied Scenic Assoc., Brooklyn, in a near-record 12 days. The sets reportedly are the most elaborate and expensive ones ever devised for a tv program, and compare favorably with the best Hollywood has offered in the past. They include a replica of an entire Mexican village laid out end-to-end, a section of a rural church, a dentist's office, a section of jungle, and a prototype of a mountain range.

To make the jungle authentic, TA-Paramount imported $15,000 worth of tropical foliage, which included live banana trees, from Florida. The mountain range was built out of styrofoam —a special Burr Smith formula that Mr. Olivier took back to England with him for use in his own productions. Styrofoam is said to be an extremely light substance that can hold considerable weight. Also included in the staging was a small army of live domestic animals consisting of 10 burros, 6 horses, 15 chickens, dozens of mangy-looking dogs, and some 20 pigs.

Expensive Sets ▪ TA-Paramount paid $160,000 for the studio facilities and for set changes. The production company paid an additional $120,000 for sets. This is an astonishing figure considering that the sets for the sumptuous Broadway production of "My Fair Lady" only cost about $88,000, and sets for one of the most expensive stage productions of all time, "Camelot," were approximately $125,000.



Actor George C. Scott rides through a minature jungle created for CBS-TV's 'The Power and the Glory.' The tropical foliage was transplanted from Florida at a cost of $15,000 for the expensive production

Renee Valente, TA-Paramount's production manager estimates above-the-line costs for the show at $436,500, and under-the-line costs at $288,500. She defines above-line as including expenditures for cast, costumes, director, writers, writers pension, costume designers, wardrobe handlers, set designers, assistant director, production assistants, rights, music, composer, insurance, AFTRA pension and welfare. Included in Miss Valente's estimate for under-the-line costs are sets, studio facilities, editing, mimeographing, rehearsal costs, cast meals (which amounted to a high $2,000), makeup, payroll personnel, taxes, publicity and staff expenses.

According to Miss Valente, TA-Paramount supplied "every penny" of the production. CBS-TV will be involved only in the time sale to a sponsor, which she estimates will cost about $200,000 to $250,000. She says the program will be sponsored by a single advertiser and is set for a Nov. 26, 9-11 p.m., telecast.

Miss Valente points out that RKO

'Macbeth' similar in production set-up

Last year's highly-praised and expensive production of "Macbeth," which was sponsored by Hallmark Cards on NBC-TV, had a similar, but not the same production set-up as *The Power and the Glory*.

According to George Schaefer, producer-director of the show, "Macbeth" was shot with movie cameras as a technicolor film and shown on tv in film form. It was shot in seven weeks, five of them in MGM's Elstree Studios in London and two weeks on location in Scotland. Film techniques were used almost exclusively. Mr. Schaefer says it was scored, edited, lighted and directed strictly as a motion-picture film.

The production initially was estimated to cost $750,000 with Hallmark putting up $350,000 of that amount. Its actual cost, however, was considerably under that figure. Mr. Schaefer and the two stars of the play, Maurice Evans and Judith Anderson, worked on "deferred payments," which are contingent on box-office returns from the theatrical showings of the production. Thus, they have not been fully paid.

Mr. Schaefer explains that "Macbeth" has just been released for theatrical distribution by British Lion Films. It already has been shown in Edinburgh and Glasgow, Scotland, and in London. He estimates that it will take at least two years before the production's success as a theatrical endeavor can be determined.



Your car, madame . . .



But *where* is the car?
Here we are floating . . .



Magic, you say? Yes!
Camera and film magic!

FILM does the unusual!

A writer is in deep thought . . .

"M-m-m—magic ride. How can we do that? A flying carpet? M-m-m—could be? But can't we do better?"

The writer drops back into deep thought. Suddenly . . .

"I've got it! Magic ride! Young couple—riding through the country. No car—just floating. Magic! That's what we want!"

Grand idea. But how to do it?

* * *

Film was the answer—film with all its versatility—its adaptability. Film with a special prism camera—plus time, patience, skill.

Result: a TV commercial to rave about—unusual in every way—beauty—impact—memory value.

But that's film for you! Film does the unusual—gives you the commercials you want—*and when!*

What's more, film, and film alone, gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
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Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Films for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Chevrolet Motor Division
AGENCY:
Campbell-Ewald Co., Inc.
PRODUCER:
Rene Oulmann—Arco Film Productions, Inc.

Radio Pictures Corp., owner of movie and tv rights to the play (the film compan produced a movie version in 1947 under the title "The Fugitive") was paid $13,750, and National Telefilm Assoc., who produced *The Power and the Glory* on its *Play of the Week* tv show in October 1959, was given $7,000. (Another production of the play was produced at off-Broadway's Phoenix Theatre in 1958-59 season, with Fritz Weaver, who has about a five-minute bit in the most recent production, starring in the Laurence Olivier role.)

Hearst Metrotone makes hour-long documentaries

A series of one-hour documentaries spotlighting well-known individuals of recent history, *Perspective on Greatness,* is being produced by Hearst Metrotone News, New York, in association with BCG Films Inc., New York. The first program will be completed by July 15, according to Nat Gassman, BCG Films president.

The series will use film footage owned by Hearst Metrotone News and new material being shot by the news organization throughout the world. The first 13 programs under preparation will focus on such outstanding personalities as Charles Lindbergh, Konrad Adenauer, Mohandas K. Gandhi, Alfred E. Smith, Eddie Rickenbacker, Gen. Douglas MacArthur, Admiral Richard E. Byrd and the Duke and Duchess of Windsor.

Caleb Stratton, executive vice president of Hearst Metrotone News, will serve as executive producer on the series. BCG Films will distribute the series to stations.

'December Bride' sales reported at $700,000

CBS Films Inc. has done more than $700,000 worth of business on sales of its new syndicated, *December Bride,* it was reported last week. Since being put on the market nine weeks ago, the series has been sold to a total of 21 stations. Included in these are WABC-TV New York, WBKB (TV) Chicago, WBNS-TV Columbus, Ohio, KONO-TV San Antonio, Tex., WMAL-TV Washington, D. C., WKST-TV Youngstown, Ohio, and WITN (TV) Washington, N. C.

Altogether, 157 episodes of the comedy series are being offered for sale. The series was for several seasons a network show on CBS-TV, and was one of four such programs *(Angel, Wanted—Dead or Alive,* and *Deputy Dawg)* which CBS Films placed in syndication last May.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 10-14, 17-19 (10:30-11 a.m.) **Play Your Hunch,** part.

July 10-14, 17-19 (11-11:30 a.m.) **The Price Is Right,** part.

July 10-14, 17-19 (12:30-12:55 p.m.) **It Could Be You,** part.

July 10-14, 17-19 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 10-14, 17-19 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 10, 17 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newwell.

July 12, 19 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 12, 19 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 13 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 14, (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 15 (9:30-10 a.m.) **Pip The Piper,** Gen. Mills through Dancer-Fitzgerald-Sample.

July 15 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 15 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 15 (7:30-8:30 p.m. **Bonanza,** RCA through J. Walter Thompson.

July 16 (6-630 p.m.) **Meet the Press,** co-op.

July 16 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 16 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

July 18 (10-11 p.m.) **Purex Special For Women—The Single Woman,** Purex through Edward Weiss.

Ziv-UA acquires 'Laura' for new tv program

Ziv-United Artists has purchased the television rights to the Vera Caspary novel *Laura,* produced in 1944 as a motion picture.

As a tv production, *Laura* will be a "sophisticated comedy-drama series," retaining the roles of columnist and police lieutenant played in the movie by Clifton Webb and Dana Andrews. An actress to play the title role has yet to be selected.

This is the second property Ziv-UA has acquired in two weeks. The production firm announced earlier the acquisition of tv rights to S. J. Perelman's *Acres and Pains* (BROADCASTING, July 3).

An 'important part' of viewers' lives

Sixteen months ago WISH-TV Indianapolis started an exercise-beauty-grooming program called the *Debbie Drake Show*. Today, the program is syndicated to more than 65 markets and five tv stations, which have completed a six-month cycle of the 15-minute, five-times-a-week program, signed for a repeat schedule.

Charles McGregor, president of Banner Films Inc., New York, which is distributing *Debbie Drake*, pointed to another index of the program's success: it is more than 90% sponsored in the markets in which it is running. Generally, the program is sponsored by a local supermarket or a company manufacturing food products. Among the advertisers are Foremost Dairies, the Kroger Co., Serta Mattress, Lite-Diet Bread Co., Merita Bread and Luzianne Coffee.

Available at present are 130 segments of the series, but WISH-TV is continuing to produce episodes



which will be available at a later date. The station produces the program on tape but it is transferred to film for showing on outlets to which it is syndicated. Banner film started syndicating the series last October after its initial success on WISH-TV.

The format is simple: Miss Drake, a physical culture specialist, does various exercises and provides tips on beauty and health (she has been referred to as the "female Jack La Lanne"). The program is aimed primarily at housewives and is slotted in early-morning time periods. Mail pull from stations indicates that many viewers consider these exercises "an important part" of their lives.

Miss Drake is available to appear in commercials and is featured in some of them. Otherwise, sponsors buy into the program on a spot basis. Miss Drake also does personal appearances and, according to Mr. McGregor, she has caused "minor riots" on some visits.

In addition, the name of Debbie Drake may find its way to other media. Negotiations are underway for a syndicated newspaper column and a book by Miss Drake.

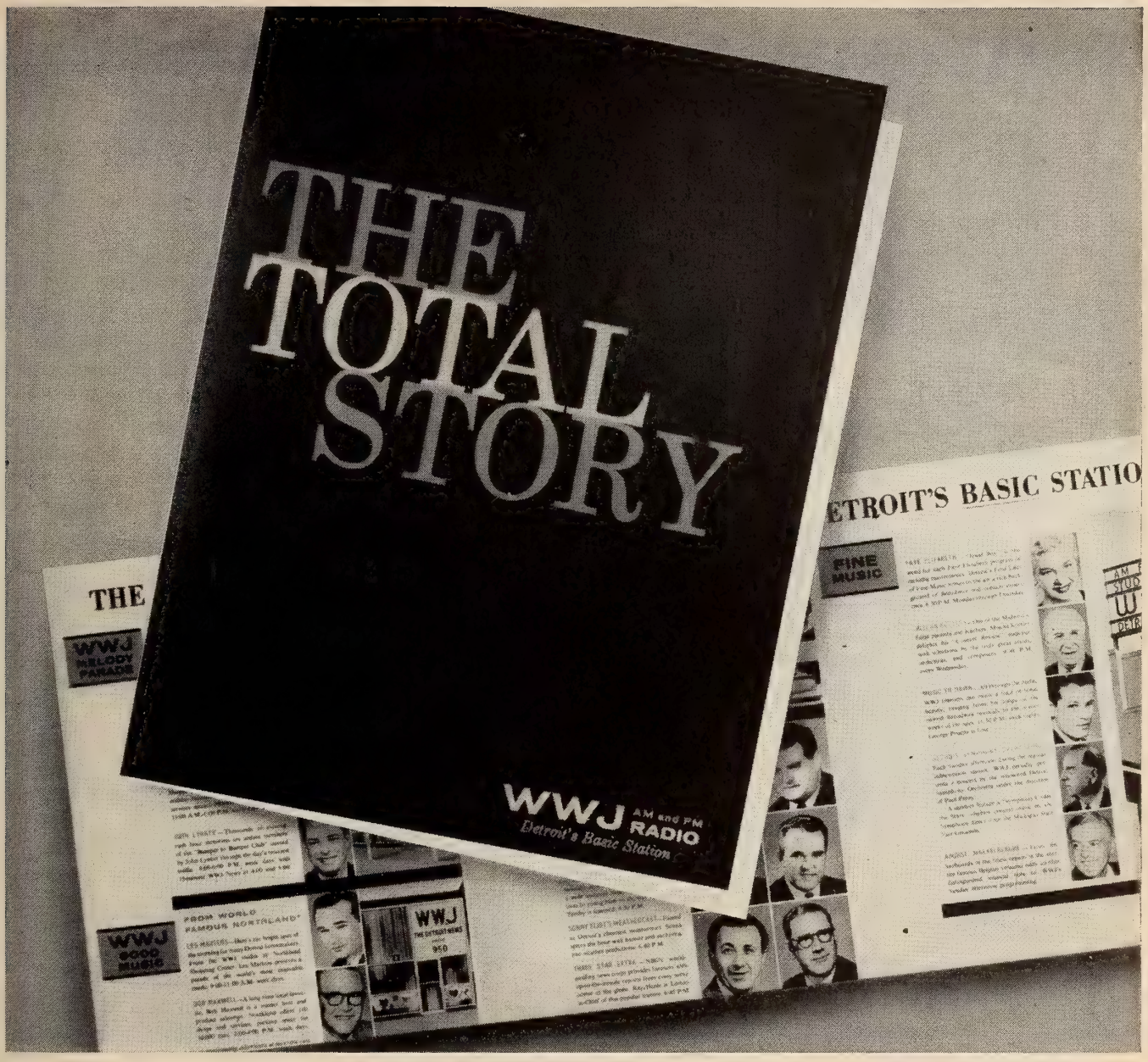
Program notes...

Actors eligible ▪ A total of 4,125 actors and 1,525 extras have qualified for health and welfare benefits under the Screen Actors Guild and Screen Extras Guild contracts with the producers of tv films and theatrical motion pictures, Byron Ellerbrock, administrator of the plan, reported Thursday (July 6). Since the first of the year, more than $200,000 has been paid in hospital, medical and life insurance benefits to approximately 500 actors and extras. Eligibility is achieved by earning $1,000 in a four-quarter period in work for producers who are signatories to the plan.

Fall tv series ▪ First installment of *Hazel*, new Screen Gems tv series, went into rehearsal Friday (July 7), with filming scheduled to start tomorrow (July 11). Harry Ackerman is executive producer, William Russell, director, and James Fonda, producer of the series, which premieres on NBC-TV Sept. 28, Thursday, 9:30-10 p.m., with Ford Motor Co. as sponsor. Whitney Blake is completing casting of series' permanent roles in addition to Shirley Booth, who stars in the title role, along with Don DeFore and Bobby Buntrock.

Canon 35 ▪ The controversial Canon 35 was the subject of a special half-hour editorial delivered on WOW-AM-TV Omaha by Frank P. Fogarty, executive vp of the Meredith Broadcasting Co., June 30. Mr. Fogarty asked for restraint and consistency in the imposition of Canon 35, referring specifically to a recent ruling by a county judge banning cameras at the recount of Omaha's mayoralty votes and noting that there was no rule banning cameras in the recount of gubernatorial votes two years ago.





read any good books lately? If you're planning a Detroit radio schedule for fall, this one is for you!

"The Total Story" shows what WWJ means by "Total Radio," gives you a buyer's-eye view of WWJ's imaginative programming which ranges from popular music to symphony concerts, from play-by-play sportscasts to lively talk on the "Hour of Information" and "Phone-Opinion." And for good measure, there's a WWJ coverage map which shows at a glance the big, prosperous area served by Detroit's basic station.

You'll agree that "The Total Story" makes good sense, that "Total Radio" means greater impact on listeners, more attention to your sales message. If you don't have a copy, or if you'd like extras, just phone your PGW Colonel or write the station.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS **NBC Affiliate**

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Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**

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NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

Storer forms program syndication firm

FIRST SHOW TO BE OFFERED IS KTTV'S 'DIVORCE COURT'

Storer Broadcasting Co. last week announced the formation of a new subsidiary company, Storer Programs Inc., which will handle distribution, production and sales of television programs. The first property acquired by the new unit is *Divorce Court,* consisting of 168 hour-long taped programs, for which Storer paid in excess of $1.5 million to the Times-Mirror Broadcasting Co., Los Angeles, owner of KTTV (TV) there.


Mr. Evans

Storer officials indicated that *Divorce Court* is the first of several programs its new unit would buy for distribution to local tv stations. The subsidiary also will arrange for independent productions by outside companies, with Storer Programs Inc. selecting properties, financing their production and handling syndication, distribution, exploitation and sales. Storer Programs has obtained all rights to *Divorce Court,* which now is being shown on 28 tv stations, and will place 130 programs into immediate syndication.

Joe Evans, managing director of Storer's WSPD-TV Toledo, has been named general manager of Storer Programs. Offices will be opened in New York, Chicago and Los Angeles. Mr. Evans will report to Terry H. Lee, regional vice president for Storer Broadcasting.

Storer, foundation join in patriotism series

The Freedom Foundation at Valley Forge, Pa., is joining with Storer Broadcasting Co. and the latter's seven radio

The story was different in Breckenridge

If it can be done in Seattle, Wash., it can be done in Breckenridge, Tex.

That was the reasoning of KSTB in the Texas city as it explored ways and means of pinpointing its audience's music tastes (OPEN MIKE, June 12). Earlier, a telephone survey had been considered but was discarded on grounds phone calls might elicit impulsive answers.

Then a staff member with excellent recall powers remembered an article of nearly two years ago which explained a massive scientific study of the radio audience by KING Seattle (BROADCASTING, Oct. 12, 1959). The Seattle analysis included a 100,000-piece mailing that showed area listeners wanted their music sweet and rhythmic and not in the rock and roll vein.

KSTB General Manager Hugh McBeath and Program Director Charles Wallace analyzed the KING report. They decided the KING formula, with adaptations for differences in size and type of market, would fill the bill. These steps followed:

1. Promotional announcements were aired. Example: "Very soon KSTB will give its listeners a chance to tell us exactly what type of music they want to hear."

2. Announcements then invited listeners interested in participating in the "KSTB Music Survey" to submit postcards. This tended to insure cooperation from listeners who wanted to voice an opinion.

3. Ballots and instruction sheets were sent to these people. Included were typical song titles under each music classification. The self-addressed, stamped card in the packet also sought other information such as sex, general age bracket of participant, etc. Gifts of normal value were offered to the first 25 listeners returning cards.

The postcards came back "in stacks," KSTB reported. And the station found that the present music preferences in Breckenridge differ greatly from those in Seattle. Here is how KSTB broke down the polling results:

1. Current hits including those with "wild rock and roll" beat—67.3%.

2. Top 100 tunes excluding those with "wild rock and roll" beat—21.15%.

2. Familiar standards—8.6%.

4. All Gold Records (million sales) with no rock and roll or fast beat—1.9%.

5. Familiar and unfamiliar arrangements with "modern sound" (jazz)—0.96%.

One result of the survey: KSTB has completely changed its music policy with a "new sound" based on its listeners' preferences.

WSLS-TV
Roanoke, Virginia

. . . the station where leadership & integrity are tradition !

NBC 10

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

NBC makes 'Today' changes; Chancellor host



Mr. Chancellor

Several major changes are in the works for NBC-TV's morning show *Today*.

According to William R. McAndrew, executive vice president of NBC News (which has taken over production of the show), the program, under the new title of *The Today Show*, will be presented live, beginning July 17, so that late news developments may be covered and discussed as they happen.

John Chancellor, NBC News' Moscow Bureau chief, will replace Dave Garroway as permanent host, and Frank Blair, *Today's* news reporter, will join Mr. Chancellor and a yet-to-be-selected woman panelist in guest interviews and special features.

Mr. Garroway, host of *Today* since it began in 1952, and a former WMAQ and WNBQ (TV) Chicago personality is expected to return after a vacation to serve the remaining three years of his NBC-TV contract in a role as yet undecided.

stations to jointly produce a series of 15 one-minute program capsules, "Voices of Freedom." The series consists of excerpts of famous documents of American freedom and patriotism voiced by leaders in several fields.

All U.S. radio stations will be invited to carry the series upon completion in September. Each monthly release will be provided on tape at 7½ inches per second, at a prepaid charge of $2 per month, refundable upon return of the tape. John C. Moler, managing director of Storer's WIBG Philadelphia, created the idea and will produce the series.

Screen Gems division expands in New York

Elliot, Unger & Elliot, New York, commercial production division of Screen Gems Inc., has been carrying out an expansion plan, involving facilities and personnel. The expansion is attributed to the firm's entrance into production of industrial and business films and a "continuing increase" in tv commercials.

Now under construction is the fifth sound stage EUE owns in New York. On the administrative side, the production firm's New York sales and service staff has moved to larger quarters at the Columbia Pictures Building and added seven employes, including Philip Frank, one-time commercial producer with Screen Gems, who joins EUE as executive producer and sales representative. Since leaving Screen Gems in 1954, Mr. Frank has been an executive with George Blake Enterprises, Caravel Films, MGM and MPO Productions.

Tribune network expands news

The Herald Tribune Radio Network announced last week it has added interpretive, background news on the hourly newscasts of the four suburban stations belonging to the network. The newscasts utilize reports from the *New York Herald Tribune* correspondents throughout the world, background information from such columnists as Walter Lippmann, Roscoe Drummond and Joseph Alsop, and the newspaper's financial, sports and women's news reporters.

These special reports vary from two-and-a-half to four minutes in length and are broadcast by newsman-commentator Michael Griffin from 7 a.m. to 5 p.m. daily except Sunday. Local newsmen follow with national and local news. The stations belonging to the Herald Tribune Network, all located in New York City suburbs, are WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola.

Film sales...

Bozo the Clown renewals (Jayark): Sold to WWJ-TV Detroit; WHDH-TV Boston, and WCCO-TV Minneapolis.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WBNS-TV Columbus, Ohio; WHEN-TV Syracuse, N. Y.; KVAL-TV Eugene, Ore.; KTVE (TV) El Dorado, Ark.; KBMT (TV) Beaumont, Tex.; KOLO-TV Reno, Nev., and WMTW-TV Poland Spring, Me. Now in 27 markets.

Big Time Wrestling (Barnett-Doyle): Sold to GZT Melbourne, Australia, and to stations in Sydney and Brisbane.

Manhunt reruns (Screen Gems, N. Y.): Sold to KABC-TV Los Angeles; KFMB-TV San Diego; KPHO-TV Phoenix; KSTP-TV Minneapolis; KPLR-TV St. Louis; WWJ-TV Detroit, and KMJ-TV Fresno, Calif.

Mickey Spillane (MCA TV): Sold

A sales point we'd like to drive home: KOIN-TV consistently captures the widest audience in Portland, and 33 surrounding Oregon and Washington counties. The reason . . . carefully planned programming that holds a winning grip on the hearts of Northwest people. We invite you to take a larger slice of a prosperous market . . . hook more sales and get more distance out of *your* advertising messages, with KOIN-TV. Your latest Nielsen has our score.*

KOIN TV

PERSUADES PEOPLE IN PORTLAND



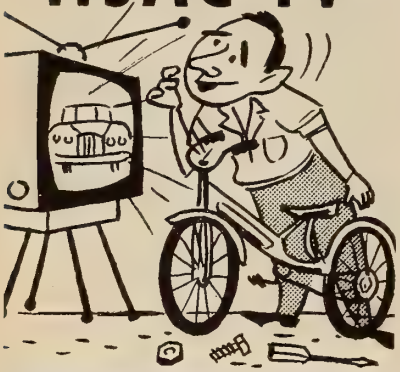
* *Always* more total homes, more coverage...7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.
One of America's great influence stations.

Represented Nationally by
Harrington, Righter & Parsons, Inc.

What they see on

WJAC-TV



THEY BUY!



If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

And no wonder! Both ARB and Nielsen rate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV

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New York Boston Chicago Detroit
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WJAC-TV

JOHNSTOWN · CHANNEL 6

to WPIX (TV) N. Y., and WGN-TV Chicago.

Feature Film Package (Trans-Lux Tv): Sold to WBRE-TV Wilkes-Barre-Scranton, Pa., and WBEN-TV Buffalo.

The Encyclopedia Britannica Film Library (Trans-Lux Tv): Sold to WICU-TV Erie, Pa.

Ripcord (Ziv-UA): Sold to Savannah Sugar Refining Co. for WTVM (TV) Columbus, Ga. and to Savannah Sugar alternating with Rural Electric Assn. on WSOC-TV Charlotte, N. C.; Standard Oil of Texas for KGGM-TV Albuquerque, KGNC-TV Amarillo, KMID-TV Midland, Tex., KRBC-TV Abilene, KSWS-TV Roswell, N. M., and KSYD-TV Wichita Falls, Tex.; and Super-Valu Stores for KROC-TV Rochester, Minn. Also sold to KTVB (TV) Boise, Idaho; WTVW (TV) Evansville, Ind.; WTOP-TV Washington, D. C., and WLOF-TV Orlando, Fla. Series now placed in 94 markets.

Films of the 50's Vol. I and Vol. II (Seven Arts Associated): Sold to KTVT (TV) Ft. Worth; WOW-TV Omaha, Neb.; KLYD-TV Bakersfield, Calif.; WCAU-TV Philadelphia; WTAE (TV) Pittsburgh; KLZ-TV Denver; KGMB-TV Honolulu; WSOC-TV Charlotte, N. C.; KSD-TV St. Louis; WOC-TV Davenport; WSB-TV Atlanta, Ga.; WJAR-TV Providence; KLRJ-TV Henderson, Nev., and KSYD-TV Wichita Falls, Tex. Volume I now in 94 markets. Volume II in 20 markets.

Four one-hour off-network programs (MCA TV): Sold to WGN-TV Chicago; WHP-TV Harrisburg; WLBZ-TV Bangor, Me.; KXGO-TV Fargo, N. D.; WEHT (TV) Evansville, Ind., and KSYD-TV Wichita Falls, Tex. Now in 60 markets.

American Civil War (Trans-Lux TV): Sold to State Capitol Insurance Company for Raleigh, Charlotte, Greensboro-Winston-Salem and Raleigh-Durham, all N. C. Also sold to WLUK-TV Green Bay, Wis., and WABI-TV Bangor, Me.

EQUIPMENT & ENGINEERING

Ling-Temco-Vought Inc. formed by merger

The new Ling-Temco-Vought Inc. combine of aerospace, electronics, communications and test systems, commercial and industrial products, sound systems and information-handling processes formed by the merger of Ling-Temco and Chance-Vought Corp., takes place Aug. 31. Stockholders of both companies approved the combination at meetings June 30. LTV, with more than 20,000 employes, assets of $195 million, unfilled orders of about $300 million, and combined 1960 sales of $362 million, includes Electron Corp., broadcast equipment manufacturer. Chairman of the board and chief executive officer of the new Dallas firm is Robert McCulloch; James J. Ling is chairman of the executive committee; Gifford K. Johnson, president; Clyde Skeen, executive vice president, Raymond C. Blaylock, vice president and technical director. Among members of the board is James O. Weldon, president of Continental Electronics Manufacturing Co., and former Washington communications consulting engineer. Continental Electronics is an LTV subsidiary.

Uhf show opens July 15

A two-week exhibit of uhf equipment and components opens next Saturday (July 15) at the Dept. of Commerce in Washington, D.C.

Joint sponsors are the FCC and the Greater Washington Tv Assn. (permittee of WETA-TV).

Leading equipment manufacturers, including Zenith, Vicar Inc., Jerrold, GE, Blonder-Tongue, Westinghouse and JFD Electronics Corp. are preparing displays (BROADCASTING, July 3).

Tiny tv

A completely transistorized, portable tv set, claimed to be the "world's smallest and lightest," is being distributed in this country by the Sony Corp. of America, New York. The company is a subsidiary of Sony Corp of Japan, a leading electronics manufacturing firm.

The set retails for $249.95 without its battery pack, which lists separately at $29.95. It has an 8½" picture screen, weighs 13¼ lbs. without its batteries, is 8½" wide, 7" high, 9" deep, contains 23 transistors, 19 diodes and 2 high voltage diodes.

The unit operates on its own battery pack or on ordinary ac current. The batteries reportedly have a three-hour life between rechargings, which can be accomplished by plugging the set into house current. Sony claims that with recharging the batteries have a total life of 240 hours and the transistors are capable of 1,000 hours of operation.

NASA sticks to balloons for space communications

No matter all the hopes to put up active relay satellites for global space communications, the National Aeronautics & Space Administration is still sticking to its original concept that passive, balloon-type satellites can be used for international communications.

The space agency announced last week that it had awarded a $450,000 study contract to the Douglas Aircraft Corp. for the development of orbital placement techniques and engineering design specifications for Project Rebound.

NASA hopes in 1963 to put balloon-type satellites into 1,500-2,000-mile-high orbits from one launch vehicle. The satellites will be larger and more rigid than the 100-foot Echo I. Studies have shown, NASA stated, that a number of such satellites spread around the world can act as mirrors to reflect radio signals between ground transmitting and receiving stations on a global scale. Present plans for Project Rebound are to place six satellites in a common circular orbit with equal circumferential spacing between them. The six would be put up in clusters of three from two rockets.

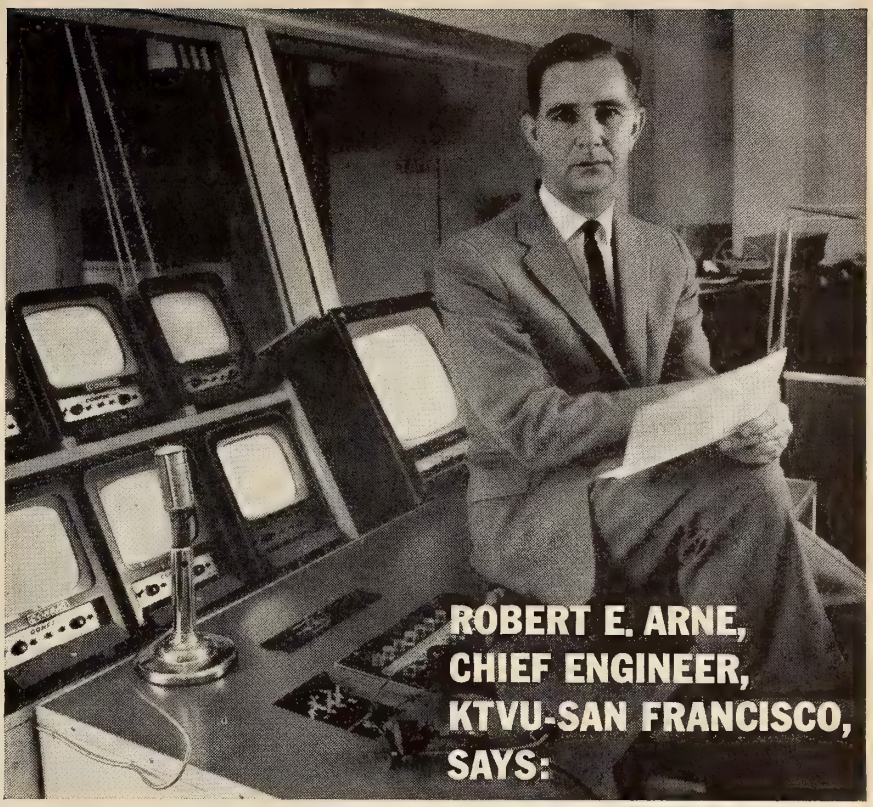
New Tiros ▪ NASA also announced that it would soon attempt to launch another Tiros meteorological satellite. This one, the third in a series, will be similar to the previous two but will contain two wide-angle half-inch vidicon tv cameras for radioing cloud formation pictures back to earth. Tiros I and Tiros II contained both a wide-angle and a narrow-angle tv camera, but, the agency said, it has been found that more valuable information can be secured from the wide-angle lens.

Teleglobe plans pay-tv test

Teleglobe Pay-Tv System Inc., New York, announced last week that the area in which the technical and engineering phases of an over-the-air commercial test of its system will be made will be announced in a month. Ira Kamen, an electronics systems specialist who most recently was president of Portland Industries Corp. last week was appointed executive vice president of Teleglobe and will supervise these phases of the test.

Technical topics...

Precision measuring ▪ Pearson Electronics Inc., Palo Alto, Calif., has developed a line of transformers for precision measuring of amplitude and waveform of electronic currents at voltages up to 300 KV. Among its applications are the monitoring of currents



Mr. Arne states the Conrac case quite simply when he says: "I don't know of anyone that provides the combination of features that Conrac provides."

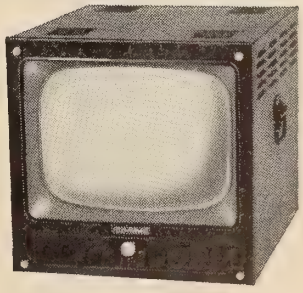
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in high or low voltage devices such as klystron tubes, magnetrons, and radar modulators, and the measuring of amplitude and waveform of radio transmitter equipment. For further information write: 707 Urban Lane, Palo Alto, Calif.

Move completed ▪ Collins Radio Co.'s western operation has completed its move into a new multi-million dollar communication and data processing research and development center at Newport Beach, Calif. The Collins Information Science Center, designed primarily for research and development, is the first building on a 100-acre site on Irvine Ranch property within a proposed University City and campus of the U. of California. M. L. Doelz, a Collins Radio vp, heads the new center.

Technical catalog ▪ Alford Manufacturing Co., Boston, has published an electronics catalog, "Instruments and Components," a 34-page listing of various pieces of electrical units. For information: AMCI, 299 Atlantic Ave., Boston, Mass.

THE MEDIA

Strike clouds gather in LA airwaves

AFTRA PLANNING TO WALK OUT ON KFWB

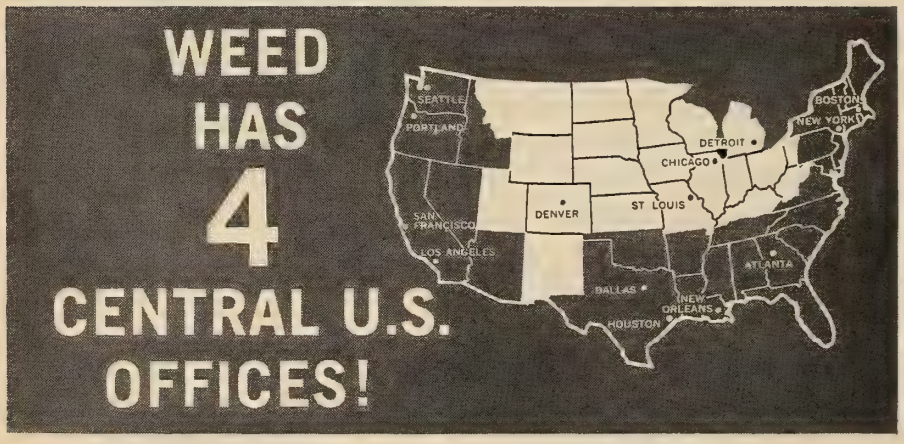
A strike by the Los Angeles local of the American Federation of Television & Radio Artists against KFWB is imminent, Claude McCue, executive secretary of the talent union, said Thursday (July 6).

"We are still in negotiations and are attempting to work out a new contract," he said, "but we are so far apart that AFTRA is proceeding on the assumption that we won't reach an agreement with KFWB and that a strike will be called." Union and station representatives met Thursday and another session was to have been held Friday afternoon.

AFTRA is making what Mr. McCue called "very substantial demands" for salary increases for the newscasters at KFWB. Originally the union asked that their current pay of $155 a week be upped to $250, but later dropped the wage request to $225.

One of 17 independent radio stations in the Los Angeles area negotiating with AFTRA at this time, KFWB is conducting individual negotiations with AFTRA over the union's wage demands, but is part of the group on other contract terms, James Simons, KFWB station manager, said.

The 17 stations who are jointly negotiating with AFTRA are: KBIG Avalon (Catalina); KIEV Glendale; KFOX and KGER Long Beach; KFAC, KFWB, KGBS, KGFJ, KLAC, KMPC, KPOL and KRKD Los Angeles; KRLA and KWKW Pasadena; KGIL San Fernando; KALI San Gabriel; KDAY Santa Monica. Calvin J. Smith, general manager, KFAC, is chairman of the broadcasters' negotiating committee.



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WRVA wins in every class in UPI news competition

WRVA Richmond, placing in every available category, took top honors at the annual Virginia UPI Broadcasters Assn. meeting. The Richmond station received eight awards, six of them first places.

The winners: One-man news staff—Mark Dulmage, WPIK Alexandria; Vic Avers, WRAD Radford. Multiple news staff—WRVA Richmond; WELK Charlottesville, Va. Best UPI cooperation—WRVA Richmond. Best community awareness—WLOW Norfolk; WRVA Richmond. Best coverage of a local story—WRVA Richmond. Best feature by an individual — Lon Backman, WRVA Richmond; Ed Elverston, WELK Charlottesville; Vic Avers, WRAD Radford. Best editorial coverage—Lon Backman, WRVA Richmond; Vic Avers, WRAD Radford. Best documentary—Lon Backman, WRVA Richmond. Special interest — WHYE Roanoke, *Football Scores;* WELK Charlottesville, *Anita Black Show;* WLOW Norfolk, *Alice Brewer White Show;* WRVA Richmond, *Irby Hollans Show;* WYVE Wytheville, *Ed Zuber Football Show.*

The Virginia UPI Broadcasters meeting took place last month at Virginia Beach.

Media notes...

Mutual affiliates ▪ Metro-WBOF, Inc., announced the affiliation of the company's Norfolk, Va. stations, WBOF and WYFI-FM, with the Mutual Broadcasting System. WBOF operates daytime hours with 5,000 w, at 1550 kc. WYFI-FM operates full-time with 13,500 w, at 99.7 mc.

Multiplex stero ▪ WCRB-FM Boston plans to begin fm/multiplex stereophonic broadcasts July 10, using equipment built by station's engineers and H. H. Scott of Maynard, Mass., high fidelity equipment manufacturer. At

KOGO-TV's news beat

KOGO-TV San Diego news department scored with a national news story last month, when reporter Chuck Woolsey and cameraman Jim Hollon, alerted by Rafael Mendevil Torres-Llanda, Mexican correspondent for the station drove to Ensenada, Mexico, and got an on-the-spot sound-on-film recording of Dale Jensen's admission that he and Bernard J. Brous had blown up three microwave relay towers in Utah and Nevada. Lou Roen, KOGO-TV weather announcer, flew his own plane to Ensenada to pick up the film and relay it back to San Diego. To clear customs, he flew from Gillespie Field in San Diego to Tijuana, Mexico, then to Ensenada, then back to Tijuana and across the border to Lindebergh Field, San Diego, air port of entry, and finally back to Gillespie Field.

The KOGO-TV film was used the following morning on NBC-TV's *Today* and that evening on the *Huntley-Brinkley Report.*

same time KPEN(FM) San Francisco announced that it had received its multiplex equipment manufactured on special order by Standard Electronics of New Jersey, and would begin broadcasting later this month.

Ford grant ▪ Ford Foundation, New York, last week awarded a $4,500 grant to the Community Television Foundation of South Florida for extending tv instruction by the Dade County School System's etv channel to Bimini, British West Indies. The grant will cover equipment, textbooks, instructional guides and visits of teachers and school officials between Miami and Bimini.

Etv station ▪ The Greater Washington Educational Television Assn., to begin telecasting on ch. 26 Washington, Oct. 2, announced last week the award of an equipment contract to General Electric Co. The station (WETA-TV) will transmit from the former tower site of WTTG (TV) in Arlington, Va., using a 12 kw transmitter and a five-bay antenna. Studios will be located in Yorktown High School, Arlington.

Forgive and forget ▪ Students at Ohio State U. who recently took the school's special radio-television course might be forgiven if they show up *en masse* for jobs at WLWC (TV) Columbus. The station furnished seven guest lecturers for the course, each of whom discussed



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The best tv candidate wins the election

The ability of television to present a man as he is, not a contrived "image" but his true personality, is responsible for the election of Samuel W. Yorty as mayor of Los Angeles.

So says Irvin L. Edelstein, president of the Los Angeles advertising agency-public relations firm, Irvin L. Edelstein Assoc., who became Mr. Yorty's public relations counsel shortly after the first of the year. This was three months in advance of the April 4 primary at which the candidate receiving a plurality of votes would be elected mayor, or, if none got a plurality, the two with the most votes would compete in a run-off election.

There were nine candidates for the post of mayor. The incumbent, Norris Poulson, was running for his third consecutive four-year term. Eight aspirants were attempting to unseat him, no small task as the city's four metropolitan newspapers were solidly in favor of Mayor Poulson's reelection.

Under those circumstances, it was not difficult for candidate Yorty and his p.r. adviser to decide that radio and television presented the best avenue of approach to the voters. And, since there was little money available to purchase time, that full advantage should be taken of the opportunity to appear on news and public-affairs programs.

One Paid Show ▪ "During the entire primary campaign, we spent only $800—for one quarter-hour tv show," Mr. Edelstein told BROADCASTING. "But we took every chance that was offered for a free appearance on radio or television. Mr. Yorty encouraged the broadcast reporters to cover his news conferences and they did. More than that, he called on the newscasters and commentators and made himself available for interviews or brief appearances on news programs and he saw to it that he always had something newsworthy to say." The result of this broadcast exposure was what Mr. Edelstein describes as "a political miracle." Mayor Poulson failed to get the plurality of votes he needed to retain his office and Mr. Yorty won the right to meet him in the runoff election, May 31.

Traditionally, heavy campaigning is left to the last few days before such an election, but Mr. Yorty and his advisers were not interested in observing tradition. On April 10, less than a week after the primary, Mr. Yorty called on the city's radio and tv stations "to provide a series of seven weekly hour-long debates between myself and Mayor Poulson . . . It's essential that the candidates for mayor have a forum where they can face each other . . . Such face-to-face debates are possible only through radio and television media . . ."

The stations were willing, but Mayor Poulson was not and the debates did not take place. Some stations lost interest at that point. Others presented the candidates individually.

True Personality ▪ "I felt the thing most needed was for Mr. Yorty to impress his personality on the Los Angeles voters, to let them get to know his true personality, not a contrived Madison Avenue 'image' but the man as he really is," Mr. Edelstein said. "The best, the only way to do this was with television and I felt that the best way to use tv was to have our candidate appear alone for a half-hour stand-up talk direct to the viewers. This was a hard thing to sell. Mr. Yorty and his political advisers wanted to have other people around to break up the monotony of a one-man show.

"We bought five half-hours on KRCA (TV) for the weekly live telecasts, starting May 1 and running right up to election day. Mr. Yorty agreed to do the first one alone . . . The first broadcast was murder . . . and he wanted to change to a less strenuous format. But the reaction was good and before the month was over he admitted that I was right."

The month-long *Report to the Citizens* series was Mr. Yorty's major use of paid time, although "we did buy a couple of tv interviews and time on a couple of radio stations to run the audio tape of one tv interview," Mr. Edelstein said. But the candidate continued his all-media news conferences and his guest appearances on radio and tv. "He never turned down an invitation for a broadcast, which is more than can be said for his opponent."

When the incumbent conceded him the victory on election night, the mayor-elect summed up the campaign in these words: "I attribute the greatest portion of my victory

a particular aspect of broadcasting.

New affiliate ▪ WMIL Milwaukee joined CBS Radio as an affiliate June 26. The daytime station is owned and operated by Cream City Broadcasting Co., Milwaukee, and broadcasts with 1 kw on 1290 kc.

Weather equipment ▪ WKY-TV Oklahoma City has announced the installation of its new Collins weather radar tower. The new unit has a peak output of 100 kw and a range of 150 nautical miles. Two radar scopes will be installed in the station. The station first began broadcasting weather in 1958 using closed circuit reports from the U.S. Weather Bureau at nearby Will Rogers Field.

New transmitter ▪ WOOD-TV Grand Rapids, Mich., has begun operations from its new transmitter location near Middleville, Mich., about 24 miles away.

New radio station ▪ WMRT-AM-FM Lansing, Mich., went on the air June 26, Herbert T. Graham, owner and manager, announced. The am station, a 500 w daytimer, operates on 1010 kc. The fm on 100 mc with a power of 92 kw. ABC affiliation is planned.

Donation ▪ WAST Albany, N. Y., announced the donation of a microwave system complete with transmitter and special receiver to the Mohawk-Hudson Council for Educational Television. The station valued the equipment at $3,000.

Gift ▪ The donation of a complete dual DuMont Multiscanner system has been made to the Duke U. Medical School by WFMY-TV Greensboro, N. C. The projection system will enable televising two slides, two films and two opaques in black and white or color. Gaines Kelley, general manager of WFMY-TV, valued the equipment in excess of $95,000 at its original cost.

Larger space ▪ Spot Time Sales, Chicago, has moved to larger quarters in the Wrigley Building, 400 N. Michigan Ave.

New radio affiliate ▪ The affiliation of WTHE Spartanburg, S. C., with NBC Radio has been announced. The addition of the 250 w facility on 1400 kc, owned by the Spartanburg Broadcasting Co., Inc., brings to 192 the stations affiliated with NBC Radio.

IBA directory ▪ Iowa Broadcasters Assn. has published a directory of the state's radio and tv stations, complete with ex-



Los Angeles mayor elect Samuel W. Yorty (right) in pre-election appearance on KABC-TV's 'Candidate' series with host Ed Fleming.

to the broadcasting industry, especially television, with an assist from the many small community newspapers."

Survey of Voters ▪ A motivation survey was made by the management services firm, Ward J. Jenssen Inc. In it interviews with some 2,000 voters were conducted three weeks, two weeks and one-week before election day. They found that as late as a week before election about 20% had still not decided which way they were going to cast their ballots. After election, a checkback with undecided individuals revealed that some had remained undecided, some had voted for Mr. Poulson, but the great majority, about 70%, chose Mr. Yorty.

Asked why, they responded that when they watched the candidates on television, Mr. Poulson had appeared "nervous," "uncertain," "evasive" and "looking as if he had something to hide." But when it came to Mr. Yorty, the terms given interviewers were "direct," "forthright," "dynamic," "He looked you right in the eye and answered straight out."

Mr. Yorty won the election by 16,628 votes out of a total of 530,774 votes, a margin of just over 3%.

Dr. Ward J. Jenssen sums it up like this: "The overall conclusion is that if you have a television-type candidate you ought to put him on tv at every opportunity. If you have a non-tv personality, go to all extremes to keep him off television."

ecutive names, addresses and phone numbers. Photos of IBA officers and past presidents also are included.

WEND begins ▪ WEND Ebensburg, Pa., has commenced broadcasting on 1580 kc. Headed by John Eschbach and Francis Krug, as manager and program director respectively, the 1 kw outlet features direct local news, and brings to six the affiliates of Pennsylvania's regional Allegheny Mountain Network.

New station ▪ WPLM-FM Plymouth, Mass., has gone on the air, John T. Campbell, owner and general manager, announced. The station operates at 99.1 mc with a power of 20 kw.

New tower ▪ KGGK (FM) Garden Grove, Calif., started regular programming June 24 from headquarters in the Orange Country Plaza, where the station has erected a 200-foot tower.

Intermountain data ▪ Avery-Knodel Inc., N. Y., has released a study of audience data, covering 51 markets, which was compiled for the Intermountain Network. This past spring, IMN, ABC Radio Pacific Network and the Arizona Network joined facilities to form ABC Radio West.

New KBS affiliates ▪ Keystone Broadcasting System, Chicago, has announced nine new radio affiliates, bringing total list to more than 1,100 stations. Additions include: KOWN Escondido, Calif.; KDOL Mojave, Calif.; KALN Ioala, Kan.; WSHN Fremont, Mich.; WEHH Elmira Heights, N. Y.; WERT Van Wert, Ohio; KTLU Rusk, Tex.; WMOV Ravenswood, W. Va., and WERL Eagle River, Wis.

Station goes on ▪ WKIG Glennville, Georgia, went on the air June 25. Highlight of the opening day's programming was a direct broadcast from Germany. The 1 kw station on 1580 kc is owned by Howard C. Gilreath and Claude Kicklighter, directors of Tattnal County Bcstg. Co. Principal executives of the new station are Don Cobb, general manager, and Carlton Hendricks, program director.

Scholarship winner ▪ The annual $1,500 Chuck Worcester Farm Broadcasting Scholarship presented by WMT-AM-TV Cedar Rapids, Iowa, has been won by Gaylin F. Morgan of nearby Cedar Falls. The scholarship is presented to an outstanding junior in agricultural journalism at Iowa State U. Mr. Morgan will spend the summer working on the station's farm department staff and will serve as the station's farm correspondent at Iowa State during the next school year.

Added duties ▪ WJAR-TV Providence, R. I., has appointed Creamer, Trowbridge & Case, that city, to handle its national advertising. The assignment is in addition to the agency's responsibilities for the station's local and regional promotions.

Stanton honored ▪ Dr. Frank Stanton, CBS president, was given a citation by the National Press Photographers Assn. on June 23 for his efforts to gain for all communications media equal access to the news. Dr. Stanton was guest speaker at the association's awards banquet in Wichita, Kans. (AT DEADLINE, June 26).

Winner ▪ KBOL Boulder, Colo., has been named winner of the 1961 Sacred Heart Radio Award for "outstanding achievement in the fields of education, religion and community endeavor." The station was selected from more than 1,000 stations broadcasting the *Sacred Heart* series.

Texas radiomen organize

Following a meeting of radio station executives in Marshall, Tex., June 27, the Northeast Texas Broadcasters Assn. was formally organized. Bev E. Brown, KGAS Carthage, was elected president; Bob Bunn, KSFA Nacogdoches, vice-president; and Tom Perryman, KGRI Henderson, secretary-treasurer. The organization's membership encompasses an area from the Oklahoma-Texas boundary south to include KDET Center and from the Texas-Louisiana line west to include KNET Palestine. The purpose of the organization is said to supplement NAB, Texas Assn. of Broadcasters and other groups by discussing ideas and problems of Northeast Texas radio.

WXYZ caravan descends on state capital

An automobile caravan originating from WXYZ Detroit travelled to Lansing to urge legislative action on higher education and mental-health programs in Michigan. The caravan idea evolved from a series of broadcasts by WXYZ news commentator, Lou Gordon, in which he criticized the legislature's budget which resulted in cutbacks to state-supported schools and mental-health programs. Audience response to Mr. Gordon's commentary was so enthusiastic that WXYZ decided to send the newsman to Lansing to cover the last two days of the legislative session, and to let him take those of his listeners who felt as he did about the budget.



Cars started to arrive at the studios at 7 a.m., and by the time Mr. Gordon was ready to leave at 8:15, some 30 automobiles were lined behind him. During the 77-mile trip, other cars joined the "legislative action caravan," and by the time it followed its three-car state police escort up to the capital, it numbered more than 50 cars. Legislative leaders of both parties were on hand to greet the travellers. In photo above, Mr. Gordon (right) is shown interviewing Michigan's Gov. John B. Swainson, with WXYZ newman Lou Sherman (left) in the gubernatorial office.

Educational WMSB (TV) announces cutbacks

Educational WMSB (TV) East Lansing, Mich., announced a cutback in operating procedures and plans last week brought on by a 12% reduction in its annual appropriation from the state legislature. Manager Patrick J. Callihan said that one of the economy measures will be the dismissal of Washington legal counsel, Barnes & Neilson, "greatly reducing the station's contact with the FCC."

The Michigan State U. station also said it will cease to telecast several present and planned programs, including NBC public affairs shows, cutback news and sports coverage, and will curtail its staff. WMSB, which shares time with WILX-TV Lansing, will continue on the air 38½ hours weekly.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WEOA Evansville, Ind.: Sold by Edwin G. Richter Jr. and associates to J. B. Fuqua for $75,000 cash and $48,000 for non-competitive agreement. Mr. Fuqua owns WJBF (TV) Augusta, Ga. Sellers own WEHT (TV) Evansville. WEOA operates on 1400 kc with 250 w.

▪ WCNG Canonsburg, Pa.: Sold by Lowell Williams and Richard Berg to Thomas Sutton of Dayton, Ohio, for $86,500. WCNG is a 250 w daytimer on 540 kc. Blackburn & Co. was the broker.

▪ KQBY San Francisco, Calif.: Sold by Sherwood R. Gordon to Atlass Broadcasting Inc. for $750,000. Principals of Atlass Broadcasting are Frank Atlass and his wife, Patricia (not sister as reported last week, BROADCASTING, July 3).

Opinion leaders' poll

Results of a nationwide study measuring opinion leaders' attitudes toward tv today will be made available for review and discussion at the Northwestern U. symposium on broadcasting, to be held in Chicago Aug. 3-4. (BROADCASTING, June 26).

Radio-tv to get four ABA awards

Three television and one radio citations were among the seven "Gavel Awards" announced by the American Bar Assn. today (July 10).

The awards, recognizing outstanding contributions to public understanding of the American legal and judicial systems, will be made Aug. 10 at the ABA convention in St. Louis. Whitney North Seymour, ABA president, will make the presentations.

The awards:

In television, *Armstrong Circle Theatre,* for dramatizing the work of the Legal Aid Society; U. of Michigan Tv Center, for a series of 10 educational films on the basic rights of American citizens, and *CBS Reports,* for a documentary study of a murder case. In radio, KMOX St. Louis (owned by CBS), for a documentary dramatizing what might happen in a community deprived of courts and lawyers.

The other three awards went to *Hartford* (Conn.) *Times, Christian Science Monitor* and the *Chicago Tribune.*

C-c tv to cover arrival of new luxury liner

Closed-circuit television will be used to picture the arrival in San Francisco Bay of the new P&O-Orient luxury liner *Canberra* on her maiden voyage July 20.

The closed-circuit telecast, to be seen by travel agents and newsmen in New York, Chicago and Toronto, will be handled by 74 TelePrompTer Corp. technicians, directors, cameramen and engineers.

During the *Canberra's* maiden voyage, films and video tapes will be made on the high seas of various aspects of the trip. Life aboard ship will be studied on film during the special telecast.

The program, produced by Ogilvy, Benson & Mather, New York, P&O-Orient's agency, will include a radio hookup to enable New York guests to interview P&O-O executives in San Francisco.

Rollins buys outdoor firm

Rollins Broadcasting Inc. has purchased a Texas outdoor advertising company for more than $3 million, it was announced last week by O. Wayne Rollins, president of the company bearing his name. The firm is Tribble Advertising Co., San Antonio, which has displays in more than 100 Texas cities.

Rollins owns six radio and three tv stations and holds 10,000 acres of grove, development and farmland in southeast Florida. The radio-tv holdings: WNJR Newark, N. J.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WRAP Norfolk, Va.; WPTZ-TV Plattsburgh, N. Y.; and WAMS Wilmington, Del.

My, how the times do change

To complete the missing link in KTLA (TV) Los Angeles' historical archives, the station is offering a four-piece silver tea service to the first person who can deliver a genuine first KTLA rate card issued in 1947.

The "hunt" was prompted by Charles B. Ganz, senior account executive with Guerin, Johnstone, Gage Inc., that city, who presented Seymour (Stretch) Adler, KTLA's vice president and general manager, Rate Card No. 2, dated November 1948.

While there are no doubt numerous documents that will show how times have changed since KTLA began operations in 1947, none is quite so apparent as the old rate card. It shows that the going price for an hour long show in Class A prime time was $250. Now it's $1,800 (on a 52-week contract).

B'nai B'rith youth group hits tv's detractors

A Jewish youth group has advised those searching for the causes of juvenile delinquency to forget about television and look somewhere else.

In a statement mentioning the current congressional and FCC investigations into television program policies, the B'nai B'rith Young Adults declared that making television "the scapegoat" has maximized the industry's "role in juvenile delinquency and minimized the public's responsibility to train its youth."

The statement was adopted at the organization's annual convention, in Haliburton, Ont. The BBYA, a unit of the B'nai B'rith Youth Organization, is composed of 18-to-26-year-old Jewish men and women from the United States, Mexico, Canada and the Netherlands.

The BBYA said that "parental guidance and community service are far more influential instruments in molding the attitudes of youth than are television programs." It said parents should police

EXCEPTIONAL QUALITY BUYS

The Sale of Texas Telecasting Inc. (KDUB AM & TV, Lubbock, et al) for a total consideration in excess of **$4,000,000.00** was another quality transaction brokered by Hamilton-Landis & Associates, Inc.

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their children's television viewing.

But as for the effect of tv crime and violence shows, the statement said, "such programs are probably more harmful to the growth and maturity of American broadcasting than to the people who watch them."

Baptists' tv awards

Three commercial television programs were among the winners of the seventh annual American Baptist Convention Radio-Television awards in Portland, Ore.

"Chips Harvest," an episode in ABC-TV's *My Three Sons* series was honored for "presenting a Christian truth in an unusual way." Others honored were Bell & Howell for its *Close-Up* series on ABC-TV and *CBS Reports* on CBS-TV.

INTERNATIONAL

GADFLY IN BRITISH TV'S OINTMENT

M.P. Edelman carries on fight against violence on ITV

The controversy over excessive violence on tv is not confined to the U. S. Maurice Edelman, a member of British Parliament, has been carrying on a one-man campaign against what he feels is an over-emphasis on violence presented on his country's tv stations for the last seven years.

The main target of his campaign is the Independent Television network, England's first commercial tv network established in 1954. Since the arrival of the commercial network, Mr. Edelman claims both the total number of criminal offenses, and the number of crimes of violence have nearly doubled. On several occasions he has charged the Independent Television Authority, the private body which has jurisdiction over the commercial network, with "having failed to fulfill its duties" under England's Television Act of 1954, which in part says that "nothing is included in the programs which offends against good taste or decency, or is likely to encourage or incite to crime . . ."



Mr. Edelman

Mr. Edelman, who as a member of the Labor Party representing North Coventry has been elected to Parliament five consecutive times for a total of 16 years, believes violence has a place in art, but that "there is a pornography of violence" on tv, and that the medium "has made the display of violence a familiar experience."

Equally to Blame ▪ He spreads the blame for the violence about equally between American and British producers. He cites *Dragnet, Highway Patrol, Have Gun—Will Travel, M-Squad, Maverick, Wyatt Earp, Whiplash, and Wagon Train* among the imported programs which bring with them excessive violence.

Mr. Edelman—who also is the author of five novels, seven tv scripts (one of which, "A Dream of Treason," was presented on CBS-TV's *Playhouse 90*) and one stage play, "Call on Kuprin," which had a short run on Broadway last season—says the English public "turns from the jingles of the detergents to the crunch of the cosh [bludgeon] as a normal part of the evening's entertainment," and that "those who take the drug of violence become addicts."

Mr. Edelman argues that this is just what commercial broadcasters want. "They have to crash through the barrier of family conversation with action and sounds which will grip the viewer," he says, "and the representation of crime, incorporating acts of violence, is the quickest way to do it."

The crusading author and legislator has much kinder words for England's other tv network, the government-operated BBC. He explains that for the most part this network "has tried to avoid the excesses of ITV." The differences between the two, he says, is that the BBC "hasn't got the advertisers breathing down the neck of its program planners, demanding mass audiences by hook or by crook."

Mr. Edelman feels that the nature of our "bored" and "affluent" society is at the roots of the current preoccupation with violence. The lack of "normal outlets" like "conventional warfare," he explains, are missing, and "indirectly, the inhibiting effect of the nuclear deterrent tends to promote the social violence which we see reflected on tv screens."

But in all his disenchantment with commercial tv, Mr. Edelman makes it plain that he's against censorship. What he would like to see is the establishment of a code which would outlaw "repetitious violence"— no person would be allowed to strike more than a single blow in any tv program. The rest, he stresses, should be "left to the producer's good taste in a social sense."

Parliamentary group wants CBC changes

Authority for policy of the government-owned Canadian Broadcasting Corp. should be in the hands of a government-appointed board chairman, the Parliamentary Committee on Broadcasting recommended at Ottawa on June 28.

It recommended that CBC President Al Ouimet, an engineer who has grown up with the CBC, should no longer be on the CBC board of directors, all of whom are government appointees. No management personnel should be on the board, the committee suggested.

It also urged that CBC television affiliates be allowed to join temporary networks in their non-reserved time. At present CBC, which has a veto power, does not want the independently-owned affiliates to have other network connections. Board of Broadcast Governor Chairman Dr. Andrew Stewart recently recommended this move, then changed his mind the following week (BROADCASTING, July 3).

The committee also suggested that the

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OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

ATAS assembly delayed

Acting upon a recommendation by the assembly's executive committee, trustees of the Academy of Television Arts & Sciences have voted to postpone the first International Television Assembly, originally scheduled to be held in New York Nov. 4-11.

Ed Sullivan, assembly chairman, said the group underestimated the scope of international interest in the assembly, and needed extra time to handle the enlarged project, which is now expected to be held sometime in 1962.

rule prohibiting anyone with broadcasting industry connections of any kind from sitting on the BBG be dropped. At present there is only one person on the BBG with broadcasting experience, Bernard Goulet, who was appointed earlier this year. He sold his connections in Goulet Productions, Montreal, to become a permanent member of the BBG, the Canadian equivalent of the FCC.

The committee recommended that a full BBG is not necessary to reinstate a station whose license has been revoked, provided the station owner can prove to the board "that he had purged himself of those offenses which brought on the suspension."

The Supreme Court of Canada is to be asked to consider whether the government has power to legislate and control closed circuit pay-television and community antenna systems, as a result of the committee's public hearing.

The committee report was presented to the House of Commons at Ottawa by its chairman Dr. George Fairfield (Conservative member for Portage-Neepawa). The report suggested that a firm of management consultants be appointed to examine CBC operations after the network has been studied by a Royal Commission now studying government departments and agencies. Until such an examination has been held, the committee recommended that the CBC should proceed with caution on building television centers in Toronto, Montreal and Ottawa. At present CBC departments are spread widely in both Toronto and Montreal.

Telemeter replies to Sarnoff

Although no figures have as yet been published on revenue of the operations of Trans-Canada Telemeter at Etobicoke, in suburban Toronto, Robert Nelson, operations manager of the firm stated that the service is a success. This was in rebuttal to the Robert W. Sarnoff article in the *Saturday Evening Post*, in which it was claimed that the Toronto pay-tv experiment had proven unsuccessful. (BROADCASTING, July 3).

Mr. Nelson stated that directors of Trans-Canada Telemeter are now studying a plan to expand the pay-tv system in other parts of Toronto. First expansion will be in other areas of suburban Etobicoke, where there are now 6,000 test subscribers. Then other areas of Toronto will be wired for pay tv operations.

Brazilian order aimed at political programs

As a result of a government decree issued by President Quadros of Brazil, radio and tv stations in Sao Paulo have decided to broadcast a minimum of political material and consider the possibility of abolishing political broadcasts outright.

The decree stated that stations would be closed down for reporting any matter which the government considers improper. It also empowers the government news agency and any competent government official to commandeer all radio-tv facilities for formation of a national network whenever this measure appears to be in the national interest.

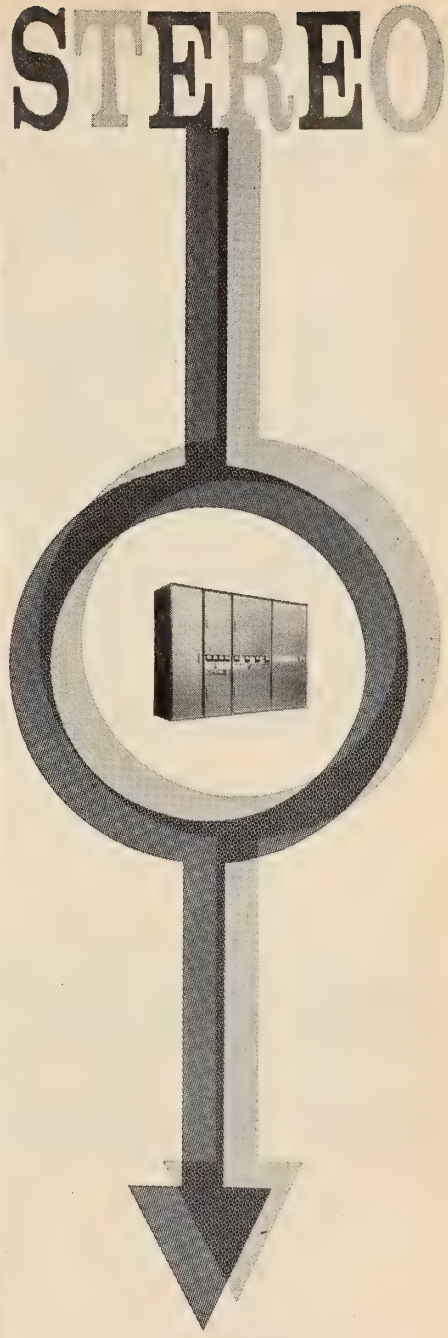
Teaching by tv gains world-wide support

Teaching by tv is gaining acceptance throughout the world but it will never replace classroom teaching, according to a United Nations study released last week.

Entitled, "Television Teaching Today," the study was prepared by Henry R. Cassirer, a member of the UN's Educational Scientific & Cultural Organization. It contains a detailed survey of how educational tv is conducted in the U.S., Soviet Union, Canada, United Kingdom, France, Italy, and Japan. All together about 40 countries now have educational tv or plan to establish it in the near future, the survey shows. By 1959 in the U.S. alone, it reveals more than half a million school and college students were receiving part of their daily instruction by tv.

Mr. Cassirer reports that in no case did educational tv completely replace regular classroom teaching. Tv acts "as an effective in-service teacher-training device," he says.

Some of his other observations were that students seem to pay more attention to tv lectures than to "live" lectures; tv heightened the need for experts in specific fields as opposed to one-source teachers. In certain classes, especially in the arts, students established a high degree of rapport with the television teacher.



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LATIN AMERICAN TV OUTLOOK BRIGHT

Fineshriber reports on 'threats to free competition'

A report prepared by William H. Fineshriber Jr., vice president for television, Motion Picture Export Assn. of America, indicates in spite of "threats to free competition" in various Latin American countries, the outlook for U. S. telefilms there is bright because of plans for the area's further expansion.

Mr. Fineshriber's report was presented to the MPEAA upon his recent return from a five-week tour of eight Latin American countries. He noted that free enterprise commercial television is beginning in Chile and Colombia and that the medium is growing in Argentina, Brazil, Uruguay, Peru and Mexico.



Mr. Fineshriber

He pointed to certain "dark spots," particularly in Brazil and Argentina. In Brazil, Mr. Fineshriber said, a presidential decree puts a limitation of 30 minutes on the use of tv films during prime evening hours and permits only 20% of other time to be devoted to film transmission. The decree further limits all foreign tv material to a ratio of one Brazilian to two foreign films. These restrictions will not become effective until Jan. 1, 1962, and in the meantime, MPEAA hopes to rally together stations, dubbing companies and advertising agencies to present their positions to the government.

Mr. Fineshriber dwelt at length in his report on a development in Argentina that he believes could have influence throughout Latin America. This refers to a proposal known as the Guzman Bill under which all dubbing would be done locally. Mr. Fineshriber felt a precedent could be set by the Guzman proposal and that other Latin American countries might enact similar measures. He said no license fee in any single Spanish-speaking country is large enough to cover the dubbing cost. Mr. Fineshriber said he has received assurances the Guzman Bill, in its present form, would be rejected by the House of Deputies and returned to the Argentine Senate for revision.

WTRF-TV STORY BOARD



PUTSY, PUTSY! The young wife just didn't know the difference between vaseline and putty. Sooo . . . all of her window panes fell out!

T. R. Effic! **wtrf-tv Wheeling**

INTERNATIONAL DISCOURSE: "When a royal baby is born in England they fire a 21-gun salute." "They don't do that in India. The last time the Rajah's wife had a baby, they fired the Artillery Officer."

Wheeling wtrf-tv

HUMAN TRADER! Maybe we should try to trade a few of our beatniks for some Cuban sugar.

wtrf-tv Wheeling

ST. PETER: "How did you get here?" NEW ARRIVAL: "Flu."

Wheeling wtrf-tv

A MOTHER PIGEON and her young son were preparing to migrate to Florida. The baby was afraid he couldn't make the trip. "Don't worry," said Mama Pigeon, "I'll tie an end of a piece of string around my leg and put the other end around your neck. If you tire, I'll help you along." The baby pigeon began to wail. "But," he protested, "I don't want to be pigeon towed!"

wtrf-tv Wheeling

SIGN in a department store: "There's no tax on this perfume. The type of man it attracts is not considered a luxury."

Wheeling wtrf-tv

MERCHANDISING services can be arranged to strengthen your WTRF-TV spot schedule. We want to show you the impact of TV in this Wheeling-Steubenville Industrial Ohio Valley so see our rep George P. Hollingbery for specifics.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Documentary fever spreads to Canada

More public affairs, science and documentary programs will be telecast in prime evening time next fall and winter, it was revealed at a meeting at Toronto of the Canadian Broadcasting Corp. and its English and French-language affiliates. Practically all commercially sponsored programs on the air in the past year will be back for the fall season, with a possibility that some documentary and science shows will also be sponsored in evening time.

Affiliates were given a preview of the programs on the *Festival* series which will include 90-minute live dramatic productions, ballet and documentaries on Canadian and world affairs.

CBC French tv network will increase network programming by six hours per week, and will include a serial drama on early days of the French colonial period in Canada. Women's programs telecast daily will be extended from a half-hour to an hour. There will also be more public-affairs telecasts on the French network.

New U.S.-Canadian rep

Gene Sumner, former Eastern tv sales manager of the Crosley Broadcasting Corp., has announced the formation of Sumner-Byles Inc., Whitestone, N. Y., a new U. S. and Canadian broadcast representative.

Mr. Sumner, and his Canadian associate William Byles, president of Stovin-Byles Ltd., rep firm, will immediately represent CFTO-TV Toronto, flagship station of the new Canadian tv network, CTV, which begins operation Sept. 11. CFTO-TV, which broadcasts on ch. 9 and went on the air Jan. 1, is owned by Baton, Aldred & Rogers Ltd., Toronto. Sumner-Byles' address is 10-24 116th St., Whitestone. Phone is Lenox 9-7359.

Abroad in brief...

German pay-tv launched ▪ A limited pay-tv company has been founded in Cologne, West Germany, and plans to move into the West German market as soon as there are 8 million registered sets in the country. Only special events will be televised at a price to the viewer, however; for the rest, the company plans to rely on commercial sponsorship. The company believes that approximately 20% of West German set owners would subscribe to the system, paying 25 cents for each special pay-tv program. At present, there are about 6 million sets in Germany.

Newly appointed ▪ CTV Television Network Ltd., Toronto, Canada's new independent tv network, has appointed MacLaren Adv. Co. Ltd., Toronto, to handle all advertising and promotion. No campaign plans have been announced as yet.

No license fee ▪ No receiver license for television, Canadian mayors voted at their annual meeting at Halifax on June 1. Proposed by a Toronto, Ont., suburban official, and seconded by another, the motion was defeated except for the proposer and seconder at the meeting of Canadian Federation of Mayors and Municipalities.

Insight into Americans ▪ When the 64-man U.S. Peace Corps team arrives in Colombia at the end of the summer, the natives will already know quite a bit about them and their program. WRUL, Worldwide Broadcasting's international short wave station, is introducing the Peace Corps to Colombians via a series of Spanish-language broadcasts from the training site at Rutgers U., New Brunswick, N.J., The broadcasts describe the corpsmen's activities in class and on field trips. Worldwide is owned by Metro Media.

London & Rome ▪ Filmways Inc., whose foreign operations include tv commercials, industrial films, programs and features, reports the opening of central offices in London and Rome through which all overseas business will be coordinated under the supervision of Richard B. Sage, overseas production head. Mr. Sage has supervised the firm's foreign output since 1958. He is also secretary of Filmways and president of Overseas Motion Picture Ltd., a Filmways subsidiary.

FATES & FORTUNES

BROADCAST ADVERTISING

Gerald Bruce, vp and creative director for Moss Assoc., New York., appointed vp and director of merchandising for Cole, Fisher & Rogow, New York advertising agency.

Robert J. Wood elected executive vp of Carl Byoir & Assoc., New York pr firm, succeeding **Frank Gavitt** who is leaving to establish own pr consulting agency. Mr. Wood has been with firm since 1946 most recently serving in New York office.


Mr. Young

Norman Young, assistant vp, Ted Bates & Co., N. Y., elected vp and account supervisor, that city. **Jack Grainger,** formerly in research department, Ruthrauff & Ryan, N. Y., elected assistant vp.

Hermino Travisas, vp and manager, tv-radio department, BBDO, N. Y., succeeds **Thomas J. McDermott** as chairman of membership committee, Radio & Television Executives Society. Mr. McDermott, vp, radio-tv, N. W. Ayer & Son, N. Y., will serve as member of board of governors, and board liaison.

Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, elected chairman of Central Region of American Assn. of Advertising Agencies succeeding **William A. Marsteller,** board chairman of Marsteller, Rickard, Gabhardt & Reed. Other new officers: vice chairman, **George Bolas,** Tatham-Laird; secretary-treasurer, **Buckingham W. Gunn,** Clinton E. Frank Inc., both Chicago.

Henry (Hank) Aneiro, associate director of merchandising, Benton & Bowles, N. Y., elected vp.

Ernest L. Taylor, copywriter and copy supervisor, Cunningham & Walsh, N. Y., joins N. W. Ayer & Son, Philadelphia, in same capacity. **George P. Keeley,** formerly assistant to president, Hercules Cement Co., N. Y., joins plans and marketing department, **Robert J. Hardy,** formerly time-space buyer, Dancer-Fitzgerald-Sample, N. Y., joins as time buyer and **Selden B. Clark,** sales manager for electric shaver division, Remington Rand, Philadelphia, named representative.

Ruben Kleidman, formerly technical director, Young & Rubicam, N. Y., joins Doyle Dane Bernbach, that city, as project director. **John Keavey** and **Hugh McCloy** join Doyle Dane Bernbach, N. Y., as account executives. Mr. Keavey was vp and account executive, Erwin, Wasey, Ruthrauff & Ryan, that city, and Mr. McCloy was account executive, BBDO.

C. M. Ritchey, advertising and merchandising director for Willys Motors, Toledo, appointed additionally as public relations director. Mr. Ritchey will have responsibility for Willys pr functions as well as all advertising and merchandising in marketing of Jeep line of vehicles in both domestic and overseas sales areas.

Kenneth S. Olshan, assistant media supervisor, Doherty, Clifford, Steers & Shenfield, N. Y., appointed media research director.

Kevin A. Leonard, assistant editor for *The Voice of St. Jude,* national Catholic publication, joins Olian & Bronner, Chicago, as copywriter.

THE MEDIA


Mr. Rosenzweig

Saul Rosenzweig, vp and general sales manager of WLOS-TV Asheville, N. C., named vp and general manager of KPLR-TV St. Louis. He previously headed sales development for The Katz Agency in New York and prior to that was with BBDO as head of tv production unit in Pittsburgh, and as account executive in New York.

Ernest C. Sanders, resident manager of WOC-AM-FM-TV Davenport, Iowa, resigns after 30-year association with Palmer Enterprises. Formerly president of Iowa Broadcasters Assn., he had also served on various committees of the National Assn. of Broadcasters.

Richard Gray, radio-tv production director for Geyer, Morey, Madden & Ballard, New York, named to newly created position of manager of WFAA Productions for WFAA-AM-FM-TV Dallas.


Mr. Giaimo

Martin Giaimo, manager of WPON Pontiac, appointed manager of WNEM-TV Saginaw-Bay City, both Mich. He previously had been manager of WJEF Grand Rapids, and WKZO-TV Kalamazoo as well as general sales manager for WILX-TV Onondaga, all Michigan.

Bill Monroe, news director for WDSU-TV New Orleans, named manager of NBC's Washington news bureau replacing **Elmer Lower** who will become pr and news director for NBC in New

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WPOP
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A TELE-BROADCASTERS STATION

York. **John Corporan** named to succeed Mr. Monroe.

Harold Heath, account executive for KRNT-AM-TV Des Moines, named assistant manager of WHO-AM-FM-TV, that city.

Jack H. Mann, ABC radio director of advertising, sales development and research, named director, ABC Radio Pacific and ABC Radio West, headquartered in Hollywood. **Don Schlosser,** formerly presentation writer, appointed advertising co-ordinator and manager of sales development, N. Y.

William F. Frech Jr., formerly with Boa, McQuade & Fitzpatrick, N. Y., joins ABC legal department.

George A. Vicas joins NBC News to establish European office for network in Paris. Office will serve as headquarters for NBC News production in Europe and Africa, with Mr. Vicas responsible for producing documentaries.

William E. Best named assistant to director of Information Services, CBS Radio, Hollywood. Mr. Best had been for 10 years UPI bureau manager for Southern California-Arizona-Southern Nevada.

Herman Pease appointed program manager of WROC-TV Rochester, N. Y. He had been production manager and programming aide for station since March of 1960.


Mr. Hensley

James P. Hensley, formerly associated with Coldwell, Banker & Co., Sacramento real estate firm and for past two years executive director and general manager of KROY, that city, appointed vp and general manager of KGMS also Sacramento. He had previously served in various executive capacities with CBS in Los Angeles, San Francisco and Chicago over seven year period.

Lee De Forest dies at 87

Lee De Forest, 87, inventor of three element vacuum tube which made possible development of radio and tv broadcasting, died at his home in Hollywood, June 30.

Holder of more than 300 patents including one dealing with color tv, he maintained his research laboratory up until 1958. Many of his inventions have been causes of court battles over priority and other matters. Genius in communications field, he took time out to write his autobiography which was published in 1950 and constantly and enthusiastically advocated radio and tv as means of uplifting mass culture. He was born Aug. 26, 1873, at Council Bluffs, Iowa, received his Ph.D. from Yale in 1899, and earned his title of *Father of Radio* as result of receiving patent in 1907 for audion tube. Funeral services were held July 3 at San Fernando Mission with burial in Mission's cemetery.



Clayton H. Brace, KLZ-AM-TV Denver, elected president Colorado Broadcasters Assn. **Mason Dixon,** KFTM Ft. Morgan named vp and **Bob Martin,** KMOR Littleton, secretary-treasurer.


Mr. Steele

Henry H. Steele appointed general manager of KVLC Little Rock, Ark. and **John Mitchell** named program director.

Johhny Daume, director of country music and air personality with KWCO Chickasha, Okla., named farm director, country music director and air personality for KOJM Havre, Mont.

Norman Palmer, national sales manager of WGBS-AM-FM Miami, named local sales representative for WJW-AM-FM-TV Cleveland.

H. Deyo Briant, from production department of WIRL Peoria, to program director of KHAK-AM-FM Cedar Rapids. **Jim Stramel,** sales manager, KTRI Sioux City, to KHAK as account executive. **Larry Hickerson, Don Reeves** and **Larry Heaberlin** named staff announcers.


Mr. Bayliss

John F. Bayliss appointed manager of KFAX San Francisco. He previously had managed stations in Petaluma, Watsonville and Lodi, all California. Mr. Bayliss will be active in program administrative and sales departments.

Brad Stoddard, program director of WJER Dover, Ohio, promoted to assistant manager.

Asa Stallworth Jr., national sales manager for WJBF (TV) Augusta, Ga., appointed general sales manager.

Len Hanson, air promotion director for KPIX (TV) San Francisco, named pr and promotion director for KNTV (TV) San Jose, replacing **Margaret Norton. John L. Anzalone,** account executive for station, promoted to local sales manager and **Darla Grainger** appointed reporter-photographer.

Eleanor Yeager joins WJXT (TV) Jacksonville, Fla., promotion department as public service coordinator.

Herb Hahn, on sales staff of Forjoe & Co., N. Y., joins The Meeker Co., station representative, that city, as account executive.

WISSCO
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EQUIPMENT AND SERVICES
FOR THE COMMUNICATIONS INDUSTRY

James J. Dunham named account executive for WITI-TV Milwaukee. He had previously served with WTCN-TV Minneapolis-St. Paul.

Harry Blackstone Jr. joins announcing staff of WFAA-AM-FM Dallas. He formerly was staff announcer for KTBC-AM-FM Austin.

Jack Lazare, WNEW New York air personality, joins WINS, that city, in same capacity.

Bob Wilson, air personality with KYW Cleveland, joins WNEW New York as nighttime announcer.

Charles McCuen, newscaster for WTNC-TV Minneapolis-St. Paul, joins news staff of WNBQ (TV) Chicago.

Jim Camilli and **Jack McNamee** join WPTR Albany, N. Y., as air personalities following resignations from WABY, that city.

Ron Riley, formerly with WOKY Milwaukee, joins KXOK St. Louis as air personality.

Don Lapp rejoins WDOE Dunkirk as air personality after 18 months absence, during which time he was with WBUZ Fredonia, both New York.

Stan Alten joins WTTM Trenton, N. J., as air personality.

Bob Fleming, air personality with KOL Seattle, joins KAYO, that city, in similar capacity.

PROGRAMMING

George Faber, Hollywood manager of publicity for CBS Films, promoted to newly created position of director of client relations.

Eve Baer, assistant to administrative vp, Ziv-UA, N. Y., appointed to newly-created post of manager, program services.

Milford Fenster, attorney, MCA-TV, N. Y., resigned to accept position with Hall, Casey Dickler, Howley & Brady, law firm, that city.

Tony Habeeb, member of Hollywood press information department of CBS-TV, joins publicity department of Screen Gems, tv subsidiary of Columbia Pictures Corp. Hollywood.

EQUIPMENT & ENGINEERING

David L. Steel Sr., Washington consulting engineer, has established own practice at 1413 K St., N.W., Washington, D. C. Telephone 393-3173.

Harold E. Felix, program engineer with Douglas Aircraft, appointed vp and director of engineering of Midwestern Instruments, manufacturers of Magnecord tape recorder-reproducers and other electronic equipment.

Richard McGinnis, engineer, WDRC Hartford, Conn., appointed chief engineer of WACE Springfield, Mass.

Willis C. Beecher, Washington consulting engineer, establishes own practice at 1413 K St., N.W., Washington, D. C. Telephone: 393-5621.

Raymond M. Wilmotte, staff engineer for RCA since 1959 in advanced military systems division, appointed project manager to head development and construction of Relay experimental communications satellite.

INTERNATIONAL

Ward M. Cornell appointed manager of CFPL London, Ont. Mr. Cornell has been with station since 1954 when he joined as news editor.

Jean Nadon resigns as general manager of CJMS Montreal in order to open own management consulting firm Jean Nadon & Assoc., located at 1600 Berri St. Suite 12, Montreal, telephone Vi 5-2616.

Peter Dimmock, head of BBC-TV Outside Broadcasts, N. Y., appointed general manager, Outside Broadcasts, Television, that city. Mr. Dimmock will be in charge of business arrangements for international remote broadcasts and special projects. **Harry Middleton,** formerly assistant to Mr. Dimmock, named head, Outside Broadcast Programmes, Television.

Dave Shannon, formerly with WJBK Detroit, named to sales staff of CKLW Windsor, Ont.

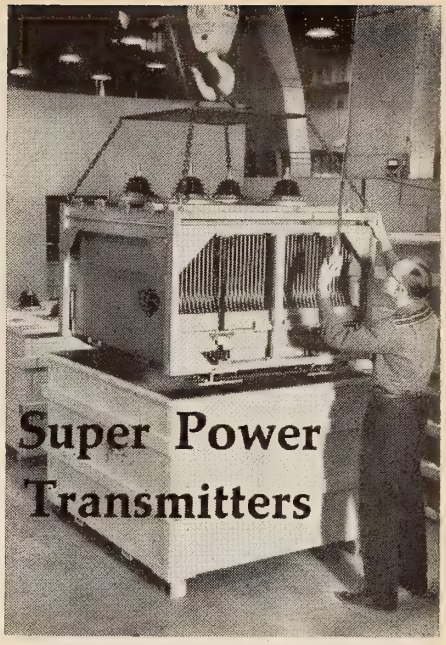
Knowlton Nash appointed as CBC's second English-language news correspondent in Washington.

DEATHS

Max H. White, 61, past owner of KWNO Winona, Minn., died June 29 of stroke in Winona General Hospital. Mr. White, who had been ill for several years, had recently gone into semi-retirement after selling his interest in KWNO to his two partners on May 1. He had also sold his interest in *Winona Daily News* to his son on May 18, who then became publisher. Mr. White had established station in 1938. He was buried July 1 in Winona.

Charles Vassall, 59, technical supervisor for WBZ Boston, died July 2, in Carney Hospital. He had been with station since 1927 when he joined it as engineer.

Paul Guilfoyle, 58, Hollywood character actor and director, died June 27 of heart attack at his Playa Del Ray, California home. He directed more than 150 tv features including episodes of *Lawman, Science Fiction Theater, Highway Patrol,* and *Sea Hunt.* He also appeared as actor in *Gunsmoke* series.



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WIP takes merchandising to homemaker

'HOSPITALITY WAGON' DISTRIBUTES CLIENTS' PRODUCTS

When WIP Philadelphia found in-store merchandising no longer an asset in encouraging new business, the station came up with a face-to-face sales technique, In-Home Merchandising, boasting samples, coupons, surveys, personal demonstration and prizes to housewives.

A motherly-looking woman whom the station named Winnie Peters (after its call letters) drives the "WIP Hospitality Wagon" in and around the Philadelphia area, stopping to chat with housewives about WIP's advertisers and their products.

For each woman Winnie talks with there is a shopping bag containing samples of various sponsors' products, discount coupons, cook books and other advertising literature.

In addition, prizes are offered to housewives who correctly answer questions on the label of the "Pick Product," one selected each week to be spotlighted.

Winnie also takes surveys for advertisers who are either new in the market or who need additional information about their distribution there.

Among WIP advertisers who are already in the In-Home Merchandising program are General Baking Co., Miller High Life Beer, Ritter Foods and H. J. Heinz Co.

IHM, created by Bob Mounty, WIP general sales manager, and supervised by promotion director Arnold Katinsky, is being promoted on the air and in local newspapers.

Must an advertiser have a certain minimum billing in order to receive IHM? Not as yet, Mr. Katinsky said, as the station is "playing it [the new service] by ear," and will come to a definitive decision about its operation later.

Radio campaigns boost sales of new autos

Two widely-separated stations have demonstrated the pull of radio and television in selling new cars. They were KOB Albuquerque, N.M., and WBNS-TV Columbus, Ohio, which, using individual promotional campaigns, produced heartening financial results for the new car dealers in their respective cities.

KOB's booklet, "You Auto Buy Now," was distributed to the various new car dealers in Albuquerque. The station offered 300 promotional spots if the dealers bought adjacencies. And they did. Results: While national auto sales lagged noticeably from last year at the same period, Albuquerque zoomed ahead—and far ahead of the national figures.

WBNS-TV also produced strong results with its varied promotion and spot saturation plan. Its theme, "Time to Trade," was augmented by colorful stickers, point-of-sale promotions, live-mentions and station breaks. Columbus, too, scaled over its 1960 figures in new car sales.

And the winner!

A WINS New York dj, Murray Kaufman, was named New York's 1961 Radio Star last week, in conjunction with Portable Radio Month, sponsored by Eveready batteries and Emerson radios.

The award climaxed a month of voting during which fans throughout greater New York cast 32,000 ballots for their favorite radio personalities.

Mr. Kaufman, host of WINS' *Swinging Soiree* (daily, 7-11 p.m. EDT), racked up 4,503 votes. Jack Lacy, another WINS personality, took second place in the contest. Bill Cullen, WNBC, placed third, while Klavan and Finch, WNEW team, and Jack Sterling, WCBS, followed in that order.

WSB flag drop salutes Fourth

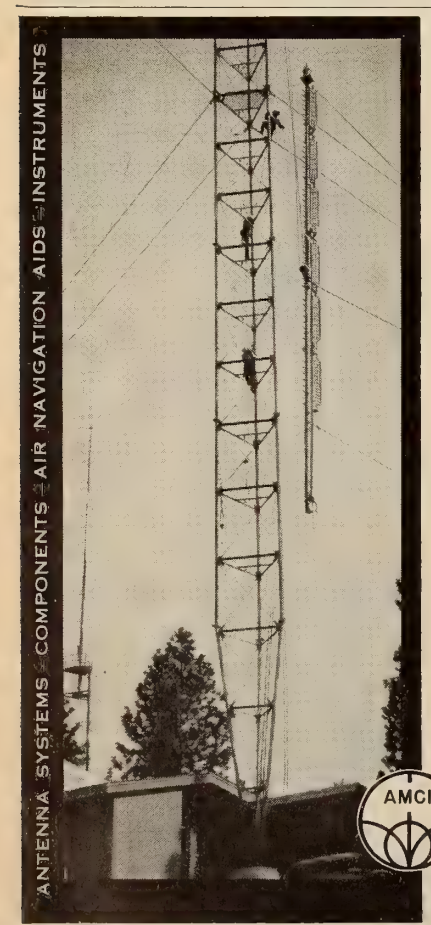
WSB-AM-TV Atlanta was literally up in the air as it celebrated the Fourth of July weekend. And 100 boat owners were aware of it.

The station sent up a helicopter over nearby Lakes Allatoona and Lanire equipped with 100 American flags sealed in special water-proof packages. The 'copter dropped the flags to 50 boating enthusiasts on each lake.

Auction of stars' paintings

To help finance the new Los Angeles County-Hollywood Motion Picture & Television Museum, a public exhibition and auction of a collection of 90 paintings by movie-tv celebrities has been undertaken by Hollywood Museum Assoc.

The exhibit, which began June 30, will last until July 11. Paintings range in price from $25 to $2,500. Among the most noted of the "artists" are Red Skelton, Harpo Marx, Alfred



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Hitchcock, Cornel Wilde, Peggy Lee and Coleen Gray.

Now in the planning stages, the new museum has a tentative completion date of 1963. The exhibit is being held in the Garden of Allah in Lytton Center, 8150 Sunset Blvd., Hollywood.

You promote us and we'll promote you

WCBS New York has begun a new promotion campaign in Los Angeles, Chicago, Boston, San Francisco and Philadelphia.

Since so many people visit New York every year, Sam Slate, the station's general manager thought it wise to urge travelers to listen to WCBS when in town.

The 15- and 30-second spots are being aired on CBS Radios, other owned stations (WBBM Chicago; WEEI Boston; KCBS San Francisco; KNX Los Angeles, and WCAU Philadelphia) in exchange for similar announcements for these stations on WCBS.

11 radio-tv stations sponsor Soap Box Derby

Radio and tv stations in 11 communities are among local sponsors for the 1961 Soap Box Derby. Local races in 142 participating cities for boys 11 through 15 years of age, will determine the participants in the 24th running of the national event. National sponsor of the coasting competition is the Chevrolet Motor Div. of General Motors.

Stations listed as local co-sponsors are WSOC-AM-TV Charlotte, N.C.; WENE Endicott, N.Y.; KORE Eugene, Ore.; WKZO-AM-TV Kalamazoo, Mich.; WEEK-TV Peoria, Ill.; KOOL-AM-TV Phoenix, Ariz.; WICE Providence, R.I.; KPTV (TV) Portland, Ore.; KCRA-AM-TV Sacramento, Calif.; WTVT (TV) Tampa, Fla., and WTOP Washington, D.C.

Pet Milk c&w winner

Winner of the fourth annual Pet Milk Co. country and western music singer competition on Keystone Broadcasting System stations was Johnny Rose, singer-guitarist-composer entered by KBIM Roswell, N.M., according to KBS. The finals were held in Nashville, Tenn., at WSM there. Pet Milk sponsors a *Grand Ole Opry* series on 200 KBS outlets through Gardner Adv., St. Louis. Competition this year included 7,000 contestants at local station level.

Negro market data compiled

Advertisers will soon have access to the most complete research data ever published on the Negro market, according to the Negro Radio Assn. The Data Processing Center of S. J. Tesauro & Co., Detroit, is doing national, local and area-level research studies on information obtained in the 1960 census. The information to be released by the NRA for use of member stations, will include income of households, sex of head of household, education, automobile ownership and ownership of consumer durables.

Drumbeats...

Dedication memento ▪ Copies of the hard-cover 112-page souvenir pictorial history of the *Chicago Tribune's* WGN-AM-TV Chicago were mailed by the stations last week to 10,000 national opinion leaders, government officials, advertising agencies and sponsors. The book was prepared under the supervision of public relations manager Daniel D. Calibraro as a memento of official dedication of the *Tribune* stations' new broadcast center (BROADCASTING, July 3).

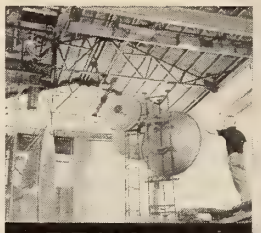
Unexpected dividend ▪ For the second consecutive year, KSTT Davenport, Iowa, bought all the seats for one night at the July 2 Quad Cities-Clinton baseball game. And, as part of its promotion with Eagle supermarkets, there were fireworks, a wild west show and a game between the station's staff and local models prior to the Midwest League contest. But the biggest promotion "break" came when KSTT scheduled it for July 2. For that night, Quad Cities pitcher Denny Ridant capped it all by throwing a perfect no-hit, no-run game against the Clinton, Iowa, team.

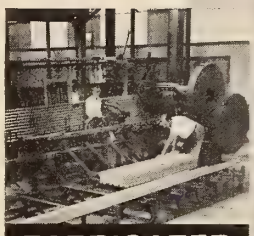
More Cordic ▪ Advertisers and agencies are receiving long-playing records of Rege Cordic's morning show routines on KDKA Pittsburgh. Entitled "Cordic and Company—Preferred," the lp includes such topics as "German Gunsmoke," "Pall Mall Confusion," and "As a New Yorker Sees Pittsburgh." Distribution is through Donald J. Trageser, KDKA sales manager and assistant general manager, and AM Radio Sales, national rep for the station.

Lightning appointment ▪ KNBC San Francisco has appointed The Dennis Corp., Los Angeles, to expand its "chain lightning" merchandising plan. It provides in-store displays and other promotional benefits for the station's major food advertisers. The "chain lightning" plan covers nine counties in the Bay area.

New radio package ▪ The '3 R's of back-to-school advertising are spelled

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NORTH WALES · PENNSYLVANIA

out in a special package released by Radio Advertising Bureau. The package, which contains a presentation folder and an "honor roll" of back-to-school promotion ideas, reminds advertisers that back-to-school campaigns must break by midsummer.

Boat safety ▪ WINS New York distributed 10,000 off-shore forecast schedule cards to boat owners in its listening area during "Safe Boating Week," July 3-9. In addition to highlighting both general and local inlet conditions, emergency Coast Guard bulletins are aired immediately as they are received by the station's Marine News Center. Safe boating rules and reminders are broadcast frequently each day.

New campaign ▪ Media will contribute at least $10 million worth of time and space to the new Advertising Council campaign, "Seat Belts Save Lives," part of an overall Stop Accidents promotion. Radio and tv stations and networks will donate their facilities for messages prepared by G. M. Basford Co., N. Y., volunteer agency on the new six-month campaign.

FOR THE RECORD

As compiled by BROADCASTING June 29 through July 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

WPRO-TV Providence, R. I.—Granted cp to change aur. ERP to 155 kw, trans. location to Homestead Ave., Rehoboth, Mass., ant. height to 913.15 ft. Action July 3.

New am stations

ACTIONS BY FCC

Princeton, Ill.—Bureau Bcstg. Co. Granted 1490 kc, 100 w unl. P.O. address 1901 Georgia St., Louisiana, Mo. Estimated construction cost $9,850, first year operating cost $45,400, revenue $49,600. **Mr. and Mrs. Russell Armentrout,** theatre-owners, are equal partners. Action June 28.

Wood River, Ill.—Madison County Bcstg. Co. Granted 590 kc, 500 w D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $52,301, first year operating cost $48,000, revenue $54,000. Applicants are **Robert W.** and **Margareta S. Sudbrink,** 51% and 49% respectively, who are equal partners in WRMS Beardstown, Ill. Action June 28.

Glen Burnie, Md.—Southfield Bcstg. Inc. Granted 1590 kc, 500 w unl. P.O. address 1 Central Ave., S.W., Glen Burnie. Estimated construction cost $23,845, first year operating cost $48,000, revenue $60,000. **Luther Weston Gregory,** sole owner, is attorney, consulting engineer, etc. Comr. Bartley dissented. Action June 28.

Isabela, P. R.—Sergio Martinez Caraballo. Granted 1390 kc; 1 kw D, 500 w N. P.O. address Box 533, Isabela. Estimated construction cost $9,877.11; first year operating cost $13,257; revenue $30,000. **Sergio Caraballo,** sole owner, is public accountant. Action June 28.

APPLICATIONS

Ellijay, Ga.—Blue Ridge Mountain Bcstg. Inc. 1500 kc; 1 kw D; 500 w during critical hours. P.O. address Box 161 Calhoun. Estimated construction cost $11,486; first year operating cost $30,000; revenue $35,000. Principals: **Joseph M. Acree, J. T. Acree** (each 36.4%); **Harbin M. King** (27.3%). Joseph Acree is student; J. T. Acree is elementary school principal; Mr. King is attorney. Ann. June 29.

Lawrence Park, Pa.—Greater Erie Bcstg. Inc. 1530 kc; 250 w D. P.O. address Conneaut, Ohio. Estimated construction cost $12,644; first year operating cost $55,000; revenue $70,000. Principals: **Louis W. Skelly** (50%), **Vincent A. Pepper, E. Stratford Smith** (each 25%). Mr. Skelly owns WWOW Conneaut and has been general manager of WWIZ Lorain and WSOM Salem, all Ohio; Messrs. Smith and Pepper are partners in law firm. Ann. June 29.

Existing am stations

ACTIONS BY FCC

KRE Berkeley, Calif.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering conditions. Action June 28.

KMBY Monterey, Calif.—Granted increase of daytime power from 250 w to 1 kw; continued operation on 1240 kc, 250 w-N; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KROY Sacramento, Calif.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; remote control permitted; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KWG Stockton, Calif.—Granted increase in daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KUKI Ukiah, Calif.—Granted increase of daytime power from 250 w to 1 kw, DA, D, continued operation on 1400 kc, 250 w-N; engineering conditions. Action June 28.

WWXL Manchester, Ky.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Action June 28.

KLBM La Grande, Ore.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; remote control permitted; engineering conditions. Action June 28.

WTTN Watertown, Wis.—Granted application to operate during all daytime hours with 1 kw (now restricted during critical hours to 250 w), continued daytime operation on 1580 kc. Action June 28.

APPLICATIONS

KVOL Lafayette, La.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. June 29.

KNOE Monroe, La.—Mod. of cp which authorized change of facilities from 1390 kc, 5 kw, unl., 540 kc, 1 kw, 5 kw-LS, DA-2, to change DA-2 to DA-N only. Ann. June 30.

WCLD Cleveland, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 28.

New fm stations

ACTIONS BY FCC

Lafayette, La.—Lafayette Bcstg. Inc. Granted 99.9 mc; 4.95 kw unl. Ant. height above average terrain 297.7 ft. P.O. address Box 2519. Estimated construction cost $14,500; first year operating cost $15,000; revenue $18,000. **Welton Paul Mouton,** sole owner, is attorney. Action June 28.

Grand Rapids, Mich.—Kenneth W. Van Prooyen. Granted 95.7 mc; 6.3 kw, unl. Ant. height above average terrain 177 ft. P.O. address 917 Everglade Dr. SE, Grand Rapids 7. Estimated construction cost $17,900; first year operating cost $38,460; revenue $45,000. **Kenneth W. Van Prooyen,** sole owner, is president and general manager of Trans-Michigan Bcstrs. Assn., non-profit religious bcstg. organization. Action June 28.

Gallipolis, Ohio—Ohio Valley on the Air Inc. Granted 101.5 mc; 16.5 kw, unl. Ant. height above average terrain 152 ft. P.O. address Box 448, Gallipolis. Estimated construction cost $19,400; first year operating cost $8,000; revenue $10,000. Principals: **John E. Halliday** (98%), **Marjorie B. Halliday, Thomas D. Halliday** (each 1%), who own similar interests in WJEH (AM) Gallipolis. Action June 28.

Ownership changes

APPLICATIONS

WZOK-FM Jacksonville, Fla.—Seeks transfer of all stock in WZFM Inc. from **Carmen Macri** to Peninsular Life Bcstg. Co. of which Mr. Macri is president, for 20% ownership of transferee corp. Other 80% is owned by **Peninsular Life Insurance Co.,** Jacksonville. Ann. June 30.

WYND Sarasota, Fla.—Seeks transfer of all outstanding shares of stock in Gulf Coast Bcstg. Inc. from **Kelsey L. Hutchinson** (50 shares), **L. C. McCall** (five shares) and **Ethel V. Hutchinson** (one share) to **George E. Hull, Ralph Bolgiano, George S. Shaffer, Carl G. Brenner** (each 25%) for $5,600. Mr. Brenner is general manager of WBMD Baltimore and WPTX Lexington Park, both Maryland; Mr. Hull is president of WBMD and WPTX; Mr. Shaffer is sales manager of WITH Baltimore; Mr. Bolgiano is treasurer of WBMD and WPTX. Ann. June 30.

WJON St. Cloud, Minn.—Seeks transfer of all outstanding shares of stock in Granite City Bcstg. Co. from **John P. Haerle, W. T. Comstock** (each 99 shares), **Miriam E. Haerle, Mary L. Comstock** (each one share) to **H. N. Cardozo Jr., Richard K. Power** (each 50%), for total of $150,000. Mr. Cardozo owns KATE Albert Lea, Minn., 25% of business property firm and 8.5% of retail furniture business; Mr. Power owns 50.5% of WAVN Stillwater and 30% of WCMP Pine City, both Minn. Ann. June 29.

KVSO Ardmore, Okla.—Seeks assignment of license from John E. Riesen, deceased,

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& COMPANY, INC.

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We think the best measurement of any businesspaper's editorial quality is the number of readers who *pay* to read it. This means they value it, want it. It has that vital intangible called quality. Quality enough to move people to buy it. Quality enough to surround your advertising with reader interest. Quality enough to complement its appeal with the appeal of sound, wanted editorial. Quality enough to deliver a live, interested, paid audience. Just the right quality, in short, for the particular reader who reads it—and the advertiser who wants to reach him.

To find it in a businesspaper, look for the ABP symbol. It is, uniquely, the symbol of that gossamer, diaphanous, tremendously vital and elusive intangible known as quality. And most often, you'll find, it has bred the *quantity* your advertising needs.

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

who was executor of estate of John F. Easley, also deceased, to Albert Riesen Jr., special administrator for Mr. Easley; no financial consideration involved. Ann. June 30.

KIHI (FM) Tulsa, Okla.—Seeks assignment of license from **Video Independent Theatres Inc.** to **J. D. Hopperton** (79.76%), **William L. Weinrod** (15.82%) and others. d/b as CHE Bcstg. Co. CHE Bcstg. Co. is licensee of KHFM Albuquerque, N. M. Ann. June 30.

WORG Orangeburg, S. C.—Seeks transfer of all stock in Radio Orangeburg Inc. owned by **Clarence E. Jones** (50% of total) to **J. T. Lyman,** for $20,000. Mr. Lyman has had interest in consulting engineering firm and is electrical engineer. Ann. June 30.

WLVA-AM-TV Lynchburg, Va.—Seeks transfer of stock in Lynchburg Bcstg. Corp. owned by **Philip P. Allen, Champe C. Allen, J. P. Read Jr.** and **Martha T. Reed** into voting trust to be voted by trustees or their appointees; no financial consideration involved. Ann. June 29.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 11 initial decision which looked toward granting application of KCRA Inc. for renewal of license of station KCRA Sacramento, Calif. conditioned to accepting such interference as may result to its operation from grant of either of pending applications for new station to operate on 1340 kc in Oroville, Calif., became effective June 30 pursuant to sec. 1.153 of rules. Action July 3.

■ Commission gives notice that May 9 initial decision which looked toward granting applications of Bureau Bcstg. Co. for new am station to operate on 1490 kc, 100 w, unl. in Princeton, Ill., and Village Bcstg. Co. (WOPA) Oak Park, Ill., Burlington Bcstg. Co. (KBUR) Burlington, Iowa, and Northwestern Publishing Co. (WDAN) Danville, Ill., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, became effective June 28 pursuant to sec. 1.153 of rules. Action June 29.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying application of WHAS Inc., to change trans. site of station WHAS-TV (ch. 11) Louisville, Ky., from within that city to near Brownsboro, Ky., about 19 miles northeast of Louisville and 58 miles from Lexington, Ky., increase overall height of ant. above ground from 600 feet to 1,859 feet, change type of trans. and make other equipment changes. Aug. 18, 1960 initial decision looked toward this action. Action June 30.

■ Commission directed preparation of document looking toward granting applications of WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstg. Inc. (WCVI) Connellsville, Pa., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N. Feb. 20 initial decision looked toward this action. Action June 30.

■ Commission directed preparation of order to designate for hearing application of Gotham Broadcasting Corp. for renewal of license of its am station WINS New York, N. Y. Action June 28.

■ Commission directed preparation of document looking toward granting application of Moline Tv Corp. for new tv station to operate on ch. 8 in Moline, Ill., and denying competing applications of Community Telecasting Corp., Tele-Views News, Inc., Midland Bcstg. Co., and Illiway Tv Inc., April 28, 1960 initial decision looked toward granting Community Telecasting Corp. and denying competing applications. Action June 28.

■ Commission directed preparation of document looking toward denying petition by WPGC Inc., for reconsideration of April 21 decision which denied its application for modification of license to change main studio location of WPGC from Morningside, Md., to Washington, D. C. Action June 28.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of the formal decisions.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Harford County Bcstg. Co. to change operation of station WAMD Aberdeen, Md., from daytime only to unlimited time, with DA-2 continued operation on 970 kc with 500 w, engineering condition. Action June 30.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Puritan Bcstg. Service Inc., for new class B fm station to operate on 101.7 mc, ERP 1 kw, ant. height 178 ft., in Lynn, Mass. Action June 30.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward denying, without prejudice to consideration of comparable applications meeting all procedural and technical requirements, applications of Bloomfield Non-Profit Tv Assoc. for temporary authority to operate three vhf tv repeater stations on ch. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13). (Nov. 3, 1960 grant of applications was protested by Aztec Community Tv Inc., operator of community ant. system serving Aztec and Blanco, N. M., but grant remained in effect pending outcome of hearing.) Action June 28.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward denying applications for new am stations of Sayger Bcstg. Co. to operate on 1250 kc, 500 w-N, 1 kw-LS, DA-2, in Tiffin, and Malrite Bcstg. Co. to operate on 1240 kc, 100 w, unl. in Norwalk, both Ohio. Action June 28.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition for reconsideration by Quests Inc., Ashtabula, Ohio, and extended time for filing pleadings in response to petition by James V. Perry, Grove City, Pa., to enlarge issues in proceeding on their am applications; time to be computed from release date of this order. Action June 30.

Elbert H. Dean and **B. L. Golden, Lemoore, Calif.; KHOT Madera, Calif.**—Designated for consolidated hearing applications of Dean for new am station to operate on 1240 kc, 250 w, unl. and KHOT to increase power from 500 w to 1 kw and change from DA to non-DA, continued operation on 1250 kc, D. Chrm. Minow abstained from voting. Action June 28.

Regional Radio Service, Rantoul, Ill.—Designated for hearing application for new am station to operate on 1460 kc, 500 w, DA, D; made WMBD Peoria party to proceeding. Action June 28.

John R. Powley, Houston, Tex.—Designated for hearing application for new class B fm station to operate on 106.7 mc: ERP 3.69 kw; ant. height 250 ft.; issues include staffing plans, financial qualification, and type and character of program service. Action June 28.

■ By notice and order, commission on its own motion reopened for further consideration its action of June 1 in granting without hearing applications for assignment of licenses of station WAMV-AM-FM and cp for auxiliary trans. for WAMV East St. Louis, Ill., from Hess-Hawkins Co., to Stanlin, Inc.; grant to remain in effect pending such reconsideration. Action June 30.

■ By order, commission denied request by intervenor Interstate Bcstg. Inc. (WQXR) New York, N. Y., for temporary stay of hearing on applications of Berkshire Bcstg. Corp., Hartford, Conn., and Grossco Inc., West Hartford, for new am facilities. Action June 28.

Routine roundup

■ Commission granted application of Byron W. St. Clair, New Rochelle, N. Y., for new experimental tv translator station to operate on ch. 12 at various locations in state of New York for purpose of making coverage tests under actual field conditions to determine extent and quality of coverage which can be achieved by translators. There will be no public participation in proposed tests. Action June 28.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to June 30 time to respond to petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to review order of hearing examiner denying continuance of hearing, and for temporary stay of hear-

ing pending action on this petition in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for am facilities in Hartford and West Hartford, Conn. Action June 29.

■ Granted petition by Broadcast Bureau and extended to July 17 time to respond to two petitions for review of examiner's memorandum opinion and order in Corpus Christi, Tex., tv ch. 3 proceeding. Action June 29.

■ Granted petition by Broadcast Bureau and extended to July 10 time to file exceptions to initial decision in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, Calif. Action June 28.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co. and extended to July 17 time to respond to petition by Burlington Bcstg Co. to enlarge issues in proceeding on their applications for am facilities in Mount Holly, N. J. Action June 28.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to Sept. 15 time to file exceptions to initial decision in proceeding on its application. Action June 28.

■ Granted petition by TriCities Bcstg. Co. and extended from June 30 to July 3 time to file replies to exceptions in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action June 29.

■ Granted petition by Greater Princeton Bcstg. Co. and extended to July 3 time to file exceptions to initial decision in proceeding on its application for new am station in Princeton, N. J. Action June 26.

■ Granted petition by Dale H. Mossman and extended to June 26 time to respond to petition by Massillon Bcstg. Inc., to enlarge issues in proceeding on their applications for new am stations in Norwood, Ohio. Action June 26.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: July 28 and Sept 8 on am applications of Oklahoma Bcstg. Co., Sapulpa, Okla.; July 28 and Sept. 12 on fm applications of Rollins Bcstg. of Delaware Inc., Wilmington, Del.; July 31 and Sept. 15 on am applications of Eastern Bcstg. System Inc., Brookfield, Conn.; WAEB Bcstg. Inc. (WAEB) Allentown, Pa. and on fm applications of Lake Zurich Bcstg. Co., Kenosha, Wis.; July 28 and Sept. 15 on fm applications of Lakeshore Bcstg. Inc., Racine, Wis. Action June 29.

■ Changed name of Camden Bcstg. Co. to Cosmopolitan Bcstg. Corp., applicant for fm facilities in Newark, N. J. Action June 29.

■ Granted request by MetroMedia Inc. to file opposition, not to exceed 25 pages, to petition by WHYY Inc., for review of adverse ruling of hearing examiner and petition for clarification of commission's memorandum opinion and order in Wilmington, Del., tv ch. 12 proceeding. Action June 28.

■ Granted request by G. M. Sinyard for dismissal of his application for am facilities in Hazelhurst, Ga., but dismissed application with prejudice; application was consolidated for hearing with Hazlehurst Radio, Hazlehurst, Ga. Action June 27.

■ Granted joint petition by Bar None Inc. and Independent Bcstg. Corp. for approval of agreement whereby Independent would pay Bar None $2,500 for reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1430 kc, 1 kw, D, in Dishman, Wash., in return for its withdrawal; dismissed Bar None Inc. application with prejudice but permitted effectuation of agreement; retained in hearing status Independent application for new am station to operate on 1440 kc, 5 kw, D, in Spokane, Wash., to be subject of further proceeding and initial decision by hearing examiner. Action June 27.

■ Granted joint petition by Western Ohio Bcstg. Co., Raymond I. Kandel and Gus Zaharis, Muskingum Bcstg. Co., and Citizens Bcstg. Co., applicants for am facilities on 940 kc in Delphos, Zanesville and Lima, Ohio, for approval of agreement whereby Citizens would pay both Western and Kandel and Zaharis $5,500 and Muskingum $4,500 for partial reimbursement of expenses

Continued on page 107

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 6

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,545	60	112	827
FM	828	59	194	127
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 6

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

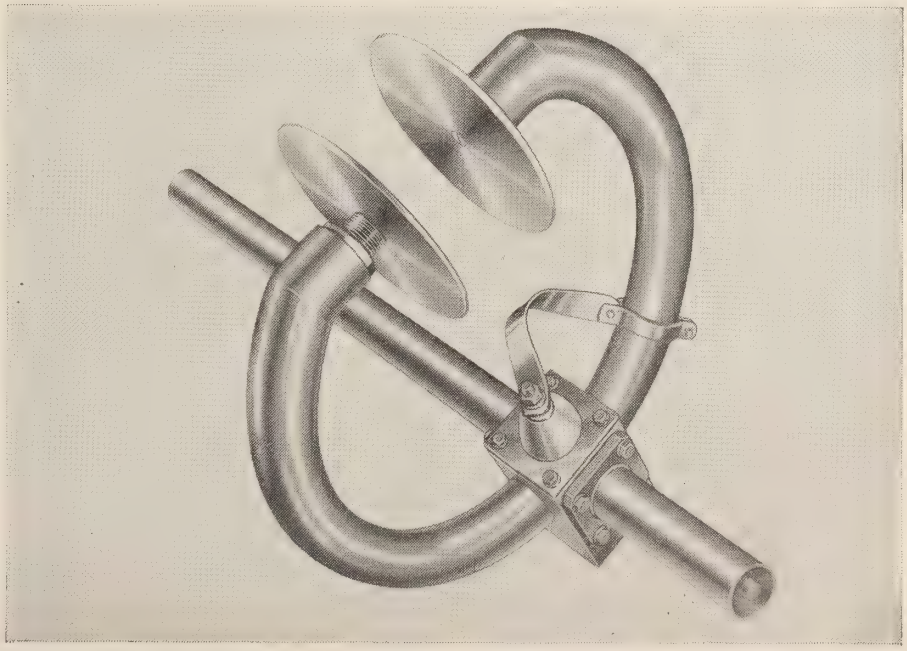
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

The efficient design of the Collins 37M FM Antenna has never been effectively duplicated. It has been imitated, to be sure, but it retains its position of leadership. Design simplicity keeps fine tuning adjustments to a minimum after installation. Bandwidth and linearity far exceed requirements for effective multiplexing service.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: extremely effective deicing unit, easily serviced in the field • capacitive adjustment • top or side mounting • high gain • equal power distribution. For more information, see your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads *$20.00 per inch—STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager . . . Important midwest industrial market. Furnish experience and sales record. Salary plus commission. Box 105G, BROADCASTING.

Sales manager-general manager established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

General manager—full time am under construction within 50 miles Chicago. Immediate. Box 149G, BROADCASTING.

Texas kilowatt has immediate opening for ambitious commercial manager. $6,000.00 plus percentage of gross. Complete resume, references to Box 154G, BROADCASTING.

Sales

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Single market, west Texas station will have opening for sales manager position in July. Pleasant working conditions with good opportunity for right man. Must be experienced in sales work. Some announcing preferred but not essential. Box 935F, BROADCASTING.

Experienced salesman or sales manager for top western Pennsylvania radio station. Strong on national and agency accounts. Write Box 944F, BROADCASTING giving experience and references. Interview required.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Upper mid-west, small market. Sales experience necessary. Air experience desirable. 60% share of audience. $7,500 and over possible. Guarantee. Must be reliable. Box 107G, BROADCASTING.

Account executive. One of top eastern markets. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact: Box 124G, BROADCASTING.

Midwest. Salesman-remote studio manager. Opportunity to make your ideas and work pay off. Station has excellent community acceptance. Box 127G, BROADCASTING.

Can you sell successfully in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

Salesman: No order takers: Draw against 20% commission. Car allowance. If you can't make $800.00 monthly we don't want you. KNCO, Garden City, Kansas. Call or write manager.

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Salesman-announcer: 4½ hours daily board work announcing. Remainder of time free for sales. Single market. References. WGTN, Georgetown, S. C.

Help Wanted—(Cont'd)

Sales

Salary plus commissions plus incentives. Pulse rated #1 station. 24 hours indie. Protected list. Burt Levine, WROV, Roanoke, Va.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Deejay who plans a witty, exciting, original show—then presents it skillfully and brightly. We're Texas metro top forty, so you must swing, but with original style and personality. Send tape, resume and rating history to Box 987F, BROADCASTING.

Live in beautiful South Alabama on Mobile Bay. Announcer-engineer. Start July 17th. Send tape, resume and picture. Start $100 weekly. Box 101G, BROADCASTING.

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 126G, BROADCASTING. Personal interview in Michigan required before position is filled.

Newsman and limited dj work. Upstate New York radio. Send news tape, background resume, and salary requirements. Box 131G, BROADCASTING.

Bright, personable morning man with mature voice for growing chain station in metro New England market. Chance for management. Send resume, air-check and photo immediately to Box 134G, BROADCASTING.

Wanted, two good first phone men for top-rated Ohio station, no maintenance. Send resume and references. Box 142G, BROADCASTING.

Modern radio personality for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

San Francisco full time classical music station KSFR now interviewing for a new position as announcer-engineer. 8 hour shift. Tapes and complete resume for those out of the area should be accompanied by Photo. Material will not be returned. Position to be filled immediately.

A station that has recently changed management and opened a new remote studio in a nearby community, needs good quality announcers with past experience in news, sports, and commercial work. Good salaries offered to qualified men. Send letter of experience, audition tape and photo to KTNC Radio, P.O. Box 238, Falls City, Nebraska c/o H. D. Wallington, Station Manager.

Help Wanted—(Cont'd)

Announcers

Announcer with first phone for 5000 watt pioneer station with adult sound. Send tape, resume, picture immediately, to R. Scott Webb, Program Director, WCOA, Box 1669, Pensacola, Florida.

Wanted at once, announcer with first class ticket. No maintenance. Adult music station. Contact: Fred Cale, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Announcer-engineer wanted Easton, Maryland. Call TA 2-3301. Ask for Mr. Goodwin, or write WEMD.

Immediate opening for morning man. Good future with six-station family station. Manager, WPNC, Plymouth, North Carolina.

I need a first-phone announcer, who likes radio and would like to live in a real nice little city. Attractive hours and shift. Minimum maintenance. $100 to start. If you like to work and love radio, call me at East 4-2711, Rawlins, Wyoming. Denny Hawkins, Mgr.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Need two engineer-announcers (1st class). Start August, 61. Box 856F, BROADCASTING.

Engineer, capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

Immediate opening first phone announcer for New York State. Adult station. Salary based on ability. Box 108G, BROADCASTING.

Engineer-announcer first class needed by August 1 for 5000 watt station in east central North Carolina. Box 146G, BROADCASTING.

Chief engineer—full time am under construction within 50 miles Chicago. Immediate. Box 150G, BROADCASTING.

Transmitter engineer—leading radio and television operation has opening for young man with first class license capable assuming important responsibilities at radio transmitter after reasonable train-in period. Bachelor apartment furnished for single man at transmitter if desired. WSAV, Savannah, Georgia.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Immediate opening for experienced newsman-announcer. Gather, write local news, some announcing. KBUD, Athens, Texas.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

RADIO

Situations Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Manager, 15 years experience. College graduate. Present station selling. References. Box 955F, BROADCASTING.

Asst. station manager wishes to move up. Young, energetic, family man with proven record as sales manager, salesmen, program director, etc. 8 years in all phases. Have strong civic background and desire to succeed. Small or medium market. Box 132G, BROADCASTING.

Thirteen years broadcasting experience. Nine radio, three television sales, one station management. Desire west coast. Box 135G, BROADCASTING.

Your station dying on its carrier? Two confident, experienced young men, now employed, will take over operation for year . . . work for set figure . . . and bring it out of red . . . with option to buy, or remain and share profits. Box 137G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

Sales

Outstanding, young salesman. Management experience. $750.00 minimum. 1320 Ammons, Apartment 14. Denver 15, Colorado.

Announcers

Presently employed morning jock in medium market would like to move to larger market. Will not consider less than $15,000. Funny as hell! Box 916F, BROADCASTING.

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Experienced announcer, production specialist, copywriter for quality fm station. Degree, references, veteran. Available now. Box 957F, BROADCASTING.

Announcer-deejay, 25, married, veteran, 8 years experience—Tight board—presently employed. Third ticket—$125.00. Box 102G, BROADCASTING.

When the screamers, top forty, gimmicks and teen-based Pulse ratings took over, we took a vacation. Now that network sound, melodious music and the human touch is heard again in the land—vacation is over. Seven years mature radio/tv. Single, dependable. No big problems—emotional, ex-marital, alcoholic, or otherwise. Minimum megalomania. Just love good broadcasting, looking for a spot where this condition exists, where the qualities of network voice and style are valued. Tape resume, photo. 1st phone. West or Southwest. Box 103G, BROADCASTING.

Desire job as announcer with opportunity to learn sales. Experience includes one year practical and graduation from school of broadcasting. Inquiries to Box 106G, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree in radio-tv. Experienced. Box 112G, BROADCASTING.

Announcer-dj-salesman. Experienced, married, 31, 2 degrees, pleasant sound, tight production. Box 116G, BROADCASTING.

Swinging dj—2 years experience, married, 26, veteran. Box 120G, BROADCASTING.

Adult audience for adult pay. Pleasant relaxed style. Tasteful music. 4 years experience. Box 121G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staffer—adult station. Write copy and sell. Box 122G, BROADCASTING.

Radio-tv announcer. Mature. 13 years radio, 4 years tv. Outstanding voice. Solid experience all phases. Desire medium market anywhere. Box 129G, BROADCASTING.

Attention: New or established. C/W announcer-musician, employed as chief announcer seeking advancement. DJ—news—copy. Wanted soon: PD—announcer, sales, managerial, and good C/W show. Radio 15 years. Third. Box 130G, BROADCASTING.

Experienced announcer-dj, all phases of radio including record hops. Box 139G, BROADCASTING.

Broadcasting school graduate wants start in radio. Good sound, tight board. Prefers northeast. Box 140G, BROADCASTING.

Sports director looking for sports minded station, 9 years experience. Box 141G, BROADCASTING.

Disc-jockey, announcer—Experienced; moving sound; tight production; personality; not a floater. Box 151G, BROADCASTING.

Profits? Personality? Versatility? Yours!! Conscientious dj delivers—any good area! Box 153G, BROADCASTING.

Announcer—Excellent deep, mature voice. Now employed in #35 market. Married, college graduate, vet, looking for market to settle in. 5 years experience. Box 155G, BROADCASTING.

Experienced, first class announcer-dj. Decent market—$110 extremely versatile. Man, I'll sell it. Box 157G, BROADCASTING.

3 years experience—all phases—family man — permanent position — East. Box 158G, BROADCASTING.

Chief engineer, announcer, dj, young, ambitious, family. Presently doing daily air trick and all maintenance at metro station. Wants spot with aggressive group. Box 160G, BROADCASTING.

Announcer, married, experienced. California, Oregon or Nevada location JE 2-3272, Rt. 2, Box 52, Sonora, Calif.

Ambitious young dj, 1 yr experience, great desire to learn more, veteran, excellent voice, good production sense, east coast preferred. Steve Erwin, 8 Pinetree Drive, Farmingdale, New York, MYrtle 4-3685.

Announcer-copywriter—Eleven years experience. Top personality. Snappy copy. Married. Phone/write Charlie Lord, 3518 Minikahda Court—Minneapolis, Minnesota. WAlnut 6-3987.

Technical

12 years broadcast combination—good voice, highest technical qualifications, best references, family. Desire appropriate position with respected, healthy chain; emphasis technical work, technical advisement. Share expense interview necessary. $160.00. Box 133G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone, 4 years experience am transmitters, married, desire permanent position in Broadcasting. Box 100G, BROADCASTING.

Veteran, first phone, but not experienced. Reliable, alert, wants transmitter or studio position. Permanent. No announcing. Box 143G, BROADCASTING.

1st phone—beginner and eager to learn. Single, 21 ex-GI with 2 years communications experience. Write Box 305, Waverly, Missouri.

First phone engineer. Stable family man mature-willing to move-available immediately. Edison Furtick, 1419 Queensway, Orlando, Florida.

Production—Programming, Others

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Sports director . . . 12 years radio and tv sports shows and major college play-by-play, several on network. Ready to move up by football season. Box 104G, BROADCASTING.

Newsman, hardworking, versatile, on way up, anxious to step from one man middle market operation to strong department in adult news conscious station. Good background all phases news, sports. (Interesting "extra":—Wall Street experience, solid background for financial business review.) Two years Armed Forces Network. Harvard graduate, 30, married, prefer within 250 miles NYC. Salary not prime consideration. Will come quick for interview. Box 114G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Need live mature newsman? Vast experience, top voice, fast rewrite. Box 128G, BROADCASTING.

Major market production manager wants programming-production position with future. Degree, married. 11 years experience writing, producing, announcing, programming music. Box 138G, BROADCASTING.

Programming problems? Let me handle'em. Sixteen years experience. Married. Currently peedee small metro market. Want step-up. May make modest investment. Box 145G, BROADCASTING.

ARE YOU THIS MAN?

We are looking for a mature, creative, hard working professional modern radio personality. Outstanding station in nation's 8th market will pay top salary to top man.

Air mail tape, resume and recent photo to:

John Gibbs, G. M.

KQV RADIO

Pittsburgh 19, Penna.

Situations Wanted—(Cont'd)

Production—Programming, Others

FM program manager, ready for major market. Creative, proven ability. Prefer group operation. Experienced in am and tv. Age 30. Family. Box 159G, BROADCASTING.

Writers: Manuscripts typed. Minor editing, prompt service. Mailed flat. Carbon free. Extra first and last pages. 50c per thousand words. Elizabeth A. Wolfe, 509 No. 41st Street, Omaha 31, Nebraska.

TELEVISION

Help Wanted—Sales

CBS station with growth potential desires live tv salesman under thirty. Write or call. WABG-TV, Greenwood, Mississippi.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

Experienced control room operator with first phone. Also RCA videotape technician. Opportunity with expanding station. Write Ed Covington, KTAL-TV Box 1474, Shreveport, La.

Wanted: Have immediate opening for transmitter supervisor who has complete knowledge of RCA TT-10 AL transmitter. Must be experienced in all phases of transmitter maintenance. Opening for remote supervisor who has complete knowledge of Ampex 1,000 B VTR and GE micro-wave. Must be experienced in all phases of maintenance for both. Both positions are supervisory with 40 hour work week salary open to experienced persons—no others need apply. Write, wire, or call collect Lew Evenden. Chief Engineer, WPTV, Palm Beach, Florida.

Production—Programming, Others

Artist for midwest station. Must have experience in television artwork. Give present income and salary expected, plus photograph and all particulars in first letter. Box 117G, BROADCASTING.

One-man art department, preferably familiar with photographic processes as well as all phases tv art as applied in local station operation. Opportunity with expanding station. Contact Jim Lynagh, KTAL-TV, Shreveport, La.

Top news cameraman who can write and edit for Time-Life independent station with strong emphasis on news. Good pay. Send photo background and references to: Sheldon Peterson, News Director, WTCN-TV, Minneapolis, Minn.

Help Wanted—(Cont'd)

Production—Programming, Others

Film director, experienced shipping, handling, editing, etc., no buying required. Opportunity with expanding station. Contact Jim Lynagh, KTAL-TV, Shreveport, La.

TELEVISION

Situations Wanted—Management

Manager small market television ready to increase profits of larger station. Six years thorough experience every phase television. Strong on sales, programming, handling personnel, streamlining operations. Box 136G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

Sales

Account executive outstanding background production and programming with major television station. Anxious to sell and grow with small or medium station. Excellent references and resume available. Box 875F, BROADCASTING.

Announcers

Now hear this! We have an extremely fine sportscaster who will be available August 1. This is no doubletalk or 'coverup," but our market is rapidly shrinking as far as sports is concerned. The man we reluctantly have to give up is completely devoted to his work and is a swell all-around gentleman. If you need a sportscaster, you can't miss with our boy. He is now employed by one of the finest tv stations in the country in a medium size market. Drop us a line and we'll have him get in touch immediately. Box 988F, BROADCASTING.

Technical

Experienced tv engineer. 13 years all phases. 10 years supervisory positions. Desire permanent position in medium size market. Excellent references. Box 110G, BROADCASTING.

Production—Programming, Others

Film director and film buyer—available now. 10 years experience in a top 10 market station. Box 953F, BROADCASTING.

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News and/or public affairs director. Available for major metropolitan operation. Experience includes 11 years NBC, local operations and programming, hard news, public information features, original documentaries. Television since 1952. Box 111G, BROADCASTING.

FOR SALE

Equipment

Collins 300-G, 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

RCA BTA-1MX 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

Two RCA TK-41 color camera chains complete with associated equipment—$50,000. Box 981F, BROADCASTING.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

Used 550 foot tower, type GST Stainless. dismantled in 30 foot sections. Used 184 foot tower, Truscon, insulated, self-supporting, dismantled in 24 foot sections. Used RCA BTF-3B 3KW FM transmitter. Call or write Roger Sawyer, KGLO, Mason City, Iowa. Telephone GArden 3-2540.

Three tower phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

2-new GL 7D21 tubes—in cartons never used spares—FM power increase. Contact Al Hayes, WHFC. Chicago, Ill.

Excellent 21-E 5 kw transmitter. Six years old. Write WKOZ, Kosciusko, Mississippi.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville. Tennessee.

Gates M5144A RF amplifier for remote reading of frequency and modulation monitors. Like new. Also 150-foot Stainless guyed tower. WSTU, Stuart, Florida.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell. 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

RCA-TG-2A studio sync generator complete in perfect condition. $1500.00. W. Gill, 20 Hillcrest, Collingswood 7, N. J.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—16—10 ft. sections (160 Ft.) Guy wire and hardware included. Manufactured by Wind Turbine Co. #AB-127D-FR. $450.00. (valued at $1200.00). F.O.B. Simpson. Steve Kwisty, Simpson, Pa. Tel—Carbondale 282-5100.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

WANTED TO BUY

Stations

Financially qualified, experienced broadcaster purchase your station. All inquiries answered, confidential, expanding, southwest, all west preferred. Box 147G, BROADCASTING.

Equipment

Capitol Transcription music library wanted. Interested in securing portions or entire service. State condition. Box 921F, BROADCASTING.

TV station setting up news-film operation. Will consider good used developer and other equipment for 16mm news operation. Send all details to Box 961F, BROADCASTING.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

TV equipment including portable camera control for RCA TK-11 camera, transitorized Auricon camera, pan cinor 16mm Zoom lens Kensol model 12A hot press, Telecro 6000 rear screen projector, short wave police receiver, film and dark room equipment. Phone purchasing agent, KTAL-TV, Texarkana, Texas 33-1133.

Instruction book and drawings for a Western Electric 25A console. WFRA, P.O. 908, Franklin, Penna.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Experienced Carolina broadcaster desires to borrow $50,000 at 10% interest for one year. Highly profitable daytime station as collateral. Best references. Write Box 156G, BROADCASTING.

How to become outstanding in the field of electronics. Free literature. Wallace Cook, Box 10634, Jackson 9, Miss.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Announcers

EXPERIENCED MORNING MAN

To maintain top audience wanted by pop music indie station in major market. Send air check and resume. Sorry, no tapes returned.

Box 163G, BROADCASTING

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

RADIO

Situations Wanted—Management

Professional presence, proud 21-year advertising background, confident of radio's future. Know showbiz, people, inside techniques, and marketing. Strong on continuity; Triple A (Audience-Advertiser-Award-winning) programming leadership: all for intelligently oriented, strategically keen sales department. Believe in well-balanced Public and Media Relations. Sound fiscal policy.

Box 109G, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

UP TO $100,000.
CASH AVAILABLE

As down payment for purchase of Radio Station. Prefer Medium Size Market within 90 minutes flying time of NYC.

ACTIVE MANAGEMENT ONLY
All replies confidential
Box 113G, BROADCASTING

FOR SALE

Stations

FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

Box 905F, BROADCASTING

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

CALIFORNIA REGIONAL

Long established 5 KW fulltimer in fine market. Showing good earnings on substantial gross. Price of $315,000 with 29 percent down and 10 year payout includes accounts receivable. An excellent buy.

Box 972F, BROADCASTING

FOR SALE

Stations—(Cont'd)

CHOICE ROCKY MOUNTAIN

An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

DAYTIME
1 KILOWATT

In excellent market close to Atomic Energy Control Plants in eastern Idaho. Also in center of good farming area. City shows increase of 30 per cent of population in 5 years. Now 31,000, trading area 125,000. Good terms.

Box 119G, BROADCASTING

Mich	single	daytimer	$ 60M	terms
Ohio	single	daytimer	100M	cash
Iowa	small	fulltime	87M	15dn
Idaho	small	daytimer	55M	cash
Ore	medium	fulltime	70M	15dn
S.E.	medium	power	80M	22dn
Ala	metro	daytimer	150M	29%
South	major	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Midwest TV-Radio $1,500,000 Firm. Cash. —Southern TV-Radio $4,000,000—Southern TV-Radio $2,650,000— Southern TV $2,200,000—Southern TV-Radio $750,000—Tex. metro $485,000—Ala. major regional $275,000—Tex. metro money-maker $250,000—Fla. major $240,000—Fla. 5 kw $225,000—Va. major $225,000—Ga. major $225,000—Tex. metro regional $200,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $165,000—Fla. regional $160,000—Fla. 5 kw $135,000—Fla. regional $125,000—Fla. major $120,000—Tex. medium $110,000—La. major $97,500— La. medium $85,000—Fla. single $75,000—Tex. single $60,000—Tex. single $58,500—Fla. single $50,000—Miss. single $45,500—Miss. single $45,000—Fla. single $42,000—Tex. metro FM $35,000. PATT McDONALD CO., BOX 9266, GL. 3-8080, AUSTIN 17, TEXAS.

STATIONS FOR SALE

CALIFORNIA. Metro. Profitable daytimer. Power. Asking $225,000. 29% down.

WEST NORTH CENTRAL. Profitable daytimer. Doing $90,000. Asking $90,000. 29% down.

SOUTH. Major market. Full time. Profitable. Asking $350,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 101

incurerd in connection with their applications in return for their withdrawal; dismissed three applications with prejudice but permitted effectuation of agreements; retained in hearing status Citizens application to be subject of further proceedings and initial decision by hearing examiner. Action June 27.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., and extended from June 30 to July 14 time to file proposed findings in proceeding on its am application. Action June 29.

■ Granted petition by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., for leave to amend its am application to reflect fact that applicant's station WBRD is presently affiliated with Mutual Bcstg. System and plans to continue such affiliation. Action June 28.

■ Granted motion by Independent Bcstg. Corp. for leave to amend its application for am facilities in Spokane, Wash., to show change in type of trans. to be used, to reflect changes in estimated cost of construction, to reflect payment of $1,000 to former competing applicant and to show availability of bank loan. Action June 28.

■ Granted motion by Harford County Bcstg. Co. (WAMD) Aberdeen, Md., and corrected record as requested in proceeding on its am application. Action June 26.

By Hearing Examiner Asher H. Ende

■ Rescheduled Sept. 6 hearing to commence at 11 a.m., July 5 in proceeding on applications of Gerico Investment Co. for renewal of licenses of tv station WITV and auxiliary station KC-5744, and Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17, both Fort Lauderdale, Fla. Action June 27.

■ Granted motion by Linton D. Hargreaves for leave to amend his application for am facilities in Duluth, Minn., to satisfy financial issue, change tower site, etc.; returned amended application to processing line and terminated proceeding. Action June 27.

■ Granted request by Lindsay Bcstg. Co. and extended from June 26 to July 3 time for completion of exchange of proposed exhibits provided, however, that no request for extension or delay of date now scheduled for commencement of hearing will be entertained on basis of extension granted for completion of exchange of exhibits in proceeding on its application for am facilities in Punta Gorda, Fla. Action June 26.

By Hearing Examiner Charles J. Frederick

■ Closed record and scheduled Aug. 1 and 11 to file proposed findings and replies in proceeding on applications of Stuart W. Epperson and Felix C. Abernethy for new am stations in North Wilkesboro and Granite Falls, N. C. Action June 29.

■ Scheduled further hearing for June 28 in proceeding on application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La. Action June 27.

■ Granted petition by Broadcast Bureau and continued July 24 hearing to Sept. 18 in proceeding on applications of Wagner Bcstg. Co., for am facilities in Woodland, Calif. Action June 26.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further hearing for July 6 in proceeding on am application of Cumberland Publishing Co. (WLSI) Pikeville, Ky. Action June 29.

By Hearing Examiner Walther W. Guenther

■ Received in evidence applicant's exhibits 7B, 10B, 12, 12-A, 13, 13-A, and 15, closed record, and with agreement of parties and approval by examiner, scheduled July 14 and 26 dates to file proposed findings and replies in proceeding on application of Central Wisconsin Tele. Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action June 29.

By Hearing Examiner Isadore A. Honig

■ Denied petition by Dixie Radio Inc. for temporary deferment of issuance of initial decision in proceeding on its application for am facilities in Brunswick, Ga. Action June 27.

By Hearing Examiner H. Gifford Irion

■ Continued indefinitely June 30 hearing in proceeding on applications of Aubrey H. Ison, James A. McCuila and Paul C. Masterson, and Stanley R. Bookstein for am facilities in Lompoc, Calif. Action June 29.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Prairie Radio Corp. (WPRC) Lincoln, Ill., and rescheduled hearing from 10 a.m. July 6 to 9 a.m. July 10 in proceeding on its am application and that of WGRY Inc. (WGRY) Gary, Ind. Action June 29.

■ Continued hearing from 10 a.m. July 6 to 9 a.m. July 10 in proceeding on am applications of Telegraph Herald (KDTH) Dubuque, Iowa; hearing to be held before above-mentioned applications scheduled on same date. Action June 29.

■ Continued hearing from Sept. 6 to Oct. 9 and scheduled certain procedural dates in proceeding on applications of Massillon Bcstg. Inc., for new am station in Norwood, Ohio. Action June 27.

By Hearing Examiner Forest L. McClenning

■ Closed record in proceeding on application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass.

By Hearing Examiner Herbert Sharfman

■ On request of counsel for applicants and Broadcast Bureau, and without objection by counsel for respondent, further extended dates for exchange of exhibits from July 3 to Aug. 7, notification of witnesses desired for cross-examination from July 14 to Aug. 18, and hearing from July 31 to Sept. 5 in proceeding on am applications of Rockford Bcstrs. Inc. (WROK) Rockford, Ill., et al. Action June 28.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 30

WELI-AM-TV New Haven, Conn.—Granted acquisition of positive control by Richard W. Davis through purchase of stock from Botwinik Bros. Inc. and 15 other stockholders.

WAEZ Miami Beach, Fla.—Granted assignment of cp to southern Bcstg. Inc.

KSFM (FM) Sacramento, Calif.—Granted cp to move ant.-trans. and studio location, increase ERP to 64 kw, decrease ant. height to 270 ft., and install new trans.

WDJD (FM) Warwick, R. I.—Granted mod. of cp to increase ERP to 20 kw, change ant. height to 215 ft., change ant.-trans. and studio location, install new trans. and ant.; remote control permitted.

KGAF-FM Gainesville, Tex.—Granted cp to install new trans. and increase ERP to 30 kw.

■ Following stations were granted extensions of completion dates as shown: KSFX San Francisco, Calif. to 8-20; WINR-TV Binghamton, N. Y. to 1-4-62; WCOC-TV Meridan, Miss. to 12-31.

Actions of June 29

WOPA Oak Park, Ill.—Granted mod. of cp to change type trans.

KWK St. Louis, Mo.—Remote control permitted while using nondirectional ant.

■ Granted cps for following new vhf tv translator stations: Ant. Booster Assn. on ch. 11, 13 and 6 Sheridan and Fort Mackenzie, Wyo., to translate programs of KOOK-TV ch. 2, KGHL-TV ch. 8, both Billings, Mont., and KTWO-TV Casper, Wyo., via tv translator station ch. 4 Story, Little Piney, Wyo.

Actions of June 28

■ Following stations were granted mod. of licenses, SCA and cps to change name to Time-Life Bcstg. Inc.: WFBM-AM-FM-TV, WTCN-AM-TV, WOOD-AM-TV, Indianapolis, Ind., Minneapolis, Minn., and Grand Rapids, Mich.

KLZ-AM-TV Denver, Colo.—Granted mod. of license to change name to Time-Life Bcstg. Inc.; condition.

Actions of June 26

■ Granted cps for following new vhf tv translator stations: Carbon County on ch. 8, 10 and 12, Price, Utah, to translate programs of KUTV (TV) ch. 2, KCPX-TV ch. 4 and KSL-TV ch 5 all Salt Lake City, Utah; conditions.

Actions of June 23

WARF Jasper, Ala.—Granted change of remote control authority; condition.

WMDD Fajardo, P. R.—Remote control permitted.

KAIR Tucson, Ariz.—Granted second remote control point (by employees of station only).

License renewals

■ Following stations were granted renewal of license, Chrmn. Minow not participating: KFPW Fort Smith, Ark.; WCRI Scottsboro, Ala.; WFOR Hattiesburg, Miss.; WJBO-FM Baton Rouge, La.; WHPB Belton, S. C.; KOKA Shreveport, La.; WPAB Ponce, P. R.; KHBM Monticello, Ark.; WHOO-AM-FM Orlando, Fla.; KDQN DeQueen, Ark.; WCON Cornelia, Ga.; WLET-AM-FM Toccoa, Ga.; WQXT-FM Palm Beach, Fla.; WMDC Hazlehurst, Miss.; WRDW-AM-FM Augusta, Ga. also license to cover cp. Action June 28.

Rulemakings

PETITION FILED

Board of Directors, School District 4, Lane County, Ore.—(6-27-61) Requests amendment of rules so as to reserve ch. 20 at Eugene, Ore. for educational use. Ann. June 30.

PETITION WITHDRAWN

KTVE (TV) El Dorado, Ark.—(4-24-61) *Requests amendment of rules to "hyphenate" communities of El Dorado, Ark. and Monroe, La., for tv allocation purposes by making following proposed changes:

Present	
Ark., El Dorado	10—, 26—
La., Monroe	8+, 13*, 43+
Proposed	
Ark., El Dorado (See also Monroe, La.)	26—
La., Monroe—Ark., El Dorado	8+, 10—, 13*
La., Monroe	43+

*Withdrawal of request for rule making, filed June 22, 1961. Ann. June 30.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to the recommendations of North American Broadcasting Agreement engineering meeting.

550 kc

CHLN Three Rivers, P. Q., 10kwD/5kwN, DA-2, unl., III. NIO with increased daytime power.

560 kc

(New) Seven Islands, P. Q., 5kw DA-1, unl., III. EIO 1-6-62.

680 kc

(New) Bishop's Falls, Nfld., 10kw, DA-2, unl., II. EIO 1-6-62.

910 kc

(New) Grand Bank, Nfld., 1kw, ND, unl., III. EIO 1-6-62.

1340 kc

CFGB Goose Bay, Nfld., 1kw, ND, unl., IV. EIO 1-6-62. (PO: 1340kc, 0.25kw, ND). Correction to official list of assignments dated Dec. 31, 1960—Under frequency 570 kc/s CFCB Corner Brook, Nfld. was shown as using DA-N mode of operation. This should have read *ND* under mode of operation.

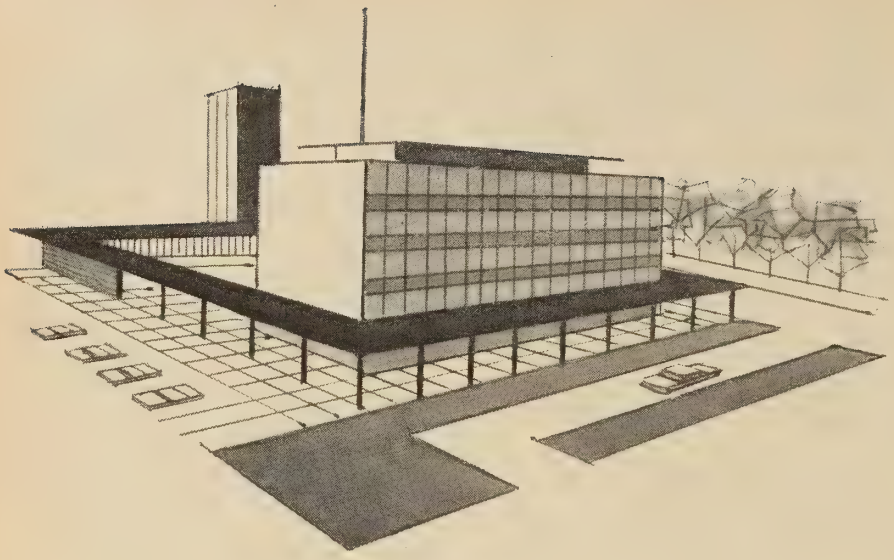
FOR SALE

Stations

FOR IMMEDIATE SALE

Radio station KCKC, San Bernardino, California including all transmitting equipment, albums, records, real property at 770 Mill St., San Bernardino, together with the broadcasting license, and rights in and to an application pending with the Federal Communications Commission for an additional license to broadcast on a 5000 kw frequency during daylight hours, subject to approval of F.C.C. Sale is set for July 13, 1961, at San Bernardino, Calif.

For further information call or write Trustee C. R. Cheek, 362 Arrowhead Ave., Suite 303, San Bernardino, Tux. 816165.



work capacity with no breakfast and a mid-morning break

The experiment* reported here had as its object to show effect of various regimens of breakfast and mid-morning breaks on maximum work output as measured by a bicycle ergometer. Twenty subjects, 18 to 36 years of age, including both office and factory workers participated. The various periods of the experiments used for the comparisons were as follows:

Period 1. Basic breakfast without mid-morning break.
Period 2. No breakfast without mid-morning break.
Period 3. Basic breakfast with mid-morning break.
Period 4. No breakfast with mid-morning break.

"The data seem to justify the following conclusions:

"All subjects did significantly more work when the dietary regimen included an adequate breakfast than when it was omitted.

"The addition of a mid-morning break when an adequate breakfast was eaten resulted in no advantage as far as maximum work output was concerned.

"The addition of a mid-morning break to a dietary regimen which omitted breakfast showed a significant advantage for half of the subjects, in maximum work output.

"The data seem to indicate that an adequate breakfast is better economy as far as capacity to work is concerned than the substitution of a mid-morning break for breakfast."

**Tuttle, W. W., Herbert, Edward: Work Capacity With No Breakfast and a Mid-Morning Break. J. Am. Dietet. A. 137:37, 1960.*

a basic breakfast† used in this experiment followed this moderate low-fat, well-balanced menu.



FRUIT CEREAL MILK BREAD SPREAD

†A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to John William Guider, WMTW-FM-TV Poland Spring, Me.

A station without a specific 'local' market

What are good broadcasters made of?

Varying parts of will, energy and persuasion—that's what John William (Duke) Guider is made of. And Mr. Guider is a good broadcaster who's been involved in the electronics industry since 1922. At various times during his career, he's been a salesman of radio receivers, an electronics supply officer in the Navy, and a lawyer who's argued broadcasting cases before the U. S. Supreme Court. Currently he's president and general manager of WMTW-FM-TV Poland Spring, Me., and president of Mt. Washington Tv Inc., parent company of the stations.

WMTW-TV, a full-time ABC primary affiliate, is an unusual station. Its transmitter is situated on top of New Hampshire's 6,280-foot Mt. Washington, the highest mountain peak in New England. The station serves 36 counties in a four-state area—Maine, New Hampshire, Vermont, and the northeast corner of New York—that encompasses 1.5 million people.

When Mr. Guider started the station almost seven years ago, he quickly discovered that, unlike most other broadcast outlets, WMTW-TV did not have a specific market with which it could identify. He attacked this and other problems with a determination and ability characteristic of him.

New Market ▪ "We made a new market in an area where no other single media can reach a great population," he recalls.

Mr. Guider learned the habits, the personalities, the likes and dislikes of his previously unclassified audience.

Less than 25% of the station's viewers reside in cities and they are an early supper, early-to-bed audience, Mr. Guider made the most of this knowledge. He programmed strong feature films from 5:30 to 7:30 p.m. with the result that WMTW-TV now enjoys, according to Mr. Guider, a 44.9% share of the audience during that period.

Feature film is the station's most successful commodity. WMTW-TV now has a library that includes 3,362 feature films under contract, including 568 that are post-48's.

But feature films are not Mr. Guider's only source of pride. He's particularly proud of WMTW-TV's new 50-foot-high, Fiberglas, radome-enclosed, traveling-wave antenna, which was first put into service about Nov. 1 of last year, and has operated without interruption since.

Putting up the new antenna was a necessity, but it wasn't easy. The top of Mt. Washington gets an average of 100 days a year of hurricane-force winds and they bring snow and ice. Enclosed in a Fiberglas cylinder, the new antenna is impervious to the weather. Mr. Guider says it transmits a stronger signal throughout the WMTW service area and "fills in hollows" that never before could receive the station.

John Guider (everyone calls him Duke, a nickname he got as a result of mistaken identity when he was at the U. S. Naval Academy) never thought he'd spend a good part of his career winning shares of audiences and helping to build antennas.

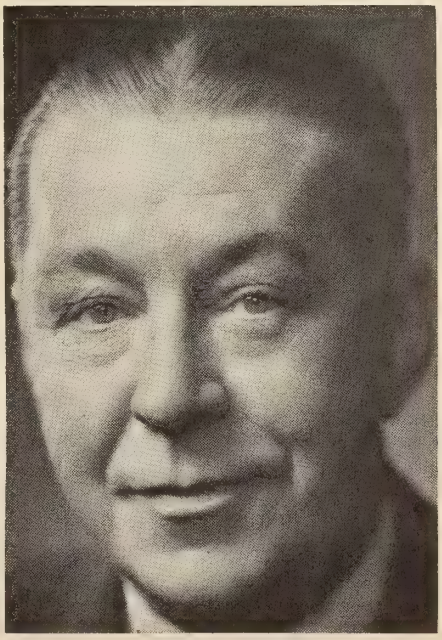
"In my case," he says without a trace of regret, "it's always been a case of electronics overtaking me rather than I pursuing it."

He was born March 10, 1900, in Syracuse, N. Y. Mr. Guider lived and went to school there until he was 17. After finishing high school, he entered the Naval Academy at Annapolis, Md., graduating with a Navy commission in 1922.

It was at this point that the electronics industry first embraced Mr. Guider, an embrace he's never since successfully eluded. A fellow ensign aboard ship asked WMTW-TV's future president if he would like to work for RCA. Electronics being in its toddling state, the idea seemed a novel one to Mr. Guider and in November 1922 he joined RCA as a sales engineer.

Sold Radios ▪ "What I really did was sell radio receivers in Washington, D. C. to people who couldn't get any stations."

During this period he went to Georgetown U. Law School in the evenings, graduating with a law degree in 1926. He subsequently joined the law firm of Hogan & Hartson, Washington, D.C., remaining there until he was called back to the Navy 16 years later.



WMTW's Guider
Lawyer, engineer, broadcaster

As a lawyer, Mr. Guider handled many radio and tv cases, some before the U. S. Supreme Court, but he was not departmentalized in broadcasting. He also served as a lawyer in criminal and civil cases.

Mr. Guider served with the Navy all during the war, from 1942 to 1946. He entered as a lieutenant commander and when discharged was a captain and also was the Navy's senior electronics supply officer. "I spent most of my time getting things built and channeled to the fighting Navy," Mr. Guider says.

After the war, Mr. Guider opened a law practice in New Hampshire. Again the call of broadcasting was loud and alluring. In 1948 he bought WMOU Berlin, N.H., a 250-w station, and three years later he added 1-kw WJWG Conway, N. H. (now WBNC) to his budding chain.

He subsequently sold both stations in 1957, but not before he, together with a group of associates, formed Mt. Washington Tv Inc. in 1953. The explicit purpose of the organization was to put an "area" tv station on top of Mt. Washington, and WMTW-TV, which began operations on Aug. 31, 1954, was the result.

Mr. Guider married Dorothy Hogan, a native of Washington, D. C., and a daughter of Frank Hogan, former president of the American Bar Assn., Oct. 20, 1923. They have three children, two sons and a daughter, and nine grandchildren, all under 7 years of age.

Mr. Guider is greatly involved in civic and charitable matters and also is particularly interested in furthering educational tv. He's a member of the bars of New Hampshire, and the District of Columbia and has been admitted to practice before the U. S. Supreme Court. For 11 years, until recently, he was treasurer and director of the American Bar Assn. Endowment, and he's one of 600 Fellows of the American Bar Foundation.

Mr. Guider enjoys swimming and reading, but his real hobby, he says, is "to take kids and help point their feet in the right direction" (the average age of his station staff is 29 years and 4 months).

One of the highlights of his life was his appointment by the U. S. government as defense counsel for Japan's wartime premier, Hideki Tojo, at his post-war trial.

Airspace threat

UNLESS the FCC asserts itself as the sole and final arbiter in broadcast allocations by July 15, broadcasters will find themselves caught in a split jurisdiction vice under which the Federal Aviation Agency can become the effective licensing authority.

The FAA has adopted new rules, effective July 15, to control height and location of broadcast towers. The criteria approved, unless exempted by FAA, specify *any* structure more than 500 feet above ground as a hazard to air commerce and any structure more than 200 feet high in a control zone as dangerous to air navigation.

The rules also provide that it may establish antenna farms in each state, which conceivably could mean that many existing antenna sites for radio as well as tv could be displaced without regard to coverage patterns, mileage separations or other criteria controlled by the FCC.

What came out of the informal discussions of FCC lawyers with the FAA since adoption of the final rules hasn't been disclosed. If there is no agreement, the FCC should promptly seek congressional clarification or resort to court action to determine jurisdiction.

Fees, taxes and freedom

MASS media the world over are under attack. Whether it be a tax on television advertising in Great Britain, a decree to commandeer radio and television in Brazil, Castro's seizure of newspapers and broadcasting stations in Cuba, or such seemingly innocuous proposals as disallowing costs of defense contractor advertising or assessing franchise taxes and license fees for communications in the United States, the international theme seems to be to sock them and control them.

We refer here, of course, to the democratic western world. The totalitarian way is and always has been to suppress dissemination of valid information to the enslaved subjects and to the outside world.

The British tax of 10% on television advertising imposed a few weeks ago probably does not have as its goal the "control" of tv as a mass medium. Britain already controls both radio and television through statutes which created separate authorities (the non-commercial BBC, a private corporation under government auspices, and the Independent Television Authority which physically operates the facilities leased to program contractors for commercial tv).

It is a discriminatory tax, however, against commercial tv and in favor of the non-commercial BBC and the competitive newspapers and magazines. Because it is discriminatory it is reasonable to assume that the tax either will be dropped or an equivalent tax will be imposed upon other media.

The FCC proposal to saddle franchise and filing fees upon all licensees to defray the cost of FCC administration obviously is out of line. Whether it is called a filing fee or a franchise tax, or both, it is an impost that places an additional burden upon communications media not borne by their competitors or by others regulated by independent commissions.

The imposition of fixed fees for all classes of licensees, as has been proposed at FCC staff level, would create a hardship on small market stations but wouldn't bother larger operations except for the discrimination factor. Broadcasters, like other professional and business men, pay their federal and state taxes to defray the cost of government. The current proposal constitutes double taxation. Moreover, if broadcasters are called upon to pay the FCC's freight for their regulation, they will have an obvious right to expect service in return. Would the FCC's primary concern then become the private interests of the licensees rather than the *public's* interest? It is a point worth pondering.

The FCC's program crusade and its bellicose attitude toward licensees is making life tougher for licensees on all fronts, including the administration's own campaign for economic recovery. As we reported last week (CLOSED CIRCUIT) an insurance company reneged on a $500,000 loan to an old-established radio station netting about $400,000 a year because it now regards radio as a risky investment. A nervous money market can spread like wildfire.

A fee or franchise tax to cover FCC's overhead is far from a *fait accompli.* With appropriate safeguards, a reasonable franchise tax, in return for a property right, would not be hard to take. It could even rectify some of the damage already done against the drive toward stability and recovery.

Censorship in the raw

THE FCC has taken the unprecedented action of refusing to grant an uncontested application for a new broadcast station because of inadequate programming plans. If this decision is allowed to stand, federal censorship will have been firmly imposed on American radio and television.

As reported in this publication last week, the FCC reversed its examiner and denied a grant to an applicant for an fm station in Elizabeth, N.J., a community now without local fm service. The commission ruled that the applicant had made no survey to determine local program needs and therefore could not possibly have designed a program schedule calculated to serve the community.

This line of reasoning can only be interpreted to mean that the FCC thinks no programming at all can be better for a community than programming that does not fit FCC specifications. Here is censorship in its rawest form.

At best the program proposals in an application can be no more than a murky clue to the nature of a station's broadcasting. Until a program service has actually gone on the air and been subjected to the test of public acceptance no one can make a judgment of it. Yet the FCC has now aborted a program service before its birth. The Elizabeth fm might have turned out to be a great station. If the FCC prevails, no one will ever know.

We know nothing about the men whose application was denied, but no matter what their qualifications and intentions, this case is one for general concern. At issue are principles of such fundamental interest to every broadcaster —and to every citizen who thinks the First Amendment means what it says—that the Elizabeth decision must be fought by the whole broadcasting fraternity.



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KPRC RADIO
NBC

ZOOMING OUT OF THE SKIES...

A NEW BREED OF HEROES IN

ZIV-UA's
SENSATIONAL
NEW SERIES . . .

RIPCORD

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IVAN TORS
TV's MASTER
OF THE UNUSUAL!

DRAMATIC STORIES OF
MEN WHO PLUNGE
THOUSANDS OF FEET
IN FREE FALL . . .
TO LAND "ON TARGET"
ANYWHERE . .
READY FOR ACTION!

starring
LARRY PENNELL
with
KEN CURTIS

ALREADY BOUGHT BY:

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WSB-TV Atlanta
WDSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ-TV Detroit
WAFB-TV Baton Rouge
KERO-TV Bakersfield
KGHL-TV Billings
WSOC-TV Charlotte, N.C.
WCSC-TV Charleston, S.C.
WTVN-TV Columbus, Ohio
WTVM-TV Columbus, Ga.
KVAL-TV Eugene
KJEO-TV Fresno
WINK-TV Ft. Myers
WLBT-TV Jackson
KLFY-TV Lafayette
KLAS-TV Las Vegas
WCPO-TV Cincinnati
KLZ-TV Denver
WTVJ-TV Miami
KMTV-TV Omaha
KFMB-TV San Diego
WKRG-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KCSJ-TV Pblo.-Colo. Spgs.
WGAN-TV Portland, Me.
KOLO-TV Reno
KXTV-TV Sacramento
KSL-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn.-Wilkes Ba.
WRGB-TV Schntdy.-Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WTVT-TV Tampa
KOB-TV Albuquerque
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
WLW-I Indianapolis
WKYT Lexington
WTMJ-TV Milwaukee
WVEC-TV Norfolk
WATE-TV Knoxville
WFGA-TV Jacksonville
WKJG-TV Ft. Wayne
WTVP-TV Decatur, Ill.
WTVW-TV Evansville, Ind.
and many more

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UA
ZIV

35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 17, 1961

There's a bull market for tv network cast-offs in syndication field 27

Toys and television are made for each other to the tune of $15 million 28

FCC makes its promise vs. performance policy clear in KORD decision 46

Radio-tv station profits show little change in 1960 financial compilation 66

COMPLETE INDEX PAGE 7

ZOOMING OUT OF THE SKIES... A NEW BREED OF HEROES IN...

ZIV-UA's sensational new series . . .

KORD

CREATED BY
IVAN TORS
TV'S MASTER OF THE UNUSUAL!

starring
LARRY PENNELL
with
KEN CURTIS

ALREADY BOUGHT BY:
KABC-TV Los Angeles
WSB-TV Atlanta
WDSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ-TV Detroit
WAFB-TV Baton Rouge
KERO-TV Bakersfield
KGHL-TV Billings
WSOC-TV Charlotte, N.C.
WCSC-TV Charleston, S.C.
WTVN-TV Columbus, Ohio
WTVM-TV Columbus, Ga.
KVAL-TV Eugene
KJEO-TV Fresno
WINK-TV Ft. Myers
WLBT-TV Jackson
KLFY-TV Lafayette
KLAS-TV Las Vegas
WCPO-TV Cincinnati
KLZ-TV Denver
WTVJ-TV Miami
KMTV-TV Omaha
KFMB-TV San Diego
WKRG-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KCSJ-TV Pblo.-Colo. Spgs.
WGAN-TV Portland, Me.
KOLO-TV Reno
KXTV-TV Sacramento
KSL-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn.-Wilkes Ba.
WRGB-TV Schntdy.-Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WTVT-TV Tampa
KOB-TV Albuquerque
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
WLW-I Indianapolis
WKYT Lexington
WTMJ-TV Milwaukee
WVEC-TV Norfolk
WATE-TV Knoxville
WFGA-TV Jacksonville
WKJG-TV Ft. Wayne
WTVP-TV Decatur, Ill.
WTVW-TV Evansville, Ind.
WTOK-TV Meridian, Miss.
WIS-TV Columbia, S. C.
KROC-TV Rochester, Minn.
KGNC-TV Amarillo
KMID-TV Midland, Tex.
KRBC-TV Abilene
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WTAE-TV Pittsburgh
and many more

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THE 1960 WINNER OF THE

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In recognition of his outstanding achievements, Mr. Emerson A. Alburty of Memphis, Tennessee, is awarded the Muzak Golden Ear Award for 1960. Currently Chairman of the Board of Trustees of the Memphis Sales Executive Club, and Vice President of the Memphis Chamber of Commerce, Mr. Alburty has willingly given his time and counsel to the management of his city's affairs. During the year, he served on a Trade Commission representing the Chamber of Commerce visiting Europe. He was actively engaged as Director of Civic Research Committee, Salvation Army, and the American Cancer Society. He also served as Vice President of Memphis Goodwill Industries. A tireless fund raiser, Mr. Alburty, as Chairman of the Shelby County United Neighbors Campaign, was responsible for raising over $1,600,000—the largest sum in the campaign's history. Mr. Alburty has ably represented Muzak since 1946.



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JACK WRATHER, *Chairman of the Board of Muzak Corporation*
CHARLES COWLEY, *President of Muzak Corporation*

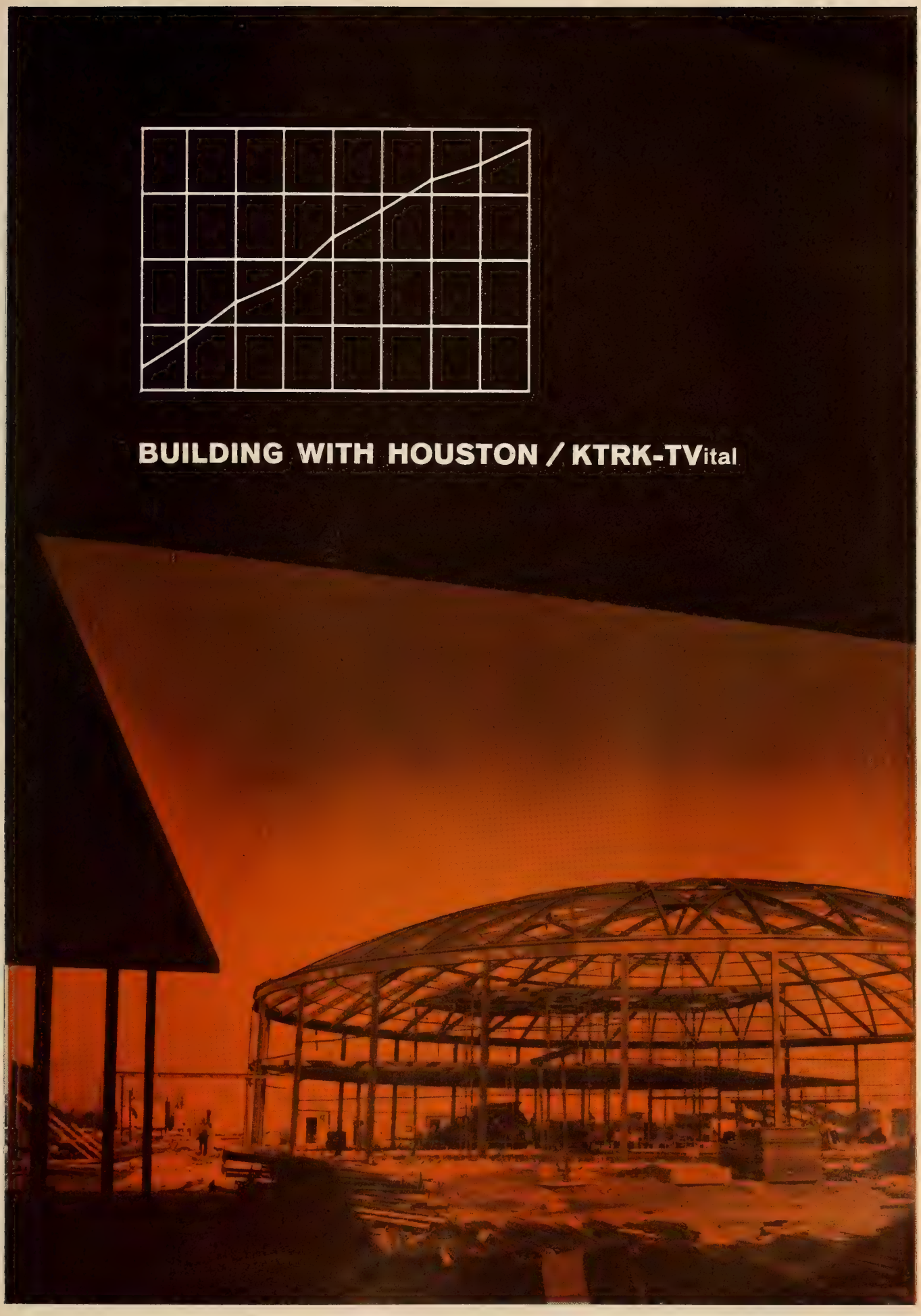
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CLOSED CIRCUIT®

Censorship victory

Shortly to be announced by White House will be transfer of OCDM to Department of Defense but minus standby censorship organization which would come into being in event of national emergency. Censorship, instead, will move to new Office of Emergency Planning, soon to be created under White House aegis. Action is significant victory for mass communications media which opposed military control.

Voice of Democracy scuttled

Top command of NAB has decided to dump annual Voice of Democracy contest in which millions of high school students have participated in its dozen years. Veterans of Foreign Wars, co-sponsor of past three contests, was notified late last week that NAB would bow out. Some NAB members, who had already begun to make local plans for VOD competition, got word of NAB's defection from local VFW representatives. Third co-sponsor, Electronic Industries Assn., was willing to go along with NAB in scrapping VOD.

Cox for Craven in '63?

Able, tough Kenneth Cox, FCC's new Broadcast Bureau chief, may not be shooting for next year's Democratic vacancy on FCC but rather may await retirement of Commissioner T. A. M. Craven on June 30, 1963. Term of John S. Cross, Arkansas Democrat, expires next year and it had been open secret that Mr. Cox had been "promised" it. But Commissioner Cross, strongly supported by Rep. Oren Harris (D-Ark.), among others, is avowed candidate to succeed himself and would be hard to displace. On the other hand, Comr. Craven will have passed retirement age of 70 in 1963 and legally cannot be candidate.

'Inside' NAB

Consideration is being given to "inside" as well as "outside" for NAB executive vice presidency. President LeRoy Collins this week will discuss with members of his Policy Committee several names for No. 2 post, including members of NAB executive staff with station experience—necessary qualification specified by board. Among "insiders" are William Carlisle, manager of station relations, formerly with WKBR Manchester, N. H. and other New England stations; Vice President Howard Bell, formerly with WMAL-AM-TV Washington, and Radio Vice President John F. Meagher, formerly general manager of KYSM Mankato, Minn.

Top staff member without requisite station experience but popular with board is Vincent T. Wasilewski, vice president of government relations. Consideration of these names, however, does not preclude possible selection of broadcaster from outside.

Clyne to Uncle Sam?

C. Terence Clyne, who resigned last week as vice chairman of McCann-Erickson and top executive in tv and radio, may enter government service. He was in Washington last week in consultation with State Dept. executives in connection with quest for executive manpower to beef up foreign aid and international cooperation.

Over the hill

Proposal to assess license fees and franchise taxes by FCC to defray its $13 million-plus overhead came before FCC again last week and was promptly talked down. FCC Chairman Minow, who espouses proposal that would extract $6 million from broadcasters, will instead explore congressional sentiment through Chairmen Warren G. Magnuson (D-Wash.) and Oren Harris (D-Ark.) of Senate and House committees on commerce. Since Mr. Harris already has said he's opposed to FCC moving on its own, project can be presumed dead at least until fall.

Big push on 20s

On theory that 20-second prime-time tv announcements will be hot as ever (though more numerous, as result of expansion of break-time to 40 seconds), at least one major station representative is conducting big push to get timebuyers to "tie up valuable 20-second franchises" for this fall. Push is based on argument that 20's have track record which gives them two advantages, especially as compared to less frequently used 30 and 40-second lengths: (1) proven efficiency and (2) known cost.

Las Vegas expose

Goodson-Todman Productions will "expose" action in Las Vegas that led to cancellation of company's projected tv series titled *Las Vegas*, which NBC-TV had scheduled for 1961-1962 season. Behind scenes story of how small group in Nevada city dashed all hope of doing series will be told in feature movie planned for theatrical distribution. Release arrangements are currently under negotiation. Among wrong-doings, according to G-T, were "phony wires" to network threatening boycott of sponsors' products if show were to go on air.

Minute meetings

NAB's fall conferences this year may be cut to one-day affairs, with morning, luncheon and afternoon sessions only. In past, conference schedule has run over two days. Same cities originally scheduled will be sites—St. Louis, Dallas, Salt Lake City, San Francisco, Jacksonville, Boston, Pittsburgh and Minneapolis. But new dates may be set.

In search of proof

FCC Chairman Minow has top lawyers in general counsel's office working under forced draft to prepare legal support for his theory that his notions of regulation don't conflict with First Amendment or censorship prohibitions in Communications Act. He wants this legal work-up for major speech he's to deliver at Northwestern U. conference on mass media Aug. 3-4 (see story page 58).

Compensation plan

FCC apparently still isn't satisfied with CBS-TV's new station compensation plan, which pays higher rates for program clearances above 60 percent level and which has been branded by Rep. Emanuel Celler (D-N.Y.) as move to get around recent cutback in option time (BROADCASTING, June 19). FCC group headed by Broadcast Bureau Chief Ken Cox and Economist Hy Goldin conferred with CBS-TV officials on it in New York 10 days ago, after which FCC general counsel's office—not represented at that meeting—was directed to push ahead with its study of new compensation set-up, part of overall examination of non-standard compensation arrangements at all networks (BROADCASTING, May 29).

Low pitch, high hopes

Television film producers who have pilots and scripts of series which they say were rejected for upcoming series because they weren't sufficiently "sexy" or "slam-bang" still have high hopes for them. They feel that in current climate there will be higher mortality than usual for crime and western shows, that such programs as CBS Films, *Mr. Doc* and MGM-TV's *Harry's Girls* (both violence-free and low-keyed vehicles) will have chance to capture network time periods in January when 13-week cycles end.

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and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WGBS rates number 1 in Miami. KGBS blankets Southern California with 50,000 watts.*

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MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

The networks are not squeezing all the juice from some of their erstwhile popular programs and syndicators are finding it more and more profitable to re-run them on individual stations. See . . .

EX-NETWORK SHOWS IN DEMAND . . . 27

Broadcast licensees now will know, to some extent, where they stand with the FCC's enunciation of policy on "promise vs. performance" comparisons in pilot case involving KORD. See . . .

PROPOSALS VS. OPERATION . . . 46

Were television and the toy business made for each other? It begins to look that way from a survey which shows $15 million worth of tv plans for toys in 1961, led by Ideal's $3.5 million. See . . .

$15 MILLION TOY TV TOTALS . . . 28

The year 1960 made little difference in the profit margins of the typical radio and tv station, NAB reports in compilation. The typical radio profit was down 0.1%, typical tv up 1.1%. See . . .

STATION FINANCES UNCHANGED . . . 66

The 1957 Barrow Report gains new currency with FCC Chairman Minow's disclosure that the agency is considering the Barrow recommendation for networks to be cut back to three owned tv stations. See . . .

LIMIT ON NETWORK O&O'S? . . . 58

Shell Oil and television are scheduled for a trial reconciliation. The oil company gets back into tv after several months' absence, with a three-week, 27-market spot tv schedule. See . . .

SHELL COMES BACK TO TV . . . 32

DuPont's going to concentrate a big share of its television efforts in a weekly, one-hour prestige show on NBC-TV next season. It's an about-face from previous scattered shots. See . . .

DUPONT'S NEW TV PATH . . . 38

Sylvester L. (Pat) Weaver Jr., television programming's meteor across the sky a half-dozen or so years ago, is back as head of M-E Productions. Clyne and Van Volkenburg resign. See . . .

WEAVER'S NEW M-E JOB . . . 34

President Kennedy's brother Bob is carrying a lance for FCC Chairman Minow in the latter's campaign to improve tv programming. Attorney General introduces CBS's Paley, Minow at luncheon. See . . .

BOB KENNEDY 'SYMPATHETIC' . . . 50

The advent of privately-owned tv stations in eight cities where CBC formerly dominated the market cuts substantially into Canadian government-operated network's television revenues. See . . .

CBC COMMERCIAL TAKE DOWN . . . 75

There aren't many new things on Capitol Hill these days, but space communications is one of them, and three committees make plays for jurisdiction with hearings on satellite systems. See . . .

HILL SPACE JURISDICTION . . . 52

Farm directors of the country's radio and television stations convene in Washington. They take advantage of the official locale by taping speeches and interviews. They see better farm programs. See . . .

NATRFD GETS BRIEFING . . . 69

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	74
BROADCAST ADVERTISING	28	LEAD STORY	28
BUSINESS BRIEFLY	40	THE MEDIA	66
CLOSED CIRCUIT	5	MONDAY MEMO	22
CHANGING HANDS	68	OPEN MIKE	16
COLORCASTING	64	OUR RESPECTS	97
DATEBOOK	14	PROGRAMMING	62
EDITORIAL PAGE	98	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	72		
FANFARE	73		
FATES & FORTUNES	77		
FOR THE RECORD	82		
GOVERNMENT	46		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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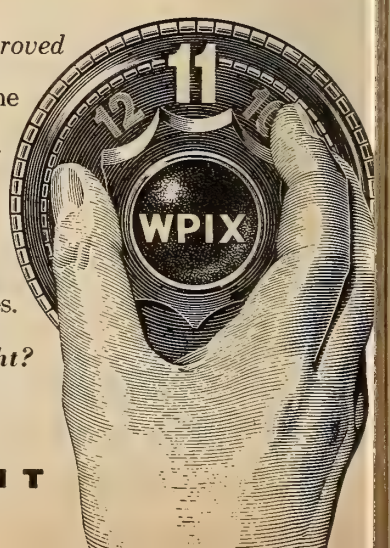
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The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

15-MARKET DEINTERMIXTURE PROPOSED

FCC to study plan for seven all-uhf, eight 3-vhf cities

Comprehensive staff plan to mount offensive toward greater utilization of uhf channels by deintermixing at least seven markets which now have only one vhf station and by dropping third vhfs in eight two-station markets which have greatest need for three-network vhf competition will be considered by FCC at special meeting July 27.

Hottest potato to be dropped in FCC's lap since lifting of freeze in 1952, plan, subject to usual rulemaking even if approved, provides for sub-standard separation drop-ins in certain instances on vhf channels. Staff submitted three-inch-thick document two weeks ago but it was regarded as "too complex" to be considered at other than special meeting with elaborate slide presentation depicting, by way of overlays, just how each area would be serviced through changed assignments.

Here are existing markets that have single vhf competing with uhfs that would be deintermixed to all-uhf: Champaign-Urbana-Decatur, Ill.; Binghamton, N. Y.; Madison, Wis.; Hartford, Conn.; Montgomery, Ala., and Columbia, S.C.

Among markets listed as having greatest need for vhfs and for which provision is made in plan, either through short separations or reduced powers, are, it's understood: Syracuse and Rochester, N.Y., (which can be accommodated through Canadian agreement); Birmingham, Ala.; Grand Rapids; New Orleans (where third station is operating temporarily on ch. 13 assigned to Biloxi, Miss.); Louisville, where proposed drop-in is tied up in litigation involving ch. 7 Evansville, Ind., and Providence, R. I., being held in abeyance pending finalization of recent ch. 6 grant to New Bedford, Mass., but which could be relocated to effectively serve Providence market.

Plan presents alternatives, pointing out that certain proposed moves are more favorable than others. Not all of vhf channels that would be deleted from predominantly uhf markets are reassigned.

Argument is that if substance of plan were adopted for rulemaking, it would constitute nation-wide deintermixture coupled with existing all-uhf markets. There are enough indicated votes now at FCC to pressure substance of plan into rulemaking, which would be first step toward eventual adoption. But it would have to stand barrage of opposition from stations, from congressional opponents and ultimate court test.

Blackface blackout

U. S. telecaster can attest to far-reaching effect of NAACP campaign. He had queried British Broadcasting Corp. for clearance of BBC's *Black and White Minstrel Show*. Response received last week from London was that show "is not available for showing in the U.S.A.—the clearances are very high and there is also the 'built-in' problem that it is a 'blackface' minstrel show." BBC executive, however, reported that other programs are available.

WITT financial woes cited at conference

Telephone company "pulled the switch" and put WITT Lewisburg, Pa., off air for 10 days in June for nonpayment of bills, Broadcast Bureau claimed Friday in prehearing conference on station's license renewal (story page 60). Station's board of directors allegedly voted to put no more money into WITT and turned control over to other interests in exchange for putting station back on air, bureau counsel charged.

This would constitute second unauthorized transfer of control in one year, bureau said.

WITT counsel, who has requested bill of particulars, said he wanted specifics of hearing issues from commission itself, not from bureau. He also pressed for continuance of July 24 hearing date until Sept. 15.

Uhf test contract signed

New York City Mayor Robert Wagner and FCC Commissioner Robert E. Lee signed contract Friday (July 14) authorizing city to operate experimental uhf tv station in New York under control of federal government.

Government will reimburse city for costs—estimated at $100,000—of operating ch. 31 WUHF (TV) as part of FCC's $2 million uhf experiment. Contract runs from November to summer of 1962. WUHF will duplicate programs of existing New York vhf stations during certain hours specified by FCC. Rest of time, city will be free to broadcast its own programming.

Coordinated Marketings sets radio spot drive

Coordinated Marketings Agency Inc., N.Y., will begin saturation radio spot campaign involving several million dollars of advertising billings on behalf of nine food companies and retailers beginning end of August, primarily in New York and East Coast markets, officials said Friday. All types of spots—from 10 to 60 seconds will be included. Campaigning will stress institutional character of firms, which formerly billed almost exclusively in newspapers and point-of-sale. Included are such concerns as Dugan Bros. Inc. (bakeries), Daitch-Shopwell stores, Ehlers coffee and Dorman's Endeco cheese, all New York.

Lester L. Wolff, president of agency, believes that because radio is low-cost medium which reaches selected audience with great frequency, it is primary medium for food retailers and food firms building company images. His agency reportedly has increased its broadcast billings from $2 million last year to about $8 million this year.

AFTRA meets July 20-24

American Federation of Television & Radio Artists will hold its 24th annual convention in Detroit Thursday through Saturday (July 20-24). Important item on agenda will be proposals for national phonograph recording code to replace one expiring Dec. 31.

MGM's net earnings up 29%, it's reported

MGM's consolidated net earnings rose 29% in 40 weeks ended June 8 to $9,442,000 from $7,317,000 in corresponding period previous year, film company reported to its stockholders July 14 (Friday).

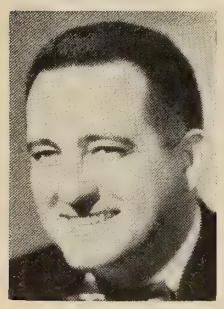
During that period gross revenues from tv increased $3,642,000, from $10,907,000 last year to $14,549,000 this year. Net income from tv rose $225,000, from $7,536,000 in 1960 to $7,761,000 in 1961.

Gross tv income for current fiscal period includes $8,869,000 and $9,015,000, respectively, for licensing of feature films and shorts to tv stations and $5,680,000 and $1,892,000, respective-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Sylvester L. (Pat) Weaver Jr., who as head of NBC helped chart television programming in early 1950's, returns to tv as president of M-E Productions, tv-radio division of Interpublic Inc. **C. Terence Clyne,** chairman of M-E Productions, and **J. L. Van Volkenburg,** president, resign in reorganization. **Harold Graham Jr.** promoted to executive vice president. (For details and biographical material, see story page 34.)



Mr. Breckner

Robert W. Breckner, vp and general manager KTTV (TV) Los Angeles, elected to board of Times-Mirror Broadcasting Co., owner of station. Joining KTTV in 1948, as station was ready to go on air, as film director, Mr. Breckner was successively operations director; director; sports and special events director; assistant program director and, in 1952, program director. He became vp in charge of programming in June 1955 and was appointed general manager in February 1960.

David J. Mahoney Jr., president of Good Humor Corp. and long-time radio advertising enthusiast, elected executive vp of Colgate-Palmolive Co. He will be responsible for operation of household products, toilet articles and associated products divisions. Mr. Mahoney began his career in 1946 as $25-per-week mail clerk at Ruthrauff & Ryan agency and when he left five years later, to open agency bearing his name, he was vp, making $25,000 annually. His agency handled many broadcast-oriented advertisers, was billing some $2 million when it was sold to MacManus, John & Adams in 1956. At age of 32, Mr. Mahoney became president of Good Humor; its sales increased 35% under his administration.

Thomas S. Murphy, vp and general manager of Capital Cities Broadcasting's WTEN (TV) and WROW Albany, N. Y., appointed executive vp of Capital Cities. Prior to joining Albany stations in 1957, when Capital Cities was founded, Mr. Murphy was director of new products, Lever Bros.' Pepsodent division. He is member of advisory board, CBS-TV Affiliates Assn.

Richard D. Heffner, who has served as consultant to John F. White, president of National Educational Television & Radio Center, N. Y., in negotiations for establishment of NET outlet in New York, named acting general manager of new Educational Television for Metropolitan Area Inc. He will be in charge of group's telecasts on ch. 13 in New York, which ETMA has purchased, subject to FCC approval. Mr. Heffner is on leave of absence as director of special projects, CBS-TV. His tv career began in 1956 as producer-moderator of multi-award-winning *Open Mind* series on NBC-TV.

Raymond E. Guth, program director for WOC - AM - FM - TV Davenport, Iowa, appointed general manager, according to **D. D. Palmer,** recently named president of Palmer Enterprises (BROADCASTING, July 3). Mr. Guth was also elected to boards of Tri-City Broadcasting Co. and Central Broadcasting Co., operators of WOC-AM-FM-TV Davenport and WHO - AM - FM - TV Des Moines, respectively. Prior to his association with WOC, he was program director of WSUI Iowa City and newscaster for KXIC also that city.



Mr. Guth



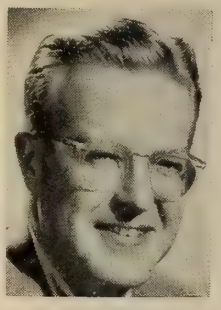
Mr. Palmer

William C. Ackerman, director of special projects for CBS News and executive director of CBS Foundation, named special assistant to Philip H. Coombs, Assistant Secretary of State for Educational and Cultural Affairs. Julius E. Brauner takes over Foundation post in addition to his responsibilities as secretary and general attorney of CBS Inc. Mr. Ackerman, with CBS since 1940, took up State Dept. duties July 12. His successor at CBS News has not been named.



Mr. Erlick

Everett H. Erlick, vp in radio - tv department of Young & Rubicam, New York, elected vp and general counsel of AB-PT Inc. Mr. Erlick will be in charge of legal and business affairs of AB-PT and its divisions. He will report to Leonard H. Goldenson, president of AB-PT, and to Simon B. Siegel, financial vp. Jerome B. Golden continues as AB-PT vp and secretary. Mr. Erlick joined Y&R's legal staff in 1951, after three years with New York law firm of Engel, Judge & Miller. In 1955 he became associate media director and was appointed vp in media in 1958, later transferring to radio-tv department.



Mr. Davidson

William N. Davidson, formerly vp and general manager of WNBC-AM-FM-TV New York, appointed vp of newly-formed station representative company, Advertising Time Sales Inc., N.Y. He had been with NBC continuously since 1952, serving as eastern sales manager of NBC Radio Spot Sales, National Radio Spot Sales manager, assistant general manager of WRCA-AM-FM-TV (now WNBC-AM-FM-TV) and general manager of stations in 1956. From 1949-1952, Mr. Davidson was salesman for Free & Peters (now Peters, Griffin, Woodward, N.Y.). Earlier he had been with ABC's station relations department and with Benton & Bowles, N.Y., and J. Walter Thompson, N.Y., as timebuyer.

For other personnel changes of the week see FATES & FORTUNES

ly, for tv series and tv commercials.

At same time MGM announced that it purchased 50,000 shares of Panacolor Inc., selling at $4 common share, and received option to purchase 50,000 additional shares at $10.

Radio station profit

Typical radio station took in total revenues of $110,200 in 1960, and spent $101,800 on expenses, leaving profit before federal income tax of $8,400. Local advertising accounted for 85% of time sales; national and regional advertisers, 14%, and networks zero. These figures are from NAB's financial report on radio. (See page 66 for complete story and tv typical station figures.)

A MARKET WITH MONEY IN IT



WIBW-TV IS Television in that market.

The WIBW-TV signal—the only signal that really reaches over 323,400 TV homes* —talks to a market with over 1½ billion dollars to spend each year. A market that is unique for its closely related agricultural-industrial complex, an economy that assures steady year-round spending . . . by people with real money to spend. These people look to WIBW-TV for the best in news and entertainment, because WIBW-TV with its single-station impact gives them the best of CBS-NBC-ABC all day.

*Source: ARB March, 1961

WIBW TV

Channel 13 • CBS • NBC • ABC

Represented Nationally by

AVERY-KNODEL

Division of Stauffer-Capper Publications



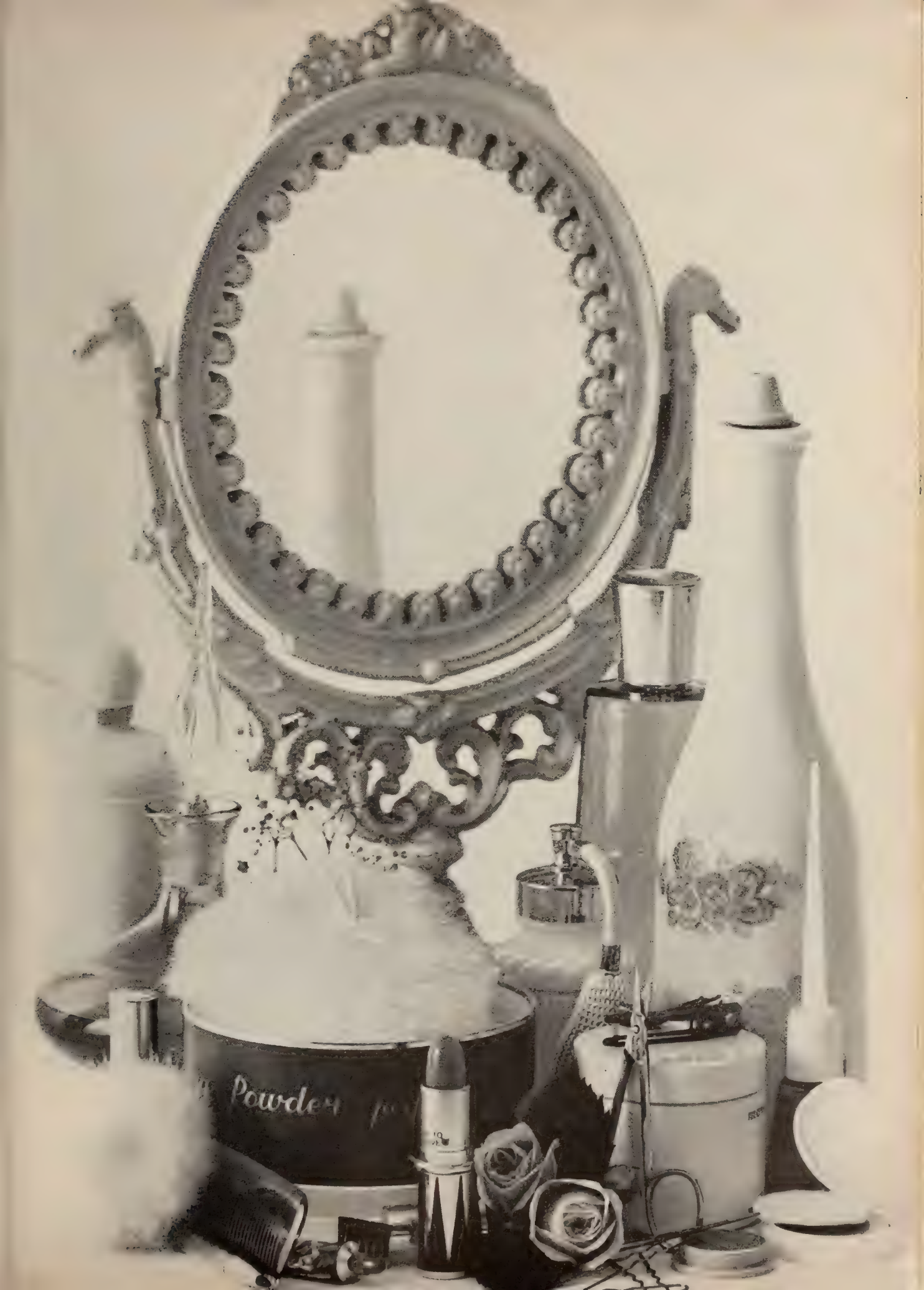
"Vive la difference!"

In plain English, what makes the big difference in any sales picture is women! And in Philadelphia, CBS Owned WCAU-TV talks to more women than any other medium in the market. Specifically, WCAU-TV delivers 1,572,700 more women impressions per week than the second station (June ARB).

Start translating advertising into sales with Philadelphia's most effective sales medium. You'll appreciate the difference... definitement! **WCAU-TV**

Represented by CBS Television Stations National Sales




Powder

COLOR TV



YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

RCA Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

Call your
WLW Representative . . .
you'll be glad you did!

WLW-A Television Atlanta
WLW-C Television Columbus
THE CROSLEY GROUP
WLW-T Television Cincinnati
WLW-I Television Indianapolis
WLW-D Television Dayton
W L W Radio

Crosley Broadcasting Corporation,
a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

•July 31—Comments due on **FCC** rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

•Aug. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

•Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

•Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

•Sept. 7—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

•Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

•Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

•Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

•Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

•Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

•Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 16—**VPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

•Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

•Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

•Sept. 21-23—Advertising Federation of America, 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler Hilton Hotel, Washington, D. C.

•Sept. 28—Oral argument on **FCC's** option time rulemaking, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation conference, Hotel Commodore, New York City.**

•Oct. 5—Reply comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

•Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

THE

QUALITY

TOUCH

It's quality all the way at "Communication Center" where everything is new and incorporates the very latest advancements in the industry. A good example is our film and slide projection system — designed especially for television. Five new combination motion picture and slide projectors feature a continuous motion process, and accommodate color or black and white. All films and commercials are stored in humidity controlled dust-free cabinets and bins.

Not a thing has been overlooked in giving the advertiser more for his money on WFAA-TV . . . including a big free-spending audience. And we're eager to deliver them to you!



Ask those who use WFAA-TV . . . you'll want to join the growing list!



WFAA-TV DALLAS FT. WORTH Channel 8 abc

"Communications Center."®

Represented by Edward Petry & Co., Inc.

The Original Station Representative

TELEVISION SERVICE OF THE DALLAS MORNING NEWS



With the annexation of the Tampa Industrial Park and Port Tampa areas — Tampa's population jumped to 294,500, topping Miami corporate limits by more than 6,000 — and far ahead of Jacksonville!

Cash in! Spot your product on WFLA-TV — your best buy in Florida's biggest city! And remember — you get 28 county coverage, too!

wfla-tv NBC TAMPA-ST. PETERSBURG Channel 8

REPRESENTED NATIONALLY BY-BLAIR-TV



WAVE-TV sells 28.8% more Soft Drinks and Confections

— to 28.8% more men, women, teenagers and children!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

OPEN MIKE ®

Editorial coverage

EDITOR: A few minutes ago I read your editorial on censorship (EDITORIALS, July 10). I read this aloud to Joe Smiley, WDAE president, and we discussed the wonderful week-by-week coverage in an editorial way that you have given for the benefit of broadcasters and the general public since Mr. Minow's famous speech at the convention.

In discussing this with other broadcasters, I find unanimous appreciation of your effort in fighting for our and the public's interests. I want to thank you, and I think every broadcaster owes you a great debt for the work that BROADCASTING is doing. This industry is certainly fortunate to have a trade magazine of such independence and unquestioned integrity that it can speak out and be heard. . . .—*L. S. Mitchell, General Manager, WDAE-AM-FM Tampa, Fla.*

Space editorial

EDITOR: Congratulations on your fine editorial, "Dawdling with survival" (EDITORIALS, July 3). It was one of your usual masterpieces.—*Gordon McLendon, President, McLendon Stations, Dallas.*

Etv in Milwaukee

EDITOR: . . . Your article, "Airborne group refuses WXIX-TV's etv offer, contains one rather serious error. It indicates erroneously that there is no source of etv programming in Milwaukee.

Milwaukee has had an educational television station since Oct. 28, 1957—WMVS-TV (ch. 10) and will have a second (on uhf ch. 36) within a year.

WMVS-TV is one of several stations in six mid-western states exploring the possibilities of establishing a six-state regional etv network. . . .—*Otto F. Schlaak, Station Manager, WMVS-TV Milwaukee.*

Watch out for Lenny

EDITOR: . . . In 14 years of watching commercials for assorted products . . . I have yet to see a new creative idea. It seems that one agency came up with a format and the others, not wanting to think too hard, adopt the attitude, "If it's good enough for them, it's good enough for us."

I run a small one-man shop for a hard core of 20 advertisers. My billings do not run into the millions . . . but I am proud that my clientele are loyal. I do not create fancy productions . . . I write my own copy, do my own leg-

IN PHILADELPHIA RADIO

WPEN LEADS THE WAY

WPEN was the first radio station in Philadelphia to editorialize on the air. We started two years ago . . . and we are delighted to welcome other local stations who are now following our lead. Editorials on various subjects are broadcast nine times daily. We are not afraid to stand up and be counted on the vital issues of the day. The origination of this fighting policy by WPEN and its tremendous acceptance is further evidence that Philadelphia looks to WPEN for radio leadership.

WPEN

REPRESENTED NATIONALLY BY **GILL-PERNA**

WIN
WEBCOR
TAPE
RECORDERS

WIN
SEVEN DAY
CARIBBEAN CRUISES
for TWO

WIN
FM CLOCK
RADIOS

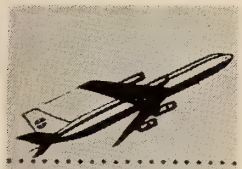
GREATEST AGENCY CONTEST IN RADIO HISTORY!

WIN
ROUND TRIP
TICKETS to
RIO via
VARIG
Airlines



WIN
ALARM-CLOCK
RADIOS

HUNDREDS OF PRIZES FOR A SIX WORD SLOGAN



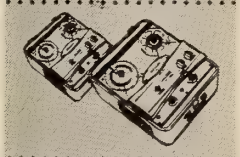
FIRST PRIZE

2 round trip first class tickets from New York to Rio de Janiero via Varig Jet.



3 SECOND PRIZES

A seven day Caribbean Cruise on the S.S. Nassau. (two tickets to each winner). Choose your own vacation days.



10 THIRD PRIZES

Ten magnificent Webcor Tape Recorders.



50 FOURTH PRIZES

Fifty FM clock Receivers



50 FIFTH PRIZES

Fifty alarm-clock radios.

NOW WVNJ will be FM as well as AM

As of now WVNJ is no longer AM only, but FM too!

To crystallize this larger image we want a six word slogan. Come up with the winning slogan and you'll be one of the highest priced copywriters in history because you'll be getting almost $300 per word.

We have no preconceived notions. We're wide open for ideas. All we want is something nice and simple that tells you—one of the decision-makers in your agency—that WVNJ, with FM added at no extra cost, is an even better buy than it was before.

So put on your thinking caps and go to work. Even if you don't win the Grand Prize, you've got a chance at hundreds of others in this greatest agency contest in radio history.

RULES: Create any six-word slogan. Send it with your name and Company's name to WVNJ, Newark, New Jersey. Submit as many slogans as you like. We can't return any "masterpieces" but, we guarantee they'll all be read carefully by the judges, whose decision, of course, will be final.

Winners will be announced sometime in September. Contest is open to any agency man or national advertising manager in America excepting WVNJ's own agency and the members of its station's staff.



WVNJ

NEWARK, N. J. – COVERING GREATER METROPOLITAN NEW YORK

RADIO STATION OF
The Newark News



work and am in constant touch with my clients at all times.

I am now in the process of expanding, and all I can say is, "Madison Avenue, watch out; here comes Lenny Kahn!"—*Lenny Kahn, Cleveland.*

Optimistic

EDITOR: . . . I hope your readers will be able to get some use from our positive approach to the weather. "Partly cloudy," says the official weather forecast. WSTV-TV weathermen change it to "partly sunny." . . . Here at ch. 9 it is just a different way of stating a fact. Viewer reaction is great . . .—*George Wilson, Promotion-Publicity Director, WSTV-TV Steubenville, Ohio.*

BOOK NOTES

Religious Television: What to Do and How. By Rev. Everett C. Parker. Harper & Brothers, 244 pp. $4.

Rev. Parker feels it is a clergyman's duty these days to spread his religious influence far beyond his own congregation through the effective use of tv. In his manual he deals with the technical aspects of the medium as well as with program content and presentation.

The minister (United Church of Christ) also discusses the regulatory aspects of tv with some radish bouquets to the FCC, which he says "has failed dismally to enforce the Communications Act in the interest of the public." Some commissioners, he claims, "have been shown to have all-too-intimate relationships with licensees and industry representatives."

As a partial solution, Rev. Parker insists all congressmen on communications subcommittees should divest themselves of all broadcasting stock. He further calls for the licensing of networks, divorcement of advertisers and agencies from the power to control program content, anti-trafficking regulations, and expansion of educational tv to a network with coverage equal to that of the largest commercial network.

Program codes, either voluntary or government-imposed, come under Rev. Parker's fire: "A code that was rigidly enforced would make the same prohibition concerning violence in *Macbeth* that it would on violence in *Have Gun, Will Travel.*" The only way to protect the public from salacious, immoral conduct on tv is through honesty and moral uprightness in the producer, he states. "The producer with artistic integrity can and will discriminate without a code. The irresponsible producer will ignore the code or slink around it."

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Slightly over-dramatic... but so are Cleveland listeners. Their reaction to WHK has resulted in the station's audience being practically as large as those of the second and third rated stations combined. For over-dramatic results, use* **WHK**

CLEVELAND

A Metropolitan Broadcasting station
V. P. and General Manager: Jack Thayer
National Rep.: John Blair & Co.

Earresistible

MONDAY MEMO

from LEONARD S. MATTHEWS, vp-marketing services, Leo Burnett Co., Chicago

Advertising's challenge of 'believability' must and can be won

The following has been excerpted by BROADCASTING *from a talk made earlier this year by Mr. Matthews before the Junior Assn. of Commerce & Industry in Chicago.*

The headlines in our business news journals for the past year or more have spelled out the story of professional and public concern about the state of advertising ethics.

And investigations of television programming and commercials have proven to be such a fascinating new field—with so much publicity value—that I doubt if ambitious bureaucrats and congressmen will let them rest for quite some time.

In my opinion, advertising never before has been so much in the public eye, so much discussed, so much criticized, so much maligned as it is today. Hardly an agency or advertiser or media group meets without a discussion of ethics on the agenda.

Climate Actually Improved ▪ But I do not believe that misleading advertising is any more of a problem today than it was 10 years ago, 20 years ago or 40 years ago. In fact it may be relatively much less prevalent today.

During television's trying days of the quiz scandal and even today, it seems to agency people that the competitive media have piled on and milked the subject for their own competitive advantage.

Putting the shoe on the other foot, the question has been asked why do editors who criticize certain tv advertising copy accept that same advertising copy in their columns? And, are all those letters to the lovelorn column actually written by readers, or do some come from the fertile imagination of the columnist?

Tv broadcasters also can point out that some products which are advertised in the print media would never be acceptable for use in television commercials.

No Apology ▪ It is not my desire to excuse the television medium and the television advertisers for the mistakes they have made. My point is that truth and taste in advertising are problems in all media and no one medium can stand in front of its glass house and throw stones at another.

I share the feeling that too many of them seem intent on piling it on a competitive medium during its travails and the result may be to fan the flames so high that the entire advertising industry will be faced with unnecessary and undesirable governmental restriction and regulation. Perhaps a slightly larger number have fallen into exaggerated claims in product areas where there is little actual product difference and where perhaps the public believes there is little or none. Most people who really have studied the subject agree that there actually is very little outright false or purposely dishonest advertising.

The Federal Trade Commission says that "probably less than half of one percent of all advertising last year was really bad from the standpoint of the public interest."

Question of Taste ▪ Another spokesman has said that the majority of letters to the FTC do not object so much to dishonesty in advertising as to "blatancy and bad taste, to exaggeration and a seeming disregard of human feelings and sensitivity." So the problem actually comes down to taste rather than truth, although I will readily concede that the line between truth and exaggeration is often a thin one.

Every business has its crooks and if these crooks decide to advertise their products, they will most likely practice dishonesty in advertising too. The same people who practice dishonest advertising are the ones who in all probability are guilty of producing inferior products, paying illegal allowances to retailers, paying kickbacks to their crooked counterparts in labor unions and cheating on their taxes.

This element is with us in all fields of human endeavor and there is no reason to expect that advertising can avoid them, although we want to do everything we can to prevent them from falsely advertising their products.

Ad Sins Are Public ▪ I'd like to quote Leo Burnett relative to this subject. He has said:

"Good advertising speeds the process of getting a good product accepted, a poor one dumped. It communicates ideas about products and services more efficiently than any other device or technique ever has. It is corrective of its own abuses, because it makes all of its mistakes in public.

"It is more moral and ethical than the sum total of business, because the nasty little people on the low and shady side of the business can't and don't employ it—at least for very long."

The result of years of product claim and counterclaim, exaggeration and puffery, capped now by the criticism of television, is a public that has become skeptical.

It is small wonder that "believability" has become the most sought after quality that responsible advertising people are seeking these days and one of the most difficult things to achieve.

The problem is accentuated by the growing competition of advertising volume in the marketplace and the rising cost of media itself. And the beleaguered consumer, who already is exposed to more than 1,500 advertising impressions each day, will be hit by an even greater number in the future.

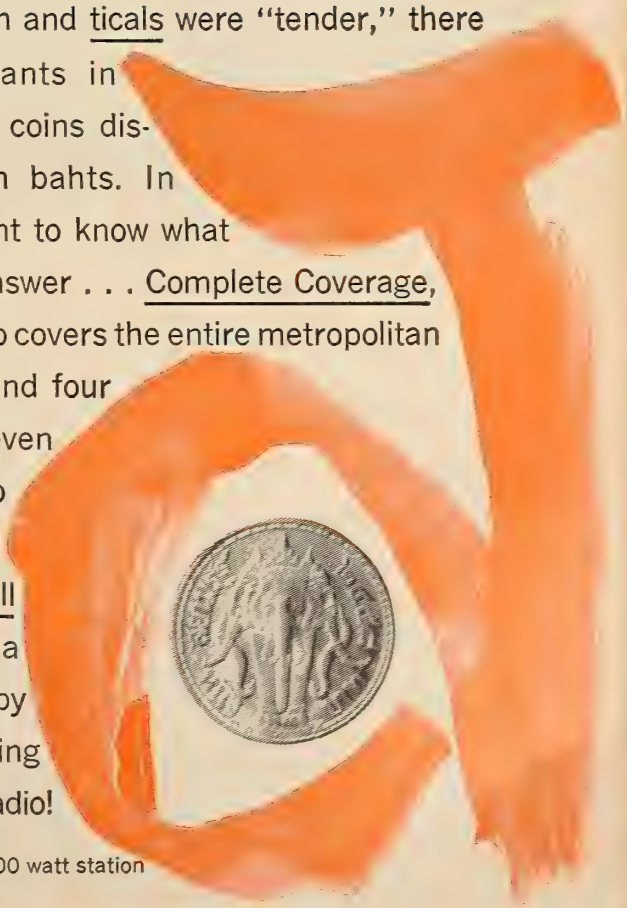
Progress Possible ▪ We can, however, make some real progress in the area of believability. At the Burnett agency we believe that all good advertising is believable. In the "inherent drama of the product" there always are certain basic, honest facts about the product and what it does for the consumer.

Transmit these facts to the public in a visible, believable way and you have made a sale, served and satisfied a customer and strengthened just that much the future of our free enterprise business system.



Leonard S. Matthews started with Leo Burnett Co. 13 years ago as market research analyst. Before that he had been with A. C. Nielsen Co. At agency he later became media supervisor, account executive and account supervisor. In 1956 he was elected vp in charge of media, in 1957 he was elected to board of directors and in 1958 he was promoted to his present post. Mr. Matthews also is plans board member. He is Northwestern U. graduate in fields of advertising and marketing.

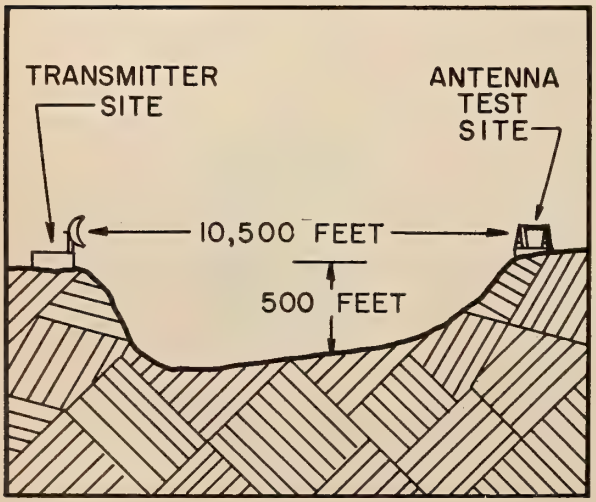
WHAT WILL A BAHT BUY? When Thailand was Siam and ticals were "tender," there were thousands of these three-headed elephants in Bangkok. But as times changed, these elephant coins disappeared and Bangkokians began buying with bahts. In Thailand, the natives can tell you, but, if you want to know what a baht buys in Baltimore, WBAL-Radio has the answer . . . Complete Coverage, that Thailand umbrellas can't provide—WBAL-Radio covers the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states . . . A Trunk Full of Listeners that even a herd of elephants couldn't produce—WBAL-Radio is DOMINANT in the market, providing more unduplicated coverage than any other station . . . Full Range Programming and Music for Mature Minds—a distinctive combination that's hard to match even by Siamese standards. If you want to keep your sales riding high, bring your bahts to Baltimore —and buy WBAL-Radio!



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by Raymer

Now...maximum power





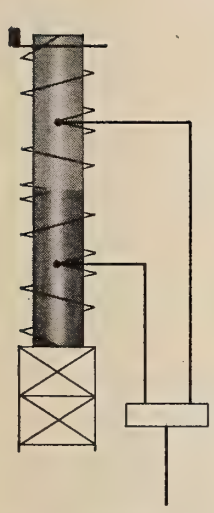
The test site shown represents a unique facility to provide you with the most accurate possible arrangement of coverage pattern for your particular area. Nearly two miles across the valley (see cross section) is the transmitter used for testing. Computer facilities housed nearby make it possible to supply you with an antenna with fixed power distribution and phase relationship between sections, to achieve an optimum vertical null fill-in and beam tilt.

The two section antennas have gain of 9.4 (approximate), which is suitable for 50 kw transmitters at 42 kw out with 80% line efficiency. The three section antennas have power gain of 14.1 (approximate), for use with 30 kw transmitters at 28 kw out with 80% line efficiency. On channels where the gain is 14.4, up to 800 feet of 6⅛" line will permit maximum authorized power with a 25 kw transmitter.

for any channel from 7 to 13

15 new General Electric helical antenna combinations assure near optimum electrical characteristics in any transmission area with gain from 4.5 to 4.8 per bay. Two section antennas have approximate gain of 9.4; three section antennas have approximate gain of 14.1.

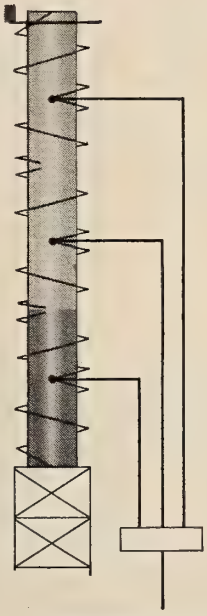
TWO SECTION ONE LINE FEED



Model 4TY52A1—Chan. 7-8
Model 4TY52A2—Chan. 9-10-11
Model 4TY52A3—Chan. 12-13

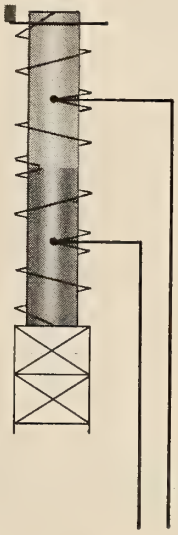
Note all lines are actually inside mast.

THREE SECTION ONE LINE FEED



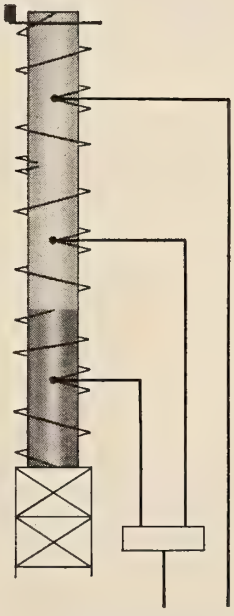
Model 4TY53A1—Chan. 7-8
Model 4TY53A2—Chan. 9-10-11
Model 4TY53A3—Chan. 12-13

TWO SECTION TWO LINE FEED



Model 4TY52B1—Chan. 7-8
Model 4TY52B2—Chan. 9-10-11
Model 4TY52B3—Chan. 12-13
Model 4TY52C1—Chan. 7-8
Model 4TY52C2—Chan. 9-10-11
Model 4TY52C3—Chan. 12-13

THREE SECTION TWO LINE FEED



Model 4TY53B1—Chan. 7-8
Model 4TY53B2—Chan. 9-10-11
Model 4TY53B3—Chan. 12-13

The facts speak for themselves, and General Electric VHF helical antennas also provide these *additional* advantages: (1) fewer feed points and feed lines greatly reduce air leak and coupling problems (2) another antenna often can be "piggy-backed" on the helical, so two or more stations can use the same tower (3) feed lines inside mast protected from weather, shielded from RF field (4) helical can be sectionalized for emergency operation (5) no separate heating elements for de-icing; using helix as own de-icer takes less power (6) no feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity (7) structurally rigid, withstands winds to 112 miles per hour; resists shifting of feed lines, eliminates pattern fluctuations in winds.

For complete information, call your local G-E Broadcast Equipment representative, or write Technical Products Operation, Section 4871, General Electric Company, Electronics Park, Syracuse, New York. In Canada: Canadian General Electric Company, Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Co., Inc., 150 East 42nd Street, New York, N.Y.

GENERAL ELECTRIC















Well, what kind of a trend has it been?

It's been, first, a trend to first place.* To the largest share of the viewing audience where it counts most.

*From October to June, in the markets where they can watch all 3 networks, they watched ABC-TV most.**

It's been a trend to new successes in new programming. *My Three Sons* and *The Flintstones*, for example, have continually hit the top ten. And such established trends as *The Untouchables, 77 Sunset Strip, The Real McCoys*, have kept trending right along.

It's been a trend to a new trend in public service series. Witness the acclaim for *Sir Winston Churchill: The Valiant Years, Close-Up!, Expedition.* And a new trend in news reporting: *ABC-TV News Final.*

It's been a trend to sports leadership . . . with *Fight of the Week, NCAA and American League Football, College Basketball, All Star Golf, ABC-TV Wide World of Sports.*

It's been a trend to the most tangible kind of sponsor enthusiasm—a 20% jump in billings for the first quarter of '61, a figure far in excess of the industry pattern.

It's been a trend to new affiliate successes.† In Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston, Milwaukee, after affiliate switches to ABC-TV, average evening audience shares soared as much as 52%.

It's been, in summary, that happiest of trends—an *uptrend.* A direction in which, it should be noted, we have every programming intention (*Top Cat, The New Breed, Target: The Corruptors, Calvin and the Colonel*) of continuing.

ABC Television

*Source: Nielsen 24 Market TV Reports, Average Audience, week ending Oct. 16, 1960 thru week ending June 18, 1961. Mon.-Sat. 7:30 to 11 PM. Sun. 6:30-11 PM. vs. similar period a year ago. †Source: American Research Bureau.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 17, 1961 Vol. 61, No. 3

THE HOT MARKET IN USED SHOWS

Syndicators find buyers eager for second-run programs

Crop this year will be biggest in several seasons

Off-network shows offer easiest sales and biggest profits

Film syndication is fast becoming predominantly a network hand-me-down proposition. It may be the hottest second-hand business in history.

Former network series being released to stations on a syndication basis this year already outnumber new first-run syndication series by approximately four to one—and the margin almost certainly will widen before the year is out.

The reports from NBC Films last week that *Groucho Marx Show* had been sold to 18 stations for a total of about $1.5 million and from Official Films that *Peter Gunn* had been sold to 10 major markets during the first week of selling underline a growing trend in the beleaguered tv film syndication business: there's a receptive market at tv stations for so-called off-network programs with star names that have proved popular during their cycles on NBC-TV, CBS-TV or ABC-TV.

Off-network programs have been released to local stations from the earliest days of television, but the quantity has never approached "the flood of 1961," according to one tv film executive. Including such very recent entries as *Wyatt Earp, Peter Gunn, Groucho Marx* and *One Step Beyond,* 23 off-network programs have been placed into syndication during the first six months of 1961 alone. Only seven such shows were offered during all of 1960.

Ray Of Hope ▪ The programs represent a bright ray of hope for many of the tv syndicators, whose businesses have suffered in recent years because of the decline of sales of programs to stations caused by high costs in producing and distributing syndicated tv film shows and the scarcity of prime time evening slots on many stations, attributed to a more extensive use of network programs. Some syndicators observed that the depression status of syndication over the past two or three years has helped create a favorable climate for acceptance of off-network programs by stations and cited these reasons:

▪ The yearly drop in production of first-run series for syndication (from a high of 29 in 1956 to a low of 6 for this coming season) has resulted in a scarcity of film programs for many stations and a consequent receptivity to proven network properties. Even reruns of syndicated shows, in many instances, have been worn thin by repeated usage.

▪ The feature film libraries have been "used up" by many stations and these time periods can be filled by off-network shows of the one-hour type.

▪ Many stations find off-network properties more satisfactory than first-run, even if the latter were available, because the price generally runs about one-third lower. The programs already have a track record and can be promoted more easily.

▪ Such programs need not be placed in prime time, though some are so slotted on stations, but because of their price can be scheduled in the early evening periods (5 p.m.-7 p.m.) or as daytime strips when their evening exposure has ended. By contrast, a higher investment in first-run syndicated programs dictates that they be placed in scarce time in order to obtain "top dollars" from advertisers.

▪ Off-network shows are "easier" sales than first-runs, syndicators claim, thus shaving their selling expenses.

▪ The producer and distributor have recouped all, or a large part, of their investment during the network exposure of the program and require a comparatively few sales to compensate for residual talent fees and other expenses (a consensus seems to be 35 markets on an off-network show can return a profit).

The striking upsurge in release of off-network programs in 1961, as compared with 1960, can be gauged by the following information provided by leading tv film distributors:

During 1960, seven such series were released, totalling 423 half hours. Screen Gems has issued three—49 episodes of *Circus Boy,* 113 of *Wild Bill Hickok* and 37 of *Tightrope.* MCA-TV placed 117 half-hours of *M Squad,* ZIV-UA 39 episodes of *Rough Riders;* Independent Television Corp., 72 segments of *Broken Arrow* and ABC Films 36 programs of *High Road.* An indication of the sales appeal of these programs: virtually all have been sold in more than 50 markets and *Circus Boy* and *Tightrope* are set for 141 and 153 markets respectively.

In contrast, during the first six months of 1961, 23 off-network series were pushed out into the marketplace: 1,528 half-hours and 146 hours.

Indications are strong that the floodgates will open for other companies that have not as yet released their programs. MGM-TV officials said they probably will place 72 episodes of *The Thin Man*

23 off-network series released in 1961

The list of off-network programs released to television stations during the first half of 1961 covered 23 series, as compared with 7 for all of 1960, and totalled 1,528 half-hour and 146 hour-long programs, as against 423 half-hours for 1960. A breakdown of programs and number of episodes, released as of July 1, 1961, follows:

Official Films Inc.: *Peter Gunn* (114), *Yancy Derringer* (34), *Mr. Lucky* (34), *Wire Service* (39) and *Du Pont Theatre* (42).

ABC Films Inc.: *Wyatt Earp* (226), *One Step Beyond* (94) and *Matty's Funday Funnies* (170).

Ziv-United Artists: *Aquanauts* (32), *Bat Masterson* (108), and *Man and The Challenge* (36).

NBC Films: *Groucho Marx Show* (250) and *The Deputy* (78).

CBS Films: *December Bride* (157), *Wanted: Dead or Alive* (94), and *Angel* (33).

MCA-TV: *Staccato* (27), *Cimmaron City* (26), *Overland Trail* (17), *Riverboat* (44), and *Suspicion* (20).

Screen Gems: *The Web* (13).

EX-NETWORK SHOWS IN BIG DEMAND continued

and 26 half-hours of *Northwest Passage* (both were on NBC-TV) into syndication shortly. Some station officials report that both Four Star Productions and Desilu Productions are sounding out the market for release of some of their series that have concluded their network runs.

It is too early to give a definitive sales rundown on programs released this year



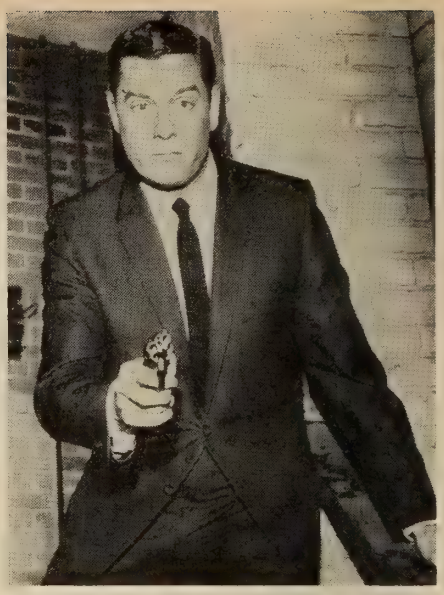
They must like **People's Choice** in New York; this former network series has been sold for its ninth run in the nation's first market.

(see separate story for complete list), but those that were offered in early spring already have compiled attractive records. For example MCA-TV reports that *Riverboat, Overland Trail* and *Cimarron City* already have been sold in more than 60 markets each and CBS Films Inc. points out that *December Bride,* in distribution for two months, has been sold to 21 stations for total revenue of $70,000. Perhaps even more striking was an announcement last week from Official Films: in the first week of selling *Peter Gunn, Mr. Lucky* and *Yancy Derringer* racked up sales of more than $1 million to 10 stations, including WNEW-TV New York, KTLA (TV) Los Angeles and WGN-TV Chicago.

Economic Conditions ▪ Seymour Reed, president of Official Films, stressed that stations always have realized the value of off-network programs. He agreed that present economic conditions in tv film syndication have accentuated sharply a practice that has existed from the early 1950's.

Official, he noted, probably has the largest group of both new and old off-network programs with such veteran series as *My Little Margie, Robin Hood* and *Foreign Intrigue* (issued under various other titles) still making the rounds after six or seven years. Mr. Reed made a salient observation on the use of more recent off-network shows: at the outset, they will not lend themselves to daytime or early evening "stripping" because of higher talent costs, but after several runs on a once-a-week basis, they will be slotted across-the-board.

Howard Anderson, vice president and sales supervisor of ABC Films, believes these programs will find themselves in prime time on many stations because "their quality often is higher than first-run syndicated programs." He noted that all network shows are not suitable for eventual release to stations, guessing that "perhaps one in 20 can make the grade." The likely candidates are the ones that have earned a "track record' during their network run and



After three years on NBC-TV, "Peter Gunn" series is being sold to local stations and was snatched up by 10 outlets in the first week of release.

are assured of sales in the top two or three markets, thus recouping talent costs (Screen Actors Guild requirements provide for a performer receiving a percentage of the minimum fee for a country-wide use of the program, ranging downward to 20 percent for the sixth and cut-off run; star performers work out an arrangement with the producer for use of the program in perpetuity).

Many CBS Programs ▪ CBS Films has been active in off-network syndication since 1951, starting with *Amos 'N' Andy* which is still making the rounds. Its off-network roster includes such stalwarts as *Our Miss Brooks* (1957), *Mama* (1957), *Life With Father* (1955), *Phil Silvers Show* (1958) and *The Honeymooners* (1956).

BROADCAST ADVERTISING

'61 toy tv totals may pass $15 million

IDEAL LEADS WITH PLANS FOR $3.5 MILLION; MATTEL CLOSE SECOND

Ideal Toy Corp., New York, appears likely to be the highest television spender in the toy field this year, according to a BROADCASTING spot check of toy advertiser activity.

It was confirmed last week that Ideal plans half-sponsorship of *Maverick* on ABC-TV next fall, a move that will bring the company's 1961 tv expenditure to around $3.5 million, as against more than $650,000 in 1960. Thus Ideal would appear to jump ahead of last year's leader, Mattel Inc., Hawthorne, Calif., which plans a $3-million campaign in 1961.

In addition to toy makers and agencies, BROADCASTING checked officials of the Toy Guidance Council and Toy Mfrs. of the U.S.A. The latter organization estimated the 10-12 major toy companies in the country will spend at least $15 million in tv this year—two-thirds of it in the fall-to-Christmas season.

And, TMUSA predicted, 1962 will see many toy companies that manufacture summer items (outdoor pools, swings, etc.) using summer tv, making that season a close second to the fall as an active time for toy advertising.

Experiment Result ▪ Ideal's 13-week half-sponsorship of *Maverick,* which is moving this fall to a new ABC-TV time slot (6:30-7:30 p.m. NYT), grew out of an experiment in prime-time effectiveness conducted by the toy firm last season.

Ideal placed spot tv orders for prime-time exposure for its ITC Model Craft lines, a series of adult hobby construction kits. The hobby sets' sales doubled as a result of the campaign and represented 12% of Ideal's gross by the end of the year. Demand for Model Craft was so great the toy manufacturer decided to use adult network programming for its hobby kits in 1961.

Returning to the ranks of network

James T. Victory, general sales manager of CBS Films, pointed out that stations often buy three or four series at a time but he emphasized they are offered individually and are not sold as a package. He ascribes the continued popularity of off-network programs to the "tremendous built-in audiences that already know the show."

An official of ITC provided some piquant statistics about its *Susie* program. Presented originally as *Private Secretary* on CBS-TV for three years, the program has brought in almost $4 million to ITC in domestic and foreign sales in the past five years. It is being shown for the 13th time in Washington, D. C.; the 10th time in Chicago, and is set for 7th and 8th runs in New York, Baltimore, Detroit, Nashville, New Orleans and St. Louis. It has been dubbed in French, Spanish and Portuguese and subtitled in other languages and has been seen in 37 countries outside of the U. S.

The attitude of many stations toward these properties was summarized by Herb Jacobs, president of TV Stations Inc., which buys film programs on behalf of more than 100 tv stations throughout the country. Mr. Jacobs indicated strongly there is a place for off-network properties on many tv outlets because the programs are a "well-known commodity" and can obtain good ratings; are actually first-run in many markets; can hold an audience even in larger markets because many viewers didn't "catch" them the first time around. He noted that programs with three or four years production are "more valuable" because they provide stations with a continuity of programs. Mr. Jacobs believes that revenue accruing from sales of off-network programs will help syndicators during this period of depression and help them to prepare for production of first-run syndication programs in a year or two.



CBS-TV presented "Amos 'n' Andy" on the network during 1951-52 and 1952-53, and the re-runs have been carried continuously on local tv stations since 1953, believed to be the "oldest" off-network show.

Korn Speaks For Independents ▪ Bennet H. Korn, executive vice president of the Metropolitan Broadcasting Div. of MetroMedia Inc., New York, summed up the view of many independent tv station operators when he said:

"Those of us who operate independent tv stations in major markets—and we are in New York and Washington, D. C.—need a quantity of programs, and they must compete with the network outlets and other independents. We find that off-networks, balanced with several first-run syndication series, can do the job very satisfactorily. In many ways, an off-network can be superior to a first-run show because it is tried and true, while a first-run has to be 'put into orbit' and may not prove to be satisfactory. Our research shows there is a large audience which hasn't seen each episode of a network program and which can catch it during the off-network presentation."

tv sponsors after a five-year absence (except for the annual sponsorship of *Macy's Thanksgiving Day Parade* on NBC-TV), Ideal has also signed with CBS-TV for 26 weeks of *Mighty Mouse Playhouse* (Sat., 10:30-11 a.m. NYT), beginning Sept. 16. In addition, Ideal has bought the Macy parade for another year and is dickering for a color show on NBC-TV.

The company will augment its network campaign with a heavy tv spot drive, bringing its total tv expenditure to around $3.5 million. Agency is Grey Adv., New York.

Doubled Budget ▪ Mattel Inc., toyland's second-ranking tv spender in 1961, has doubled its 1960 budget of $1.5 million. In addition to its year-round ABC-TV show, *Matty's Funday Funnies* (Sun., 5-5:30 p.m. and Sat., 7-7:30 p.m., both NYT), Mattel will order a 13-week spot tv drive in 50 markets beginning in mid-September. Agency is Carson-Roberts, Los Angeles.



Shari Lewis, NBC-TV program hostess (Sat. 10-10:30 a.m. NYT) demonstrates American Doll & Toy's Toodle-Loo.

Louis Marx & Co., New York, plans a $2-million all-tv spot drive in the top 35 markets, for the 10 toys it is promoting on television this year. Marx, which spent only $475,000 last year, will use live commercials on local and syndicated kiddy shows from September through December. Agency is Ted Bates & Co., New York.

Remco Corp., Newark, N. J., in an all-out tv drive this fall, will spend just under $2 million in network and spot.

Bernard J. Schiff, president of Webb Assoc., New York, Remco's agency, said the firm is ordering a 50-market spot campaign and three network shows —*Shari Lewis* (NBC-TV, Sat., 10-10:30 a.m. NYT); *Captain Kangaroo* (CBS-TV, Sat., 9:30-10:30 a.m. NYT) and *Periscope*, probable entry in ABC-

TV TOY TOTALS MAY PASS $15 MILLION continued

TV's 5-5:30 p.m. daily schedule.

Eldon Industries, Hawthorne, Calif., will place 3,600 tv commercials in 13 weeks in 24 markets this fall. The company is investing $1 million in the 3-month campaign placed through Guild, Bascom & Bonfigli, San Francisco.

Cincinnati Firm Uses Spot ▪ Kenner Products Co., Cincinnati, plans to use $1 million worth of spot tv time in over 65 markets between Oct. 15 and Dec. 17. Leonard M. Sive Assoc., Cincinnati, Kenner's agency, will place 35-40 one-minute spots in each market bought for four product lines. Items to be featured include building sets, toy slide projectors, "Doozies" (plastic "funny faces"), and paint sets.

Kenner's give-a-show projector, which sells for $5, comes with 16 strips of well-known cartoon characters, including several in tv syndication now—*Popeye, Yogi Bear,* and *Quick Draw McGraw*, among others.

American Doll & Toy Corp., New York, will spend $650,000 with network and spot television on 275 stations in 145 U. S. cities this year.

In network, the toy firm will use *The Shari Lewis Show* (NBC-TV, Sat., 10-10:30 a.m. NYT) and *Captain Kangaroo* on CBS-TV (Sat., 9:30-10:30 a.m. NYT). The overall campaign, scheduled to run from Sept. 15 through Dec. 15, also includes a 42-market spot tv drive. Agency is Webb Assoc., New York

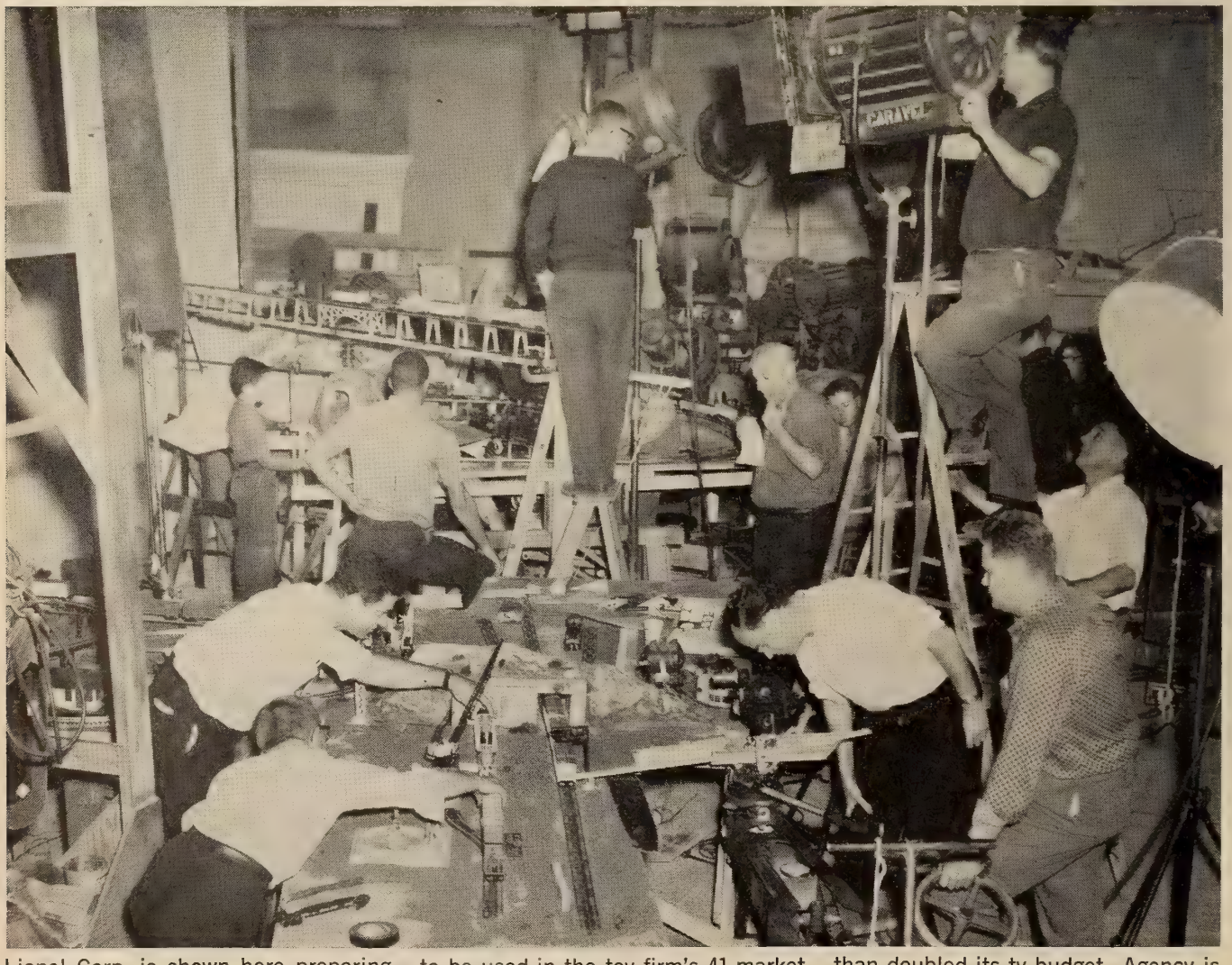
Lionel Over Double ▪ Lionel Corp., New York, which spent over $290,000 in tv last year, reportedly will spend more than $650,000 in 1961. In addition to the *Macy's Thanksgiving Day Parade* on NBC-TV, the company will place spot campaigns on 75 stations in the U. S. and Canada. Aside from advertising its line of electric trains, Lionel this year enters the scientific toy field for the first time and will concentrate its spot tv efforts to promoting these products. Grey Adv., New York, is the agency.

The General Electric Co.'s radio receiver department will introduce a new line this fall—GE educational projects—consisting of seven kits of science projects for youngsters.

Commercials are being prepared by Young & Rubicam, New York, GE's radio receiver agency, for *The General Electric Theatre* (CBS-TV, Sun., 9-9:30 p.m. NYT), as well as for a spot drive in the top 20 U. S. markets. The more than half-million-dollar campaign will run from September to Christmas.

A. C. Gilbert Co., New Haven, Conn., has ordered $225,000 worth of participations in ABC-TV's 5-5:30 p.m. time slot from Nov. 6 to Dec. 20. Although not yet definite, the network will probably program *Periscope,* new show designed to appeal to the inquisitive youngster. Gilbert's agency, Banning Repplier Adv., Hampden, Conn., will place a total of 56 commercial minutes—about two spots per day.

A Gilbert spokesman noted Erector, one of America's best-known toys, will be advertised on tv this year for the first time in the product's 48-year history. The company projects a 10% increase in sales during Erector's promotion.



Lionel Corp. is shown here preparing for film an electric train commercial to be used in the toy firm's 41-market spot tv campaign this fall. Lionel more than doubled its tv budget. Agency is Grey Ad., New York.

"POWERFUL AND PROVOCATIVE ENOUGH TO KEEP A VIEWER SPELLBOUND! FONDA GIVES HIS MOST POWERFUL PORTRAYAL IN YEARS! TAUT..ABSORBING.. COMPELLING DRAMA!"

–NEW YORK TIMES



THE A-OKAY'S...32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

A-OKAY

u.a.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

SHELL COMES BACK TO TV

Three-week spot-tv schedule set for 27 markets after several months of all print-media ads

Shell Oil Co., which this year has channeled all of its $15 million into consumer advertising into print, made a firm move back toward television last week. The oil company approved a three-week spot tv schedule of varying lengths to cover 27 markets across the country.

The campaign is slated July 21 to Aug. 14, and the spots will include ID's, chain-break 20's and some 60 seconds in length. They will be geared to a promotion contest that Shell is conducting in conjunction with its dealers. The contest features the giveaway of Snark-type sailboats to lucky contestants whose names will be drawn by chance.

A supplementary radio campaign began last week with 9 to 15 weeks of spots targeted mostly for southeastern and southwestern states, including Mississippi, Louisiana and Texas. Billings for all of the spots are through Ogilvy, Benson & Mather. This marks the first break in the agency's resistance to the broadcasting media for Shell, whose consumer account it took over last fall.

Last month Shell announced it would sponsor 11 Sunday afternoon hours on CBS-TV devoted to a golf show. The oil company is still negotiating to sponsor on CBS-TV four hours of *Leonard Bernstein's Young People's Concerts.* Billings for both of these series come out of Kenyon & Eckhardt, which handles Shell's institutional advertising account.

The timing of Shell's move back to tv couldn't have been worse for Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Assn. In a speech before the summer convention of the Newspaper Advertising Executives Assn. held in Detroit last week, Mr. Lipscomb said the "Operation Friendship" program, devised by his bureau as a promotion effort behind Shell's newspaper ad campaign, has operated with success and "inspiring speed and smoothness."

New service

With this issue BROADCASTING is offering a new service to its readers. Called "Commercials in Production" the new department (see page 34) will list new commercials for which advertisers or their agencies have signed contracts and which will be used in national or large regional broadcasting campaigns. Listings in the new department will include: Commercial producer, with his address; advertiser and product; length, number and type of commercial; name of production manager; agency, with agency account executive and agency production manager and the approximate cost of the commercial.

Commercial producers interested in being included in this new department should submit information promptly to any of the editorial offices of the magazine.

Vtr producers agree on exchange

Tv tape producers in three major markets have taken the first step to form a video tape production network to provide vtr service for clients anywhere in the country without the need for sending high-priced production people from one city to another. Video Tape Productions, New York, WFAA-TV Dallas, and International Video Tape, Beverly Hills, Calif., are the three founders of the vtr interchange service, which they believe will save substantial amounts for their clients. Each company will make available to the others its facilities for taping segments, inserts or even a complete production. Other affiliates, both in the U.S. and abroad, will be added as the call for service dictates. The three founding companies of the vtr service network all have equipment of the same standard type, including Marconi cameras, to insure top facilities at all three locations. This was said to be an underlying consideration in the formation of the affiliation.

Some advice on trimming film commercial costs

Methods for cutting costs of film commercials in tv were outlined to the Advertising Club of Grand Rapids, Mich., July 7 by Ruth L. Ratny, creative vice president of the Fred A. Niles Communication Center, Chicago. Attention to cost becomes even more important this next season, she said, with tv time charges expected to run 5% more, talent costs up 20% and production up 20%.

Miss Ratny urged advertisers and agencies to be sure their staff writers have a "thorough knowledge" of the film medium and know cost factors, as well as permitting the producer to suggest changes and improvements in the script or storyboard. All changes should be made in pre-production conferences, she urged, not during shooting when "hindsight" alterations are costly.

More than one spot should be made at a time for economy in production and a voice-over announcer is much less expensive than sync shooting, she said. Still photos of exteriors and interiors should be used whenever possible since weather often complicates location filming. Children, smoke, water, dogs and complicated opticals also should be avoided when economy is important, Miss Ratny added.

Radio's ups and downs

Radio's national spot billings dropped 7.9% during the first quarter of 1961 but snapped back during the second quarter and may wind up the first half of the year on a par with the first half of 1960, Lawrence Webb, managing director of Station Representatives Assn., reported last week.

He said first-quarter figures, compiled for SRA by Price Waterhouse & Co., put gross time sales at $40,324,000 against $43,805,000 for the first quarter of 1960. His report on the second-quarter comeback was based on preliminary estimates, which he said showed "considerable improvement." The SRA figures, compiled quarterly by the New York accounting firm, are subject to revision upon release of the FCC's official report for 1960 later this year.

CBS wants agencies to toot own horns

CBS Radio has offered some 100 top advertising agencies the opportunities to air their views on the role of advertising in the American society and economy.

Fred Ruegg, CBS vice president, station administration, whose letters to the heads of the agencies invited them to express their thoughts on tape or disc in the form of one-minute messages, said "the project will go a long way towards achieving a better public image of the advertising profession."

As a public service, CBS Radio will present the message 12 times each on all its seven owned-and-operated stations: WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles.

"Charlotte's WSOC-TV... merchandising 'plus' puts more sell into our campaigns"—McCowan, Henderson



"When we are placing spot schedules on WSOC-TV, we know that we will reach the right audience for our products. And, WSOC-TV's excellent merchandising support is a 'plus' factor that puts more 'sell' into our campaigns."

BETTY McCOWAN
Henderson Advertising Agency, Inc.
Greenville, S. C.

Some things are not shown on rate cards. Important things like merchandising, for example. Schedules on WSOC-TV get the finest merchandising support in the Carolinas. Trade mailings, in-store displays when applicable, tie-in ads, product surveys if needed—other specialized support. Put your advertising schedule on WSOC-TV ... one of the great area stations of the nation. You'll see results!

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

PAT WEAVER'S NEW M-E JOB

Will head M-E Productions and international operations as Clyne, Van Volkenburg resign



Mr. Weaver Mr. Clyne Mr. Van Volkenburg

Sylvester L. (Pat) Weaver Jr. was catapulted back into the forefront of television programming last week in a surprise realignment of M-E Productions that also brought the departure of C. Terence Clyne and J. L. Van Volkenburg.

The three men are among the best known figures in television advertising and programming management. M-E Productions is the television and radio division of Interpublic Inc. (formerly McCann-Erickson).

Mr. Weaver, 52, who established himself as one of television's leading "creative" minds as chairman and president of NBC in the early 1950s, was named president of M-E Productions. He has been chairman of McCann-Erickson Corp. (International), which directs Interpublic's overseas offices in 22 countries, and also will continue in that role.

Harold Graham Jr., a senior vice president of M-E Productions, was promoted to executive vice president in the new setup.

The resignations of Mr. Clyne as chairman of M-E Productions and Mr. Van Volkenburg as president were said to be in line with wishes expressed by both men some time ago.

Marion Harper Jr., Interpublic president, said Mr. Clyne was retiring in keeping with "previously disclosed personal plans to leave the agency business in the fall of 1961," and that Mr. Van Volkenburg, who came out of retirement to take the M-E post in June 1960, had done so "with the understanding that at the end of approximately a year he would be able to return to his home in Florida."

Mr. Clyne was on vacation last week but agency authorities said both he and Mr. Van Volkenburg probably would remain with M-E for several weeks, while the new top-management team is in the process of taking over.

Big Question ▪ Just what effect Mr. Weaver's move into the agency's top television post will have on the nature of its television activities was regarded as a speculative question, but observers agreed it could be far-reaching. M-E Productions is not currently active in the actual production of programs, but its organization specifically permits it to operate in this field and there was considerable speculation that in time it would do so, although inside sources doubted this would happen immediately.

Even without getting into production, Mr. Weaver's ability to influence programming through the selection of shows for Interpublic clients could be considerable: His division is responsible for close to $100 million in broadcast billing. In 1960 its tv billing alone was $89 million.

Without going into details, an Interpublic spokesman said that "changes will be made in M-E Productions."

Mr. Weaver is known as an innovator. At NBC he was credited with key roles in the development of the *Today* and *Tonight* shows, the *Wide Wide World* format, the color spectaculars and, on the sales side, the so-called "magazine concept" which was the forerunner of the participation-sales pattern so widely used in network television today.

Some of his views were put on record two weeks ago. Testifying in the FCC's program hearing, he suggested

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

CBS Animations, 485 Madison, NYC

Lever Bros. (Good Luck Margarine), one 10, stop motion, film. Clem Stigdon prod. mgr. Agency: Ogilvy, Benson & Mather; Hal Burdick prod. mgr. Approx. cost $1,400.

United Biscuit Co.—Keebler Biscuit Co. Div. (Keebler Cookies), three 10s, animation, film. Arthur Bartsch prod. mgr. Agency: Lewis & Gillmann; John Bleasdale prod. mgr. Approx. cost $1,200.

International Trading Co. (Olympia Typewriters), one 60, live action and animation, film. Clem Stigdon and Arthur Bartsch, prod. mgrs. Agency: Mann-Ellis; Ed Murray a.e., Ken Kelly prod. mgr. Approx. cost $5,000.

Format Films, 4741 Laurel Canyon Blvd., North Hollywood, Calif.

North American Van Lines (moving), animation. Cullen Houghtling prod. mgr. Agency: Dallas-Jones Co., Chicago.

Freberg Ltd., 7781 West Sunset Blvd., Hollywood

General Mills (Cheerios), six spots. Agency: Dancer-Fitzgerald-Sample.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17

National Biscuit Co. (Milk-Bone), two 60s, animation, film. Agency: Kenyon & Eckhardt; Wendell Phillips a.e.; Marshall Rothen prod. mgr.

Mutual of Omaha (insurance), two 60s, one 90, animation, film. For Golding-Elliott-Graham, Ed Graham a.e. Agency: Bozell & Jacobs; Harold Fair a.e.

Raymond Scott Enterprises, 140 West 57th St., NYC

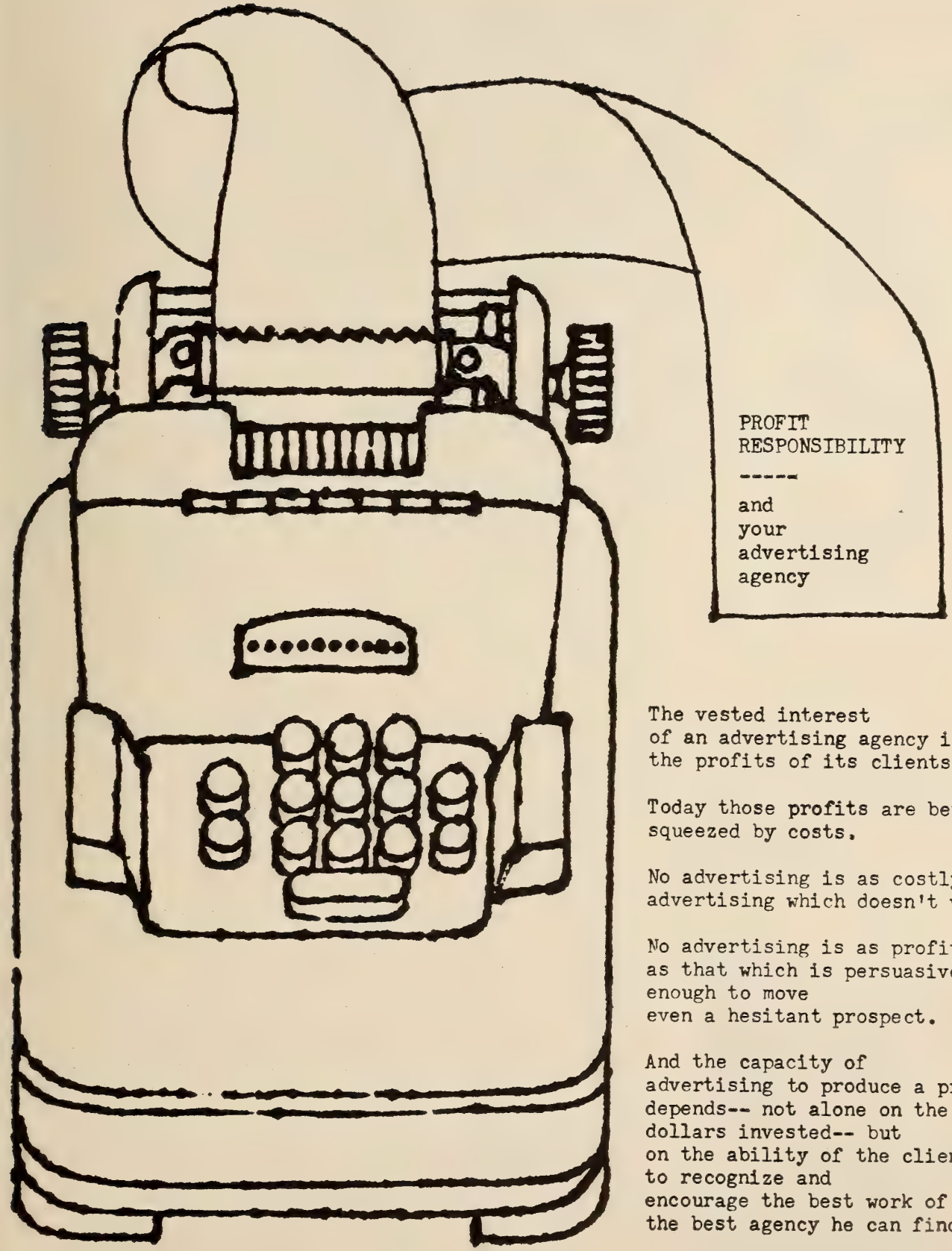
Lever Bros. (Dove), electronic music. Charles Barclay prod. mgr. Agency: Ogilvy, Benson & Mather; Ken Shaw prod. mgr.

Nestle Co. (Nescafe) two 60s, four 20s, four 8s for tv; three 60s radio electronic music. Charles Barclay prod. mgr. Agency: F. H. Hayhurst, Toronto; Cliff Harrison prod. mgr.

Skelton Studios, 1416 N. LaBrea Ave., Hollywood 28

Miles Labs. (Alka-Seltzer, Bactine) two 60s, tape. Grover Allen prod. mgr. Agency: Wade Adv.

Beechnut Lifesavers Inc., four 60s, film. Charles Barton prod. mgr. Agency: Young & Rubicam, Inc.



The vested interest
of an advertising agency is in
the profits of its clients.

Today those profits are being
squeezed by costs.

No advertising is as costly as
advertising which doesn't work.

No advertising is as profitable
as that which is persuasive
enough to move
even a hesitant prospect.

And the capacity of
advertising to produce a profit
depends-- not alone on the
dollars invested-- but
on the ability of the client
to recognize and
encourage the best work of
the best agency he can find.

YOUNG & RUBICAM
advertising

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING
JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

that networks had succumbed to the "Hollywood B picture" trend, said viewers "want to be sold on the better, not the worse," and took the position that the public "will respond to adult appeals, although not all the time." He also called attention to dramatic, music, opera, ballet and other so-called "quality" programs presented on NBC while he was there in various executive posts from 1949 to 1956, and described himself as optimistic about program improvement in the future (BROADCASTING, July 3).

The Next Decade ▪ Some Weaver enthusiasts who worked with him in his NBC days—many of whom are now in key positions there and elsewhere (see below)—saw in his latest assignment a chance to "help create the pattern of television programming for the next 10 years, just as he helped set the format for the first decade." Their reasoning was that current attacks on programming, particularly by the FCC and other government sources, require changes that probably will evolve during the next two years and that as head of television for one of the top four tv agencies he will be in a position to influence those changes materially.

Interpublic President Harper foresaw this—and more. He said Mr. Weaver's new assignment, on top of his international post, reflects the agency's interest "in the growth and development of world-wide television, and the attainment of quality programming."

Other Interpublic sources said the reference to "world-wide television" anticipated the use of television as an international advertising medium as soon as facilities are available. "We have a number of clients who use print advertising throughout the world," one official said. "Undoubtedly they will want to use television in the same way whenever that becomes feasible."

Mr. Weaver joined McCann in 1959 after serving as advertising and marketing consultant to Kaiser Industries following his departure from NBC in 1956. Before joining NBC he had been, before the age of 30, advertising manager of American Tobacco Co. under the late George Washington Hill. He also had been manager and later vice president and director of the radio-tv department of Young & Rubicam.

Mr. Clyne, his predecessor as M-E Productions head, has been in charge of television for Interpublic and its predecessor McCann-Erickson since 1954. Mr. Harper hailed this service as representing "one of the longest and most successful tenures of any agency television head," and also praised Mr. Clyne for "innumerable programming innovations for our clients."

'Lucy's' Developer ▪ Mr. Clyne also has been vice chairman of McCann-Erickson, the major agency division of Interpublic, in addition to heading M-E Productions. Before moving to McCann he was with the Biow Agency where, among other accomplishments, he was credited with developing the long-running, top-rated *I Love Lucy* program.

For many years, first at Biow and subsequently at McCann, he was identified with the Bulova Watch account, which moved a few months ago to Sullivan, Stauffer, Colwell & Bayles. In 1948, while with Biow, he conceived and sold what was said to be the first "tv station identification." He entered broadcasting and advertising as an account executive with Free & Peters station representation firm (now Peters, Griffin, Woodward).

Although he has been quoted as saying he planned to retire at age 55 (he was 55 on March 22), and the announcement of his resignation referred to his "decision to retire," he was also quoted last week as saying he was considering "various other connections," starting next January. A representative doubted he would reach a decision immediately.

Mr. Van Volkenberg, for many years

Where the 'Weaver Men' are today

When Pat Weaver, the new head of M-E Productions (see above), was flying high and wide in television programming at NBC, he was surrounded by a group of assistants who became known as "Weaver Men." They've never completely lost that identification, although most of them have long since scattered to other jobs—many of them pivotal—in other networks or agencies.

Ten days ago one of them, Mort Werner, who had moved on to Young & Rubicam, was called back to NBC to become head of television programming (BROADCASTING, July 10). Others of the group include Richard A. R. Pinkham, now senior vice president in charge of broadcast operations for Ted Bates & Co.; Thomas A. McAvity, vice president and television program supervisor for J. Walter Thompson Co.; Michael Dann, CBS-TV vice president in charge of network programs, New York; Frederic W. Wile Jr., west coast manager of The Advertising Council, and—within Mr. Weaver's own parent organization—Matthew J. Culligan, general corporate executive of Interpublic Inc.



A "well-bred" SUCCESS story for WDAY-TV, Fargo!

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line" — breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store — their eighth. Results? To quote Dale Cox himself, "We sold 500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

with CBS, was the first president of CBS-TV, serving in that post from 1951 until his retirement at the end of 1956. When he retired he moved to Florida but remained a consultant to CBS and subsequently served as president of Pacific Ocean Park, a west coast amusement park, until CBS disposed of its interests in it. He came out of retirement again to take the M-E Productions presidency on June 1, 1960. He said last week he was not considering new job plans and would move back to Florida as soon as he winds up his M-E Productions assignments.

Mr. Graham, the new executive vice president of M-E Productions, started with McCann-Erickson in 1946 as a trainee, later became a radio producer and director. After two years of army service he returned as a television account executive, moved to CBS-TV as a general program executive in Hollywood from 1957 to November 1959, then moved back to McCann as manager of client planning. He became a vice president of M-E Productions in July 1960.

McCann has suffered three substantial account losses in the past six months —the $10-million-plus Liggett & Myers account for Chesterfield, Oasis and Duke cigarettes, Colgate-Palmolive's Ajax and Spree ($3 million), and the Bulova business ($4 million)—but company officials denied these had any bearing on the television division changes. One did suggest that the changes might have been delayed a few months if the agency had not lost the Chesterfield business. This account loss came after Liggett & Myers became involved in boycott threats stemming from protests against *The Untouchables*, which L&M was sponsoring but decided to drop the program after the current summer season (BROADCASTING, March 20).

DUPONT'S NEW TV PATH

Weekly hour-long program will utilize both corporate and product advertising

In a reversal of previous strategy, E. I. du Pont de Nemours will blend most of its corporate and its product tv commercials into one giant "mixer" next season—the *Du Pont Show of the Week* over NBC-TV (Sun., 10-11 p.m.). Du Pont's rationale: by placing nearly $8 million of a total tv budget of more than $13 million into one "prestige" series, the company hopes to attain stronger identity with the program for its various divisions and for the corporation itself.

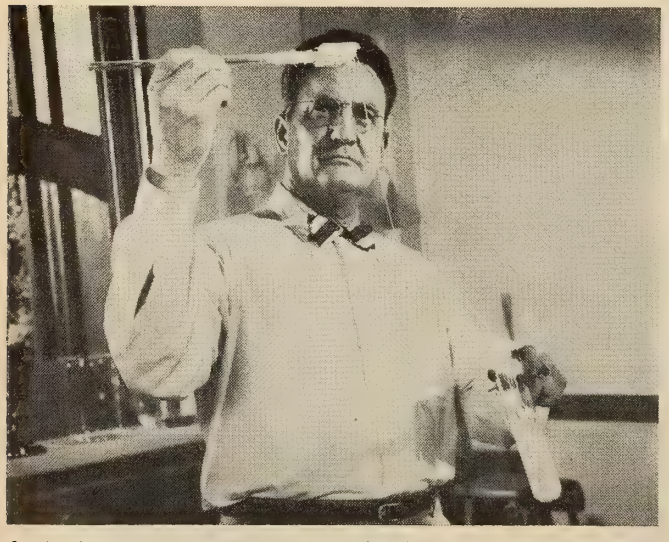
Du Pont's tv advertising plans for next season were outlined by Charles (Chuck) Crowley, the company's television manager, last week.

The change in the company's approach can be gauged by one of Mr. Crowley's observations: "During this past season, all of du Pont's corporate messages on tv were on the *Du Pont Show of the Month*, but we bought participations on 28 other network shows for product advertising. For the 1961-62 season, we will use part of the *Du Pont Show of the Week* for corporate messages and part for product selling, and, in addition, we have bought participations on only 12 other network programs for additional product advertising."

Du Pont officials realize there is some risk to "putting most of our eggs in one basket," but, Mr. Crowley continued, intensive study by the company over a period of several months produced compelling reasons for an association by du Pont with a single "blue-ribbon" series for most of its tv advertising budget. Du Pont believes that the *Show of the Week*, which will be "dramatic actuals" of the past and present, will provide an emphatic environment for both corporate and product messages. The series is regarded as "idea programming" and will explore such subjects as "Music of the Thirties," "Fads and Foibles" (a musical treatment of the subject), "Paper Bullets" (a dramatization of Nazi attempts to flood the world with counterfeit money), "The Ziegfeld Touch" (a musical biography of Florenz Ziegfeld) and "Merrily We Roll Along" (a pictorial history of the automotive age).

Mr. Crowley noted that the welding of corporate with product advertising on one program dictated approval of the project by three departments (Fabrics & Finishes, Industrial & Biochemicals and Textile Fibers) and the corporate advertising unit. Approximately 45% of the commercial time on *Du Pont Show of the Week* will be devoted to corporate commercials, he said, and 55% to product commercials.

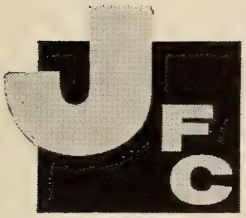
Du Pont now is in the process of producing new commercials for the coming series, but also hopes to utilize successful commercials of the past by updating them. But company policy is not to repeat a corporate commercial more than once during the season. Another change by du Pont next season will be to emphasize the two-minute



A du Pont corporate commercial is often a story. This scene re-creates the moment when a new synthetic fiber —nylon—results from a broad program of research.



This vignette from a commercial dramatizes the invention of a new type of fire alarm by a customer of E. I. duPont de Nemours.



Quality Programs *for* Quality Programming

BOZO THE CLOWN©

208 titles. Now on 198 U. S. and foreign stations. America's favorite full-color cartoon library.

A Larry Harmon Production

HOLLYWOOD Hist-o-Rama©

All the excitement of fifty years of Hollywood crammed into 208 fascinating five-minute factuals.

A Julieart Production

57 POST–'50 FEATURES

A compact, powerful package of BLOCK-BUSTERS now garnering top ratings on more than 170 U. S. and foreign stations.

LAUREL & HARDY

The world's best known and most beloved comedians – recreated in full-color cartoon animation for an extraordinary half-hour program series.

A Larry Harmon Production

JAYARK FILMS CORPORATION

15 East 48th St., New York 17, N.Y. MUrray Hill 8-2636

rather than three-minute corporate commercials, dictated largely by the need to accommodate a product commercial also within an individual program (three-minute versions still will be used, however).

Seasonal Needs ▪ The scheduling of commercials will be keyed to seasonal requirements. For example, during the fall and winter, product commercials for anti-freeze will dominate and corporate messages will be de-emphasized. In the spring, the stress will be on paints. In slack periods, the corporate messages will be accentuated, though there will be product representation throughout the year.

Mr. Crowley reported that studies by independent researchers point to the conclusion that the most effective du Pont commercials—both corporate and product—are "those that tell a story." The corporate and many of the product commercials, he said, are constructed as "vignettes around our company or a product that captures the viewers' attention, and stays in their memory, we hope." Corporate commercials may treat such subjects as basic research in the sciences; how new products are developed; how improvements in products help our technology, or what the impact of industrial welfare and pension plans is on the social structure of the country.

In addition to Mr. Crowley, a sizable group of du Pont executives has been occupied with the *Show of the Week* project. They include J. Edward Dean, advertising director; Edward Pechin, assistant director of advertising; Lyman Dewey, advertising division manager; Hugh Horning, television supervisor for product advertising; Mac Collette, tv supervisor for corporate advertising; George Nielson, commercial supervisor and Charles Hackett, public relations advisor for television.

BBDO, New York, is the agency of record for the *Du Pont Show of the Week* and handles the corporate advertising and all product advertising except the company's Lucite paints, which are handled by N. W. Ayer & Son, Philadelphia.

Knox Reeves gets Fitzgerald agency

Fitzgerald Advertising, New Orleans, which last month lost the $9 million Hunt Foods account to Young & Rubicam and suffered relatively what was considered to be the most severe billing setback in agency circles so far this year, has been acquired by Knox Reeves Adv., Minneapolis. The new name of the New Orleans agency becomes Knox Reeves-Fitzgerald. The switch of the Hunt Foods account is only a part of the multi-million dollar game of musical chairs that some 40 major broadcast advertisers have played in the past six months among agencies (BROADCASTING, July 10).

Fitzgerald's 15 remaining accounts, billing about $2 million (some other accounts also had followed Hunt out of the Fitzgerald shop), go with it into the new agency in New Orleans. Knox Reeves-Fitzgerald will be headed by operations vice president Roy M. Schwarz, formerly executive vice president in charge of creative services at Fitzgerald.

E. W. Rector Wooten, senior vice president-executive art director for Fitzgerald, becomes vice president of Knox Reeves-Fitzgerald. Joseph L. Killeen, co-founder and board chairman of Fitzgerald, heads the executive committee of Reeves-Fitzgerald, and Robert P. Carley, Fitzgerald president, moves to Young & Rubicam, New York (HEADLINERS, July 10). Mr. Carley headed Hunt Foods' Wesson and Snowdrift accounts at Fitzgerald. It is understood that fewer than two dozen of Fitzgerald's original staff of about 75 remain, although a few of the others move to Knox Reeves in Minneapois and Y&R in Los Angeles.

Business briefly...

Maybelline Co., Chicago, in addition to 26-week participation schedule on NBC-TV *Saturday Night Feature* and the new ABC-TV *Steve Allen Show* to begin after Labor Day, plans a spot tv campaign in about 100 markets this fall. Additional network buys are contemplated. Tv drive will augment eye cosmetic firm's million-dollar four-color print campaign this summer. Agency is Post & Morr, Chicago.

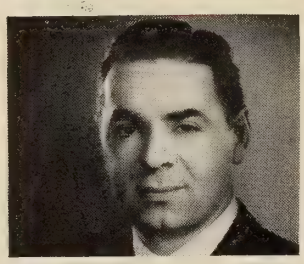
Kitchens of Sara Lee, Chicago, orders a 13-week schedule of two weekly segments on CBS Radio's *Bing Crosby-Rosemary Clooney Show,* effective July 13. Agency: Cunningham & Walsh Inc., Chicago.

Onamia Manufacturing Co., for Luralight, has purchased a schedule of two segments per week of CBS Radio's *Arthur Godfrey Time.* Agency: Strandberg & Assoc. Inc., Minneapolis.

Quaker Oats Co. has bought full sponsorship of *The Tournament of Roses Parade & Pageant,* to be telecast on CBS-TV New Year's Day (11:45 a.m.-1:45 p.m. EST). Agency: Lynn Baker Co., N. Y.

Time, Life International and U. S. Camera, among others, have each ordered 13-week schedules over WRUL New York, Worldwide Broadcasting's international short-wave station, for campaigns in Europe, Africa and Latin America.

What does GEORGE A. BOLAS say about* **BROADCASTING YEARBOOK?**



"ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual.

V.P., Director of Media Activities Tatham-Laird Chicago

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company



SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

April network tv advertising billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB/LNA-BAR)

	April 1961	January-April 1961	January-April 1960
Agriculture & farming	$ 220,894	$ 690,681	$ 794,498
Apparel, footwear & accessories	1,108,650	3,659,951	2,387,403
Automotive, automotive accessories & equipment	3,271,086	15,835,002	18,201,996
Beer, wine	524,412	2,067,276	2,722,113
Building materials, equipment & fixtures	666,039	1,081,886	782,474
Confectionery & soft drinks	2,089,499	8,110,353	6,167,419
Consumer services	865,524	2,498,858	1,678,157
Drugs & remedies	6,132,885	31,322,293	29,620,886
Entertainment & amusement	38,970	391,685	143,517
Food & food products	11,506,352	46,084,467	39,391,514
Freight, industrial & agricultural development	32,890	270,010	235,760
Gasoline, lubricants & other fuels	1,405,718	5,325,509	5,343,473
Horticulture	33,227	45,183	319,538
Household equipment & supplies	2,607,494	9,580,652	8,397,902
Household furnishings	284,820	1,274,916	2,276,530
Industrial materials	1,424,308	7,214,439	7,582,701
Insurance	1,146,830	4,086,724	3,972,566
Jewelry, optical goods & cameras	1,398,460	4,063,390	3,556,729
Office equipment, stationery & writing supplies	64,959	793,773	1,054,854
Political	....	....	....
Publishing & media	120,468	765,811	7,314
Radio, tv sets, phonographs—musical instruments, accessories	231,800	796,894	1,467,783
Smoking materials	6,466,584	25,932,011	26,341,057
Soaps, cleansers & polishes	7,715,525	28,746,072	24,025,488
Sporting goods & toys	273,198	1,188,510	935,182
Toiletries & toilet goods	9,346,265	37,399,116	36,782,777
Travel hotels & resorts	33,829	33,829	563,566
Miscellaneous	782,857	3,044,571	3,069,794
TOTAL	$59,793,543	$242,303,862	$227,822,991

TOP 15 NETWORK COMPANY ADVERTISERS

April 1961

1.	Procter & Gamble	$ 4,062,425
2.	Lever Brothers	2,674,286
3.	American Home Products	2,446,440
4.	Colgate-Palmolive	1,781,183
5.	General Mills	1,752,527
6.	R. J. Reynolds Tobacco	1,636,620
7.	General Motors	1,516,296
8.	General Foods	1,513,615
9.	Brown & Williamson Tobacco	1,258,651
10.	Gillette	1,143,882
11.	S. C. Johnson & Son	1,108,732
12.	National Biscuit	1,089,606
13.	Sterling Drug	1,059,453
14.	Miles Laboratories	1,042,614
15.	Texaco	1,016,560

TOP 15 NETWORK BRAND ADVERTISERS

April 1961

1.	Anacin tablets	$ 814,432
2.	Metrecal	739,047
3.	Winston cigarettes	689,649
4.	Crest tooth paste	610,318
5.	Swan liquid detergent	554,704
6.	One-A-Day vitamin tablets	545,608
7.	Salem cigarettes	526,514
8.	Colgate dental cream	480,017
9.	Du Pont paints (Home)	475,324
10.	Listerine antiseptic-oral	459,392
11.	L & M cigarettes	449,567
12.	Beech Nut gum	437,401
13.	Kent cigarettes	433,747
14.	Tide	432,095
15.	Bayer aspirin tablets	413,054

Huntley-Brinkley reach and impact documented

NBC-TV's *Huntley-Brinkley Report* (6:45-7 p.m., EDT) has been an effective buy in terms of reach and impact for its sponsor, Texaco Inc., according to an NBC research bulletin released last week.

The bulletin documents its contentions with information taken from the Nielsen Television Index, and from an impact study of the news program conducted for the network by R. H. Bruskin Assoc. Among the findings of the study:

- More viewers than non-viewers mentioned Texaco gasoline when asked what gasoline brands, or companies, they could think of.
- Texaco's trademark was identified by three out of every four viewers.
- Viewers had a more favorable opinion of Texaco gasoline than non-viewers.
- Almost twice as many frequent viewers of the news program as non-viewers (13% vs. 7%) said they use Texaco gasoline "most often."

Figures taken from the Nielsen Television Index show the *Huntley-Brinkley Report* share of audience in April-May 1961 (35%) was the highest since Texaco's sponsorship started in June 1959, and that more homes per minute were reached by the program in the first quarter of 1961 than in the same quarter a year ago (8.7 million vs. 7.5 million).

According to the NBC bulletin the findings prove that sponsors benefit from using a news program as an advertising vehicle. The heavier the exposure, the more aware people are of the advertised brand and the more favorable they feel towards the company, the bulletin concludes.

Rexall blueprints rest of '61 campaigns

Rexall Drug Co. will back up its fall One-Cent Sale with the largest single promotion in the company's history, using tv, radio, magazines and newspapers to announce the event. The print media will be used in advance of the sale, utilizing color pages in national magazines and color spreads in Sunday supplements and independent Sunday newspapers. During the sale, saturation broadcast spot campaigns will be used—61 tv spots on ABC-TV and CBS-TV and more than 100 radio spots on ABC, CBS, MBS, NBC and Keystone networks.

The One-Cent Sale is one of five major campaigns planned by Rexall for the latter half of 1961, John Hart, director of advertising, said last week. The first, "Operation Challenge," answers President John F. Kennedy's challenge to American businessmen to undertake community action to stimulate the national economy. It will be heavily advertised in July, August and September, using commercials on Rexall's weekly NBC-TV series, *National Velvet*, plus color ads in *Reader's Digest*. Magazine space will promote Rexall's vitamin product, Super Plenamins, in a fall campaign, the Pharmacists Cough & Cold campaign and the pre-Christmas campaign. BBDO, Los Angeles, is the Rexall agency.

Rep agreement nears end

The representation agreement between Crosley Broadcasting Corp. and NBC Spot Sales is nearing an end because of the FCC ban on network representation of non-affiliates. In recent years the Crosley tv stations have been represented by the NBC firm in Detroit, Los Angeles and San Francisco, while NBC owned and operated stations have received similar treatment by Crosley in other specific locations. The Detroit arrangement was cancelled June 30, and an NBC spokesman last week said the agreement in the west coast cities "can be terminated at any time." Crosley's Cleveland office is now covering the Detroit territory.

THE SWEETEST PROPOSITION IN TELEVISION

KBMT·TV

CHANNEL 12 TELEVISION



BEAUMONT ORANGE

PORT ARTHUR

People in the heart of the swinging Industrial Gulf ● South are learning their ABC's of television through the new exclusive ABC-TV outlet - Channel 12 KBMT-TV - Beaumont, Texas Channel 12 is covering the rich expanding Gulf market like a sunburst. It's a fact - the only thing that gets into more homes in this rich Industrial market is the sun!

188,000 T V HOMES
ARB

$406,186,000 RETAIL SALES
SALES MANAGEMENT

CONTACT GEORGE P. HOLLINGBERY TODAY!

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8

NO. 1 *

IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 6-12 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 6	**The Untouchables** (9:30 p.m.)	ABC-TV	16.7
Fri., July 7	**Person to Person** (10:30 p.m.)	CBS-TV	18.0
Sat., July 8	**Gunsmoke** (10 p.m.)	CBS-TV	23.9
Sun., July 9	**What's My Line?** (10:30 p.m.)	CBS-TV	22.5
Mon., July 10	**Glenn Miller Time** (10 p.m.)	CBS-TV	17.6
Tue., July 11	**All-Star Baseball** (3:45 p.m.)	NBC-TV	19.0
	Thriller (9 p.m.)	NBC-TV	16.6
Wed., July 12	**Naked City** (10 p.m.)	ABC-TV	16.0

Copyright 1961 American Research Bureau

Rep appointments...

▪ WAVA Arlington, Va. (Washington, D. C. suburb); WEAW Chicago; WBOS Boston; WBMD Baltimore, and KCKN Kansas City: Weed Radio Corp., N. Y., as national sales representative.

▪ KBEA and KBEY (FM) Kansas City: Avery-Knodel Inc., N. Y.

▪ WSOR Windsor, Conn.: Breen & Ward, N. Y., as national sales representative.

▪ KCUL Fort Worth, WFUN Miami and WRR Dallas: Robert E. Eastman, N. Y.

▪ WWHY Huntington, W. Va., (formerly WPLH): Advertising Times Sales, Inc., N. Y. (formerly Branham Co.), as national representative.

▪ WHIY Orlando, Fla.: Venard, Rintoul & McConnell, N. Y.

▪ WOKW Brockton, Mass.: Kettell-Carter, Boston, as New England sales representative.

Agency appointments...

▪ Wilson & Co., Chicago (Ideal dog food, B-V meat extract, Tastypops, dairy and poultry products, Drum-Pak, Peptone, U-Cop-Co and Wilson labs), formerly with Roche, Rickerd & Cleary Inc., Chicago, appoints Compton Adv., Chicago, effective Nov. 1.

▪ Liebmann Breweries Inc., N. Y., to Needham, Louis & Brorby, that city, for new products effective immediately.

▪ California Wine Advisory Board, San Francisco (non-brand advertising), appoints Young & Rubicam, that city.

▪ Campbell Soup Co., Camden, N. J., has appointed Cortez F. Enloe Inc., N. Y., to develop advertising for specialized media directed to the medical and allied health professions. The appointment involved no change in Campbell's other agency assignments.

▪ Flex-Let Corp., East Providence, R. I. (manufacturer of watch bands and men's and ladies' jewelry), appoints Irving Berk Div. of J. M. Kesslinger & Assoc., N. Y.

Williams plans tv ads for new appliance arm

J. B. Williams Co., a major tv advertiser, has completed its acquisition of Landers, Frary & Clark, New Britain, Conn., which manufactures electrical and household appliances under the "Universal" and "Universal Handy Hannah DeLuxe" trademarks.

Matthew B. Rosenhaus, president and board chairman of J. B. Williams, who was elected to the same positions at LF&C, announced that plans have been made to revitalize the whole Landers, Frary & Clark operation. He said the most extensive consumer advertising campaign in the company's history is now being prepared for network television. Harry Silverman, former president of LF&C, resigned June 30 to devote full time to his duties as president of the Blume & Attwood Mfg. Co.

The J. B. Williams Co., manufactures and distributes Aqua Velva, Lectric Shave, Kreml hair tonic, Conti shampoo, Skol suntan lotion and Williams shaving cream. Its pharmaceuticals division markets Geritol, Sominex, Serutan and other drug products.

D&R Productions formed

HFH Productions, New York, film commercials producer, has been succeeded by a new film production company, D&R Productions Inc., established by Dan Hunn and Ron Fritz, both vice presidents of the now defunct company.

D&R will specialize in animated tv commercials as well as industrial and entertainment films. A cartoon property is being groomed for network sale. Address: 210 E. 47th St., New York 17. Telephone: Plaza 3-6520.

Says Jack Tipton:
Manager and Director of Sales,
KLZ-TV, Denver, Colo.

"We bought Seven Arts' Vol. I and II, because,

for six consecutive years we stayed away from feature film programming. But...

WARNER'S 'FILMS OF THE 50's' CHANGED OUR MIND

"The best pictures we could buy before Seven Arts' feature films were available did not match our high standards of TV entertainment. But the Seven Arts releases, both Volumes, have such a wholesome, all-family appeal, we simply had to bring them to Denver's viewers. We know they will help KLZ-TV continue to gather the largest share of this market's viewers."

"Films of the 50's" will premiere in September on KLZ-TV's new Mon.-Sat. feature time slot, "THE 10:30 MOVIE"

JACK TIPTON



Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
Television—Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Proposals vs. actual operation

NEW FCC POLICY ANNOUNCED IN ONE-YEAR RENEWAL OF KORD PASCO

A major FCC policy on "proposals vs. actual operation" to guide licensees in the future was set forth by the agency last week.

And, in announcing its new policy, the commission granted KORD Pasco, Wash., a one-year renewal and dismissed a March order setting the station's renewal application for hearing (BROADCASTING, March 27).

Pointing out that the KORD case is one of "general importance in the broadcast field," the commission agreed with KORD that it would be unfair to test an agency departure from past policy on one licensee. Instead, the FCC agreed to apply the new policy on a prospective basis.

Consequently, a copy of the KORD order was sent to all broadcast licensees so that they will have "an opportunity to understand and comply with" the commission policy on proposed vs. actual programming (see box, this page). The FCC said that it was putting stations on official notice that what a licensee proposes to do compared with what he actually does is of "vital concern." A licensee is not entitled to one year or any period where he does not make a good faith effort to deliver on his public-service proposals, the commission said.

If licensees do not endeavor to discharge their representations in good faith, they cannot validly claim that the commission has lain "in ambush for them," the opinion stressed. The agency also made clear the limits of the licensee's obligations as related to what was proposed.

"Specifically, it recognizes that proposals made are not 'binding' in the sense of a contract and that a licensee must be able, and indeed has a duty,

What the FCC is telling each and every station

In renewing the license of KORD Pasco, Wash., for one year, the FCC last week enunciated a strict future policy that proposed programming submitted is of "vital concern" to the agency. Here is the commission's policy statement, mailed to all broadcast licensees:

"By issuing this opinion, we immediately make clear to broadcasters the seriousness of the proposals made by them in the application form. The Commission relies upon these proposals in making the statutory finding that a grant of the application would be in the public interest. The proposals, we stress, cannot be disregarded by the licensee, without adequate and appropriate representations as to change in the needs of the community. In short, a licensee cannot disregard his proposals in the hope that he will simply be permitted to 'upgrade' when called to account. He does not have the right to one or any license period where he does not have to make a good faith effort to deliver on his public service proposals.[1]

"9. It is desirable that we make clear just what is the licensee's obligation in this respect. We repeat that the proposals made are not 'binding' to the last decimal point. In our July 29, 1960 Programming Statement, we made the following observation as to the statistical data on programming in the application form:

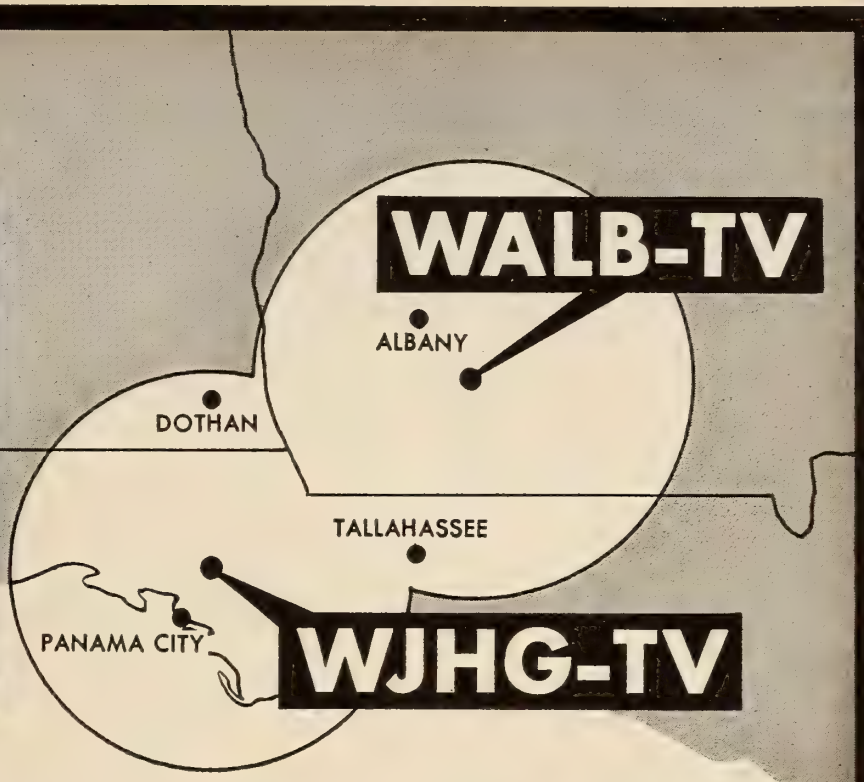
> "It should be emphasized that the statistical data before the Commission constitute an index only of the manner of operation of the stations and are not considered by the Commission as conclusive of the over-all operation of the stations in question.
>
> "Licensees will have an opportunity to show the nature of their program service and to introduce other relevant evidence which would demonstrate that in actual operation the program service of the station is, in fact, a well-rounded program service and is in conformity with the promises and representations previously made in prior applications to the Commission."

Further, we fully recognize that the public interest vis-a-vis a programming format in a particular community is not a fixed, immutable concept. On the contrary, we hope and expect the licensee to be responsive to the changing needs of the community. It is for this reason that we have, in the proposed revision of the programming section of the basic broadcast application forms (Docket No. 13961), prescribed that applicants shall notify the Commission as to significant changes in overall broadcast operations.

"10. But all this does not mean that the representations can be disregarded without adequate justification. They are serious representations as to the applicant's policy for program and commercial operation, and the Commission takes them seriously. It is one thing for a licensee to decide that its community has greater need for religious or educational programs than particular agriculture or talk or entertainment programs—or, indeed, for an essentially new format; this is a judgment peculiarly within the licensee's competence. But it is quite another thing for the applicant to drastically curtail his proposed public service programming in education, religion, agriculture, discussion, local live, etc., and increase his advertising content and "music-news," without an appropriate and adequate finding of a change in the programming needs of his area. Nor can such an applicant mechanically r e c i t e, "changing needs of the community"; he has a burden of demonstrating just why his community has less need for such public service programming than when he originally proposed it. In short, what we require in this area is essentially the same thing as in the case of the original proposal: a good faith effort; the applicant must conscientiously seek to carry out those proposals which he found, and finds, serve the public interest needs of his community.'"

[1]We reject KORD's contention that a licensee should not be called to account for deviations during his initial licensee period. Of course, a new licensee is entitled to leeway in the initial months of operation. But such leeway does not extend to the entire license term, and specifically to the last year of the three-year period. We note that KORD was content to do little during its license period but that with receipt of the 309(b) letter, it has made marked strides in carrying out its representations.

ONE BUY! FOUR MARKETS!



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK
Delivers 82,990 More TV Homes
Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV
Ch. 10
Albany,
Ga.

NBC

WJHG-TV
Ch. 7
Panama City,
Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.
In the South by James S. Ayers Company

to be responsive to the changing needs of the community," the commission said.

KORD Vehicle ▪ KORD's renewal application—and short-term renewal—served as the vehicle for the commission's policy statement. The Pasco station ran afoul of the FCC when its composite-week programming did not jibe with that proposed in its original application for a construction permit in 1957 and in the renewal application.

Also, the commission pointed out in setting KORD for hearing, the station aired 1,631 commercial spots per week instead of the 700 proposed. In response to a commission prehearing letter last September, KORD amended its application in November and explained the variations thusly: (1) short, live public service announcements fulfilled promises but did not appear on the log; (2) that it had been unable to find dependable sources for the promised shows on agriculture and education and (3) that it increased the number of spots because of an upturn in the local economy.

The commission repeated last week that KORD's explanations were unsatisfactory and that if the application were considered by itself, "we have no doubt that a hearing would be in order on the issue of KORD's proposals as compared with its actual operation. But . . . this case raises issues beyond the narrow confines of the particular application."

While proposals are not rigidly "binding," the commission said, it is well established that the licensee does have a duty to either carry out its promises or, in the alternative, to justify to the FCC why substantial departures are made. "From 1946 on, this has been the thrust of the commission's renewal procedures," the opinion continued.

"The renewal form and the composite week selected at random are all geared to it. . . . In short, the commission's concern with proposal vs. actual operation is not a new development, but has long been an integral part of its concern with the public interest in the broadcast field."

A Departure ▪ In one respect, however, the commission admitted that its order designating the KORD application for hearing constituted a departure from previous procedure. This came about because past applications have been consistently granted where the licensee substantially upgrades its proposals and gives reliable assurances that the new proposals will be carried out.

"KORD has done that in this case," the FCC pointed out. The amended application is substantially in accord with or better than the 1957 promises and KORD has demonstrated fairly close and continuing contact with its service area, the commission said. "And, it has made clear that it not only will carry out the Nov. 1, 1960, proposals but is in fact doing so at the present time. . . ."

"Its recent operation thus clearly strikes a more reasonable balance between advertising copy and programming material. KORD earnestly asserts that it will continue this improvement and that the commission should not single it out to bear the burden of an expensive hearing. We accept this contention . . ." the commission concluded.

Motivation for setting the KORD renewal for hearing "stemmed logically" from the FCC's July 1960 programming statement, the agency said. On second thought, in the instant case it is more appropriate to act prospectively, the commission said, and "immediately make clear to broadcasters the seriousness of the proposals made by them in the application form."

Originally, the KORD case was set for hearing on a 4-3 vote, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting. Voting for the hearing last March were Chairman Newton N. Minow, Robert T. Bartley, Robert E. Lee and Frederick W. Ford (who did not participate in last week's action).

The three original dissenters concurred with the short-term renewal granted KORD last week. Commissioner Cross (with Commissioner Craven concurring) stated that he dissented in March because a short-term renewal should have been granted at that time. "While I cannot concur in the statements of the majority that a hearing appeared necessary, I agree with the general notification to broadcast licensees in this memorandum opinion and order," he said.

KORD's brand new license actually is good for one year and two weeks—until 3 a.m., Aug. 1, 1962.

The new Ford

Commissioner Frederick W. Ford had a better than average reason for missing the regular FCC meeting last Wednesday (July 12). He became a father. And later the same day another commissioner became a grandfather for the fifth time.

Mrs. Ford gave birth to a son —Frederick W. Ford Jr.—at 8:45 a.m. in George Washington Hospital, Washington. "He's a pretty big fellow," the proud father showed visually and verbally in explaining that his first son weighed 8 lbs., 2 ozs. Commissioner Ford also has a 16-year-old daughter, Mary Carter.

Commissioner John S. Cross' grandson was born to Naval Lieut. and Mrs. Charles C. Cross in Charleston, S. C., Wednesday. At latest report, Master Cross had not been named.

KFAX, KGBS, KXL ask 50 kw at night

Three limited-time stations on clear channels, claiming their collective case is "unique," last week asked the FCC to permit them to operate with 50 kw power during regular nighttime hours. The stations said this could be accomplished while still protecting the dominant stations on the channel and the new Class II stations.

The request was made in response to the FCC's clear-channel breakdown rulemaking by KFAX San Francisco (1100 kc); KGBS Los Angeles (1020 kc) and KXL Portland, Ore. (750 kc).

The stations, filing jointly, said they had requested an engineering firm to explore all possibilities and enclosed the report which said that grant of full nighttime power to the three would not interfere with other operations. The stations claimed that under this arrangement they would be able to provide nighttime service to areas which would not have it otherwise and that it was consistent with the FCC's policy of maximum utilization of the spectrum to grant their request. They further asked that the commission incorporate this grant in the finalized rulemaking.

The engineering statement by Creutz & Snowberger, Washington firm, said: "It can be seen that full time operation of KXL, KGBS and KFAX . . ., offers no adjacent channel conflicts with any existing station or any new station that could be assigned to any area without causing a serious conflict with existing licenses."

New interest-conflict rules

A permanent ban on a former government official participating in a case before the government with which he was "substantially" involved while a government employe is one of the new provisions included in a revised series of conflict of interest laws covering federal employes and approved last week by a House Judiciary subcommittee. The present law bans only for two years a former government official from participating in a case for a private firm on which he had worked while in the government service. The bill also prohibits government employes from helping outsiders get broadcast licenses, airline routes or power station sites. Present law only bans such aid in cases involving money or property claims against the government.

RCA "Traveling Wave" Antenna

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy... for High Power TV Applications

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

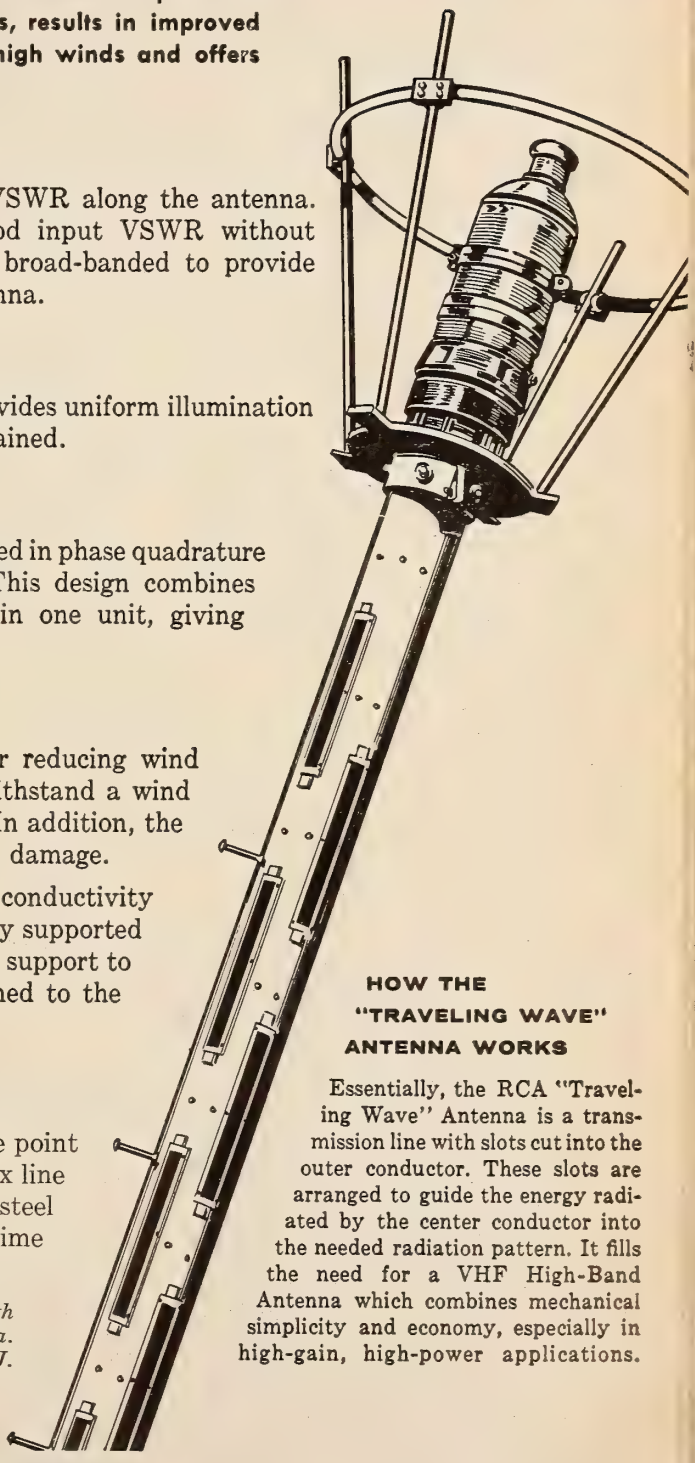
The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes. Completely enclosed by heavy-wall steel shell, thereby minimizing possibility of damage and off-air time due to "lightning discharges."

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. XC-22, Building 15-5, Camden, N. J.



HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

BOB KENNEDY SYMPATHETIC TO MINOW

Attorney General says FCC head is 'on the right track'

FCC Chairman Newton N. Minow has had a protective mantle thrown 'round his shoulders—and it comes directly from a Kennedy. This is the President's brother, Robert F. Kennedy, attorney general of the United States.

Public affirmation of Mr. Kennedy's stance in the FCC chairman's corner took place two weeks ago when he publicly stated:

"I'm very sympathetic to Mr. Minow. I feel at least partially responsible for his taking the job. I think he's on the right track."

That statement, plus the attorney general's own attitude toward tv programming, was given in an exclusive interview to the Knight Newspapers' Washington bureau early this month.

The attorney general added that both he, and the President, had been "extremely interested in getting somebody at the FCC who would try to improve the quality of tv."

Mr. Kennedy's advocacy of Mr. Minow and the FCC chairman's stand on programming has gone even further. On July 7, the attorney general played host to Mr. Minow and the following at a private luncheon at the Dept. of Justice: CBS Chairman William S. Paley, CBS President Frank Stanton, NAB President LeRoy Collins and Deputy Attorney General Byron R. White.

The lunch meeting came about, it's understood, when Mr. Kennedy and Mr. Paley met at a social function and talked about tv. When Mr. Paley stated he had not yet met Mr. Minow, Mr. Kennedy offered to bring the two men together.

The main topic of conversation officially was said to have been children's programming, but unofficially it's understood the conversation was general. Mr. Kennedy left directly after lunch, but the others remained for a period of general discussion. The high spot of this after-lunch session was a sharp colloquy between Mr. Minow and Dr. Stanton on the legality of the FCC's position on programming.

The first indication that the attorney general was seconding Mr. Minow in the battle shaping up between broadcasters and the FCC over program control came June 21 in Chicago. Mr. Kennedy, in a talk to the American Jewish Committee and the Anti-Defamation League in Chicago, called for support for the "splendid new chairman of the FCC" in his campaign for better programming. The attorney general departed from his prepared text to commend Mr. Minow and express his own strong support for his stand on programming.

Educate 'em Young ▪ Bob Kennedy, the father of seven youngsters, has some definite ideas about children's programming on tv. Here are some of his views, highlighted in the Knight Newspapers' interview:

"We always said the greatest influences on children growing up were the church, the family and the school. I would say that television should be made a fourth. It has such tremendous influence, as I see in my own children.

"My children, like other children, know all the jingles for the advertisements. They know all the westerners, who shoots who and all that.

"'A lot of that could be applied, in an interesting way, to learning the history of the United States, what happened at Lexington and Concord, why the Boston Tea Party occurred, what the Civil War was about, something about the culture and geography of the United States and our relationship with other countries.

"All of these things could be portrayed in an interesting way, such as Walt Disney does . . .

"If there were some education mixed in with the entertainment, I think it would be a tremendous contribution."

Rules For Small Fry ▪ The Kennedy household—the Kennedy children range from two to ten—has rules for watching tv, the attorney general stated. None of the children is permitted to watch in the morning of a school day, except the youngest watch *Captain Kangaroo*. The children can all watch Saturday nights and Sunday nights, but not week nights unless there is a special program on.

The attorney general agreed that changes in tv programming are not going to take place overnight. "Obviously it's not going to be done in the first three or four months. But I think the industry is aware of the problem. I think many of them want to do something.

"The programming has improved since the television quiz scandals two years ago. There are a lot more educational programs on at night for grownups, for instance. The part that distresses me is not for the grown-ups, so much, as it is for small children."

Last Wednesday, Mr. Kennedy was asked about the relationship between so-called crime and violence on tv and juvenile delinquency. He said he thought that such programs were a factor. This occurred after he had testified before a House education subcommittee on a bill to permit federal aid in setting up programs to combat and control delinquency.

New tallest tower

Endorsing a May 16 initial decision, the FCC last week granted WTVM (TV) Columbus, Ga., an increase of antenna height from 1,160 feet to 1,660 feet. In the same order WRBL-TV that city was allowed to increase its antenna height from 1,290 to 1,790 feet. (BROADCASTING, May 22). The grant makes WRBL-TV's tower the tallest man-made structure in the United States and probably in the world. Before the grant the 1,676-foot tower of KFVS-TV Cape Girardeau, Mo., was tall-tower champ.

Copyright laws reported due for major revisions

A major revision of the copyright laws, the first in more than 50 years, appears to be in the making.

A report submitted to Congress by the Library of Congress suggests the copyright laws be changed in these respects:

- The maximum copyright term would be extended to 76 years; it is now 58.
- The present ceiling of 2 cents per phonograph record on royalties would be eliminated, as would the requirement today that the copyright owner permit anyone willing to pay the 2 cents a record royalty to do so. This was seen to mean that a copyright owner could sell exclusive rights to a single record company.
- Courts would not be required to assess the minimum damage of $250 against infringers, which at present include innocent violators.
- Voluntary registration in the Copyright Office would be made available to new forms or media, including choreography. Legal protection would become available as soon as a work is published in copies, registered, publicly performed or distributed on sound recordings. This latter is said to protect sound recordings against unauthorized duplication.

The report is the result of five years of study by the Library's Copyright Office.

Southside petition denied

The FCC last week denied a petition for reconsideration filed by Southside Virginia Telecasting Corp. against action by the commission last February refusing to reopen its 1954 record which resulted in the grant of ch. 8 to WXEX-TV Petersburg, Va. The losing applicant in the 1954 case, Southside had asked that the record be reopened.

BUY MAINE
. . . in DEPTH!

Why go "up to Maine" and not go all the way up?
What's "way up"? Friend, pull up a chair:

- ☑ 42% of Maine's 1960 population was located in Bangor's coverage area.
- ☑ Approximately 41% of the total television homes in Maine (according to ARB) can be found in these nine counties.
- ☑ 41% of Maine's total 1960 retail sales (for the twelve months ending June 30th) was credited to the nine counties in Bangor's coverage area.
- ☑ These nine counties accounted for 39% of the state's total income.
- ☑ Bangor's home county (Penobscot) had the largest increase in urban population, 1960 vs. 1950 (+ 27.2%). Penobscot County evidenced a 17.5% increase in income (1960 vs. 1950). This increment was larger than that recorded for any other Maine county.

See what we mean?

NBC for Eastern Maine . . .

WLBZ TV Channel 2
BANGOR, MAINE

represented nationally by

THE KATZ AGENCY, INC.

Hill in jurisdictional dispute on space

WHOSE BAILIWICK IS SPACE COMMUNICATIONS IN?

Capitol Hill was in the middle of its own race for space last week—three committees asserting what they feel to be their rightful jurisdiction in the field of space communications.

Aside from jurisdictional essays, the main issues last week appeared to be over the wisdom of letting American Telephone & Telegraph Co. set up its privately-owned communications satellite system and over the function (or absence of function) of the President's National Aeronautics & Space Council headed by Vice President Lyndon B. Johnson.

The House Science & Astronautics Committee headed by Rep. Overton Brooks (D-La.) on Thursday heard representatives of the National Aeronautics & Space Administration, over which it has jurisdiction, and the FCC on plans for satellite communications in the future.

The House Commerce Committee, which has jurisdiction over the FCC, will hear that agency, NASA spokesmen and other witnesses during hearings July 25-27 on space communications. The committee's communications subcommittee originally had been scheduled to hold the hearings, but increasing interest by congressmen caused Rep. Oren Harris (D-Ark.) to place the subject before the full committee.

In the Senate, Sen. Russell Long (D-La.) said his Senate Small Business Subcommittee on Monopoly will have hearings Aug. 2-4 on satellite communications.

Sen. Long and other legislators have expressed opposition against a plan proposed to the FCC and NASA for AT&T to set up a satellite system at its own expense, the company to reimburse NASA for orbiting the satellites. The congressmen feel this would give AT&T a monopoly in space communications.

Another criticism—that the Space Council has not decided on policy—was offered. And one congressman, Rep. James G. Fulton (R-Pa.), charged the Space Council is impossible to operate. The council has not held a formal meeting since it was reorganized by President Kennedy.

James E. Webb, NASA administrator, told the Brooks committee last week that the agency favors letting AT&T set up a satellite system of its own—rather than advocating government ownership or underwriting of such a system—because the traditional private enterprise system seems to be the best of several alternatives.

NASA plans to orbit its own active relay satellite—Project Relay—next year. RCA is the contractor.

The FCC's spokesman before the Brooks committee, Commissioner T. A. M. Craven, noted that agency and NASA have an agreement between them on setting up a satellite system under the free enterprise system, for global television and other uses. The FCC also has been active in negotiations with other countries for frequencies for space communications.

The anti-crime plot thickens

There are many ways in which a congressman may be inspired to introduce legislation to improve radio and television. One congressman was inspired last week by the public prints.

Rep. Harris B. McDowell (D-Del.) introduced a bill (HR 8109) he thinks will cure the television networks of what he feels is their predilection for sex and violence in programming.

Rep. McDowell said he introduced the bill—which would make it a crime to unduly exploit sex and crime and violence on television—after reading in the newspapers that Attorney General Robert Kennedy (and according to the attorney general, his brother, the President) are concerned over the effect of such programming on juveniles (see page 50).

The bill would amend the U.S. Criminal Code to provide fines up to $10,000 or two years' imprisonment or both for anyone who broadcasts programs in which the undue exploitation of sex or crime, horror or violence predominates .

Rep. McDowell said he didn't discuss the matter with Attorney General Kennedy or FCC Chairman Newton Minow before introducing his bill, but thinks the legislation will give the Justice Dept. the power it needs to control sex and crime programming. Violators and those who assist or order such programs also would be subject to the penalties, he said.

The Delaware congressman said he had read of Mr. Kennedy's private luncheon July 7 with Mr. Minow, NAB President LeRoy Collins and top CBS executives and that tv programs for children was a major topic of discussion.

Since the bill would amend the criminal code it was referred, not to the House Commerce Committee, but to the House Judiciary Committee. The committee staff was undecided last week whether to refer it to Subcommittee No. 1 headed by Rep. Francis E. Walter (D-Pa.), which has jurisdiction over legislation covering obscenity, or retain it for consideration by the full committee, headed by Rep. Emanuel Celler (D-N.Y.). Neither had the committee decided whether hearings would be held on the bill or even on the subject.

The House has no unit equivalent to the Senate Juvenile Delinquency Subcommittee.

One legislative lawyer conversant with radio-tv matters appeared highly skeptical of the McDowell bill's provisions, which call it a crime to broadcast "by means of radio communication, any matter, a predominant characteristic of which is the undue exploitation" of sex and crime, horror or violence. The recent telecast of Shakespeare's "Macbeth" might be included under the "violence" category, he said.

Rep. McDowell said his proposed legislation is based on a 1959 amendment to Canada's criminal code enacted by the Parliament.

Bill requiring uhf-vhf on all sets introduced

A bill to give the FCC authority to require that television sets be equipped with both vhf and uhf tuning was introduced last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, at the FCC's request.

The bill (HR 8031) would empower the commission to assist the growth of uhf by requiring that all sets be equipped for all-channel tuning, but its language is such that the FCC could prescribe a minimum for all performance capability standards for sets traded or shipped in interstate commerce.

Proposals have been advanced for several years to help uhf by inducing manufacturers to include uhf tuning in their sets. Some manufacturers have held an agreement among the setmakers to produce all-channel sets would leave them subject to prosecution under antitrust laws. And some have said they are reluctant to go to the added expense of installing uhf tuning for fear of being undersold by other maker's who do not include such tuning in their sets.

DAYTON'S TOP THREE TUNES----



When Dayton area listeners and viewers want information and entertainment, they dial **WHIO.** They tune to **WHIO-AM** for information, news, good music, and sports. **WHIO-FM** provides the fine music they enjoy to work, read, or relax by. From **WHIO-TV** comes the area's most complete coverage of local happenings, plus top network fare.

Wide-angle programming. Complete broadcasting facilities—AM, FM, and TV. And in Dayton, only **WHIO** covers all three.

Why not ask George P. Hollingbery to tune you in on the best buys in this, Ohio's 3rd (and the nation's 34th) market—

WHIO-AM/WHIO-FM/WHIO-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

Ch. 10 Tampa case heard by full FCC

Six competing applicants for ch. 10 Tampa-St. Petersburg, Fla., pleaded their individual cases in oral argument before the FCC *en banc* last Thursday (July 13). WTSP-TV Inc., which was favored in a February initial decision, maintained its superiority on broadcast background and experience, program proposals and operating plans.

WTSP-TV, principally owned by three Rahall brothers (Sam G., N. Joe and Farris E.), also pointed out that the Broadcast Bureau filed no exceptions to the examiner's decision. The Rahall's own WKAP Allentown, Pa., WWRN Beckley, W. Va., WQTY Jacksonville, Fla., and WLCY St. Petersburg.

Florida Gulfcoast Broadcasters Inc. claimed a preference on local ownership, participation in operation by its 15 stockholders and no other broadcast ownership. Gulfcoast is principally owned by Nelson Poynter, publisher of the *St. Petersburg Times* and *Congressional Quarterly*. The local newspaper ownership is an asset, Gulfcoast maintained, for determining the tv needs of the local area.

City of St. Petersburg (ch. 38 WSUN-TV and WSUN) said that it should get the vhf channel on the record of its previous operation in the community. Answering the charge of others that the city has abdicated control to employes, St. Petersburg said that there has been no delegation of the licensee's responsibilities and that the city manager keeps a close reign on the operations of WSUN-AM-TV. The radio outlet has operated under the city's ownership for 34 years without a single question being raised by the commission, the applicant pointed out. WSUN-TV has operated since 1953 and no other applicant can come close to matching St. Petersburg's past experience, the city said.

Suncoast Cities Broadcasting Corp. said that it is "head and shoulders" above the others over determining the needs of the community to be served. Suncoast is owned by local residents who filed the first petition for allocation of ch. 10 to the area in 1955 and have consistently worked toward that goal, the applicant stated. Major Suncoast principals include Hurley Holland (25.7%), attorney, Ed. Wright (25.6%), hotel owner, and Harry R. Playford, 25.5%, banker.

Tampa Telecasters Inc., 75% owned by Kenneth Giddens, claimed a preference on basis of past operation of WKRG-AM-TV Mobile, Ala., by Mr. Giddens. Tampa maintained that its application is the only one of the six which proposes something new in tv operations.

Bay Area Telecasting Corp. countered claims that it is a "Madison Avenue" controlled applicant by maintaining 17 of its 23 stockholders (with 65% ownership) are local citizens. It should be favored on diversification and integration of ownership and control, Bay Area argued. The applicant said that it has made frequent and continuous studies of the area's tv needs since 1952. Bay Area said that its president and 9.85% owner, Jack Van Volkenburg, former CBS-TV president and presently network consultant, would divorce himself completely from the network if the grant is received.

Ford says stations responsible for quality

Individual tv stations and not the networks are primarily responsible for the quality of programs broadcast, FCC Commissioner Frederick W. Ford said last week on *Exposure*, a local program over KTNT-TV Seattle-Tacoma.

"If a local station licensee receives a network program that he does not think will serve the interests of his community, or if he has a local program of more importance to his area . . ." the licensee should not air the network program, the commissioner said. He said that tv programming will gradually improve. He cited as "influences" on the quality of programming the scarcity of vhf channels and sponsors.

The Ford *Exposure* appearance was taped June 30 and telecast last Tuesday (July 11).

Sept. 11 hearing date set for KWK case

A new hearing date of Sept. 11 was scheduled by FCC Hearing Examiner Forest L. McClenning last week in the license revocation proceeding against KWK St. Louis. The hearing is scheduled for the licensee's home city.

During a pre-hearing conference in Washington last week, a final attempt to stipulate certain facts fell through because of an expectation that testimony of witnesses will conflict. The hearing first was scheduled for last December and has since been postponed several times (BROADCASTING, Nov. 3, 28, 1960).

The commission has twice denied KWK requests for a bill of particulars of charges, centered around "treasure hunt" and "bonus club" contests conducted by the station.

A FIGHT TO PRESERVE THE CLEARS

FCC duplication plan faces counter-action on Hill

Adopting the techniques of the fire fighters, clear channel broadcasters have begun to build the backfire they hope will preserve the sanctity of their stations.

The FCC has announced that it is going to duplicate 13 of the 25 clear channel stations (BROADCASTING, June 19). This is the latest move in the clear channel case which has been before the commission for the last 16 years. Its intent was announced last month in instructions to the staff.

First flame in the backfire flared last Tuesday (July 11) when Sen. Paul Douglas (D-Ill.) protested the FCC's intent because it will leave the state of Illinois with no unduplicated Class 1-A stations. It now has four—WMAQ, WBBM, WLS and WGN, all in Chicago. Illinois is also served by KMOX in St. Louis. All of these stations are proposed to be duplicated.

The next move will be, it's understood, a bipartisan move in Congress to stop the FCC's plan. This is likely to take the form of congressional bills which would prohibit any breakdown of the clear channels and permit higher power for these stations serving wide areas. All U. S. radio stations are limited to 50 kw maximum power by a Congressional resolution passed in the 1930s.

Expected to take the lead in offering this legislation are Sens. Herman E. Talmadge (D-Ga.) and Homer E. Capehart (R-Ind), and Reps. John J. Flynt, Jr. (D-Ga.) and John B. Bennett (R-Mich.).

Douglas Protests ▪ Although Sen. Douglas acknowledged that he is not sufficiently familiar about the whole subject to make a full judgment, he said he was prepared to question the wisdom of leaving Chicago and the Illinois area with no clear channels.

He urged the FCC to reconsider the order which would "at one fell swoop" cause Illinois to lose all five of the clear channel stations which serve the state.

Sen. Douglas queried whether the FCC has good reason to duplicate all four of the Chicago clears; three are network owned, he pointed out, and this seems to be the FCC's determination—to duplicate all clears owned by networks. But, he added, the only reason he could see for duplicating WGN Chicago is because the commission had decided to duplicate the other three. Most of the other independent stations would be unduplicated by the FCC's order, he stressed. WGN is owned by the *Chicago Tribune*.

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

When Flint and Bay City-Saginaw were recently combined into one market, it changed everybody's list of the top 40 TV markets in the country. Have you brought yours up to date yet?

To check, just see if you've got Flint-Bay City-Saginaw listed in the same neighborhood as Providence, Charlotte and Denver. For that's where this Eastern Michigan market has moved on the all-important basis of homes delivered.* That is, homes with TV sets actually tuned in.

Another thing well worth noting is that nearly all the viewers in this heavily populated urban market get their television from within the area. And, of course, that's where WJRT is—with City-Grade service to Flint, Bay City and Saginaw.

You can get more information about this new top-40 market, and about WJRT, simply by calling our representatives: Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



NAB cites value in proposed program form

COLLINS: THERE'S NO QUESTION ON FCC'S AUTHORITY

The NAB has looked over the new programming forms—proposed to be adopted by the FCC (BROADCASTING, July 10)—and found them good.

Well, not good, exactly. "A net improvement over the old form," in the words of NAB President LeRoy Collins.

The association has sent a copy of the proposed new rules to all NAB members and with it went a statement from Gov. Collins.

In his statement, Gov. Collins said that there seems to be no question of the FCC's authority to call for the information. Some broadcast spokesmen have questioned the FCC's right to inquire into programming.

The questions may require more work by licensees, Gov. Collins said, and might be more onerous for stations with small staffs, but all stations should be able to complete the forms without outside special assistance.

The NAB president said that simplification of the form was the prime objective of a committee composed of representatives of NAB, the Federal Communications Bar Assn. and the FCC staff.

Comments on the new form are required by Sept. 7 and reply comments by Sept. 18.

Text of Gov. Collins' statement:

"The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past 30 years."

"On balance, it is our opinion that the new form represents a net improvement over the old form.

"True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of the regulation of the industry by the FCC.

"In our judgment there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

"Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

"However, our NAB staff believes that is is possible for any licensee to complete this form without outside special assistance," Governor Collins said.

Kaye defends tv

Comedian Danny Kaye doesn't think the removal of tv programs featuring so-called crime and violence will mean that a race of young pacifists will arise.

"I don't think that the fact that you take programs off tv that appeal to the kids' so-called 'killer instinct' is going to help anything," he said last week in Washington. He appeared at a news conference in behalf of a bill to make tax deductible contributions to the United Nations International Children's Emergency Fund. The entertainer has spent eight years working on behalf of UNICEF.

Daytime am problem on Capitol Hill, again

Daytime am stations return to Capitol Hill this week to make their plea for extended broadcast hours. The House Communications Subcommittee headed by Rep. Morgan Moulder (D-Mo.) will hold hearings tomorrow (Tuesday) through Thursday on similar proposals by seven congressmen for extended hours for daytimers.

The subcommittee had no list of witnesses late last week, but it was practically certain the Daytime Broadcasters Assn. and individual daytime am station operators would testify in favor of proposals to extend daytimer hours from 6 a.m. to 6 p.m. instead of the present local - sunrise - to - local - sunset hours which vary through the year.

Opponents, as in the past, are likely to be the FCC, Clear Channel Broadcasting Service and individual clear channel stations, and Regional Broadcasters.

Similar proposals were heard in the 86th Congress last year (BROADCASTING, June 20, 1960) before the same subcommittee. There was discussion last year of a possible test of extended hours for daytimers to settle conflicting claims of proponents and opponents, but no tests were authorized.

Pittsfield gets uhf grant

The FCC Thursday (July 13) announced the grant of tv ch. 64 in Pittsfield, Mass., to Springfield Television Broadcasting Corp. Commissioner John S. Cross dissented.

Interest in the corporation, of which Roger L. Putnam Sr. is chairman of the board and 23.34% owner, is divided among more than 50 stockholders. Springfield Broadcasting is also licensee of WWLP(TV) ch. 22 Springfield, WRLP(TV) ch. 32 Greenfield and WWOR(TV) ch. 14 Worcester, all Massachusetts. The new station is to be a satellite of the latter.

National Airlines plans appeal to Supreme Court

National Airlines last week asked the U. S. Court of Appeals in Washington to stay the effectiveness of the court's decision in the Miami ch. 10 case because it plans to ask the U. S. Supreme Court to review the decision.

The appeals court two weeks ago upheld the FCC's move to vacate the 1957 grant of the Miami station to National Airlines and to issue a new permit to L. B. Wilson Inc. (BROADCASTING, July 10). It also upheld the FCC's findings that National Airlines and a third original applicant for the Miami vhf, North Dade Video Inc., had engaged in off-the-record representations before the final decision was rendered.

In its petition for a 30-day stay, National Airlines said it was preparing a petition for a *writ of certiorari* to the Supreme Court. It has 30 days to do this. Other parties to the litigation may, however, oppose National Airlines' request for a stay. Presumably this will be done by L. B. Wilson. FCC counsel said they were studying the question but could not answer what their position would be until the commission told them what to do.

A petition for review by the Supreme Court probably will not be acted upon until the court resumes after its summer recess. This is in October.

To dismiss payola complaints

A Federal Trade Commission hearing examiner has issued a separate recommendation which would dismiss FTC payola complaints against Roulette Records Inc. and Bigtop Records Inc.-Bigtop Record Distributors Inc., both New York. The examiner's order granted a motion by the FTC counsel which held that new laws, passed by Congress since the complaints were issued, were sufficient to deal with the problem.

Stiffer penalties

The House Judiciary Committee last week approved Senate-passed legislation (S 1990) to provide fines to $10,000 or ten years' imprisonment or both for destruction of communications facilities related to national defense. The bill, already approved by the Senate, would more than triple existing penalties.

4 OUT OF 40 REASONS WHY the GATES BC-1T is chosen by more Class IV stations than any other one kilowatt transmitter manufactured today. ■ *Convenience.* Flip one switch to change power and audio level for either local or remote control. ■ *Efficiency.* You efficiently reduce power to 250 watts by changing the primary voltage of the plate transformer. No power consuming voltage dropping resistors are used. ■ *Economy.* Longer tube life by hundreds of hours as plate voltage for 250 watts is reduced at both power amplifier and modulator tubes. Saves on utility bills too. ■ *Accurate in-built dummy antenna* that will not change characteristics at 100% modulation permits FCC required performance proofs without burning midnight oil. Also quick problem isolation when transmission line or antenna loading problems occur.

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An FCC limit on network o & o's?

PLAN WOULD RESTRICT EACH TO OWNERSHIP OF THREE TV STATIONS

The FCC is considering once again limiting network ownership of tv stations to a total of three per network, FCC Chairman Newton N. Minow said yesterday in a scheduled interview with Rep. Emanuel Celler (D-N. Y.). The telecast was taped on Thursday and broadcast over WOR-TV New York. (WGMS Washington carried the audio portion Friday night).

Mr. Minow was responding to a question from Mr. Celler about this recommendation in the 1957 Barrow Report, and answered:

"This is one that we have not adopted. Presently they [the networks] are allowed to own five vhf and two uhf, although the Barrow recommendation is receiving consideration now in the Commission."

This is all that was said of the matter. Dean Roscoe L. Barrow, U. of Cincinnati Law School, has been rehired as a consultant to the FCC on network study activities (WEEK's HEADLINERS, July 10).

Mr. Minow's session with Mr. Celler was one of three in which he was engaged during the last two days of the work week. Immediately after the Celler taping, Mr. Minow taped a radio interview with Rep. Wayne L. Aspinall (D-Colo.). This will be run on Colorado stations this week, it was reported. The next day, on Friday, Mr. Minow was taped for Mutual's *Reporters' Roundup* (scheduled for broadcast yesterday, 5:05-5:30 p.m., EDT). The FCC chairman was interviewed by David Kraslow, Knight Newspapers' Washington bureau, and Susan Wagner, United Press International. Ken French was moderator.

Celler Advises ▪ Mr. Celler made no bones about his views on various matters involving broadcasting—including his direct recommendation that the FCC hurry up and grant the pending transfer of WNTA-TV New York to the educational group seeking to buy it. A New York group has offered $6.5 million for the ch. 13 facility. New Jersey Gov. Robert Meyner has objected to this transaction (BROADCASTING, July 10).

This is Mr. Celler on the New Jersey opposition:

"I have read the opposition of Gov. Meyner to this station. I think his opposition is inane and unreasonable. There's no reason why if a station is set up in New York that New Jersey couldn't participate. . . . I don't mean to influence you necessarily. But that is my views."

Chairman Minow murmured that he thought it would be inappropriate for him to say anything about that.

Other Minow highlights:

▪ That he has had a number of talks with broadcasters and they are going to de-emphasize violence and they are going to do more about children's programs.

▪ Wants to know how many hours of public-affairs programming are offered by the networks and how many hours used by affiliates. Hopes that the public will encourage local stations to carry these programs. Urges the

Minow's big show is all set to go

NORTHWESTERN SEMINAR TO FEATURE FCC HEAD

Chairman Newton N. Minow's next big blast is timed for his return to his alma mater—Northwestern U.—next month.

Mr. Minow will participate in a symposium he inspired. It will be held under the auspices of the university's School of Law (BROADCASTING, June 12). The formal title of the two-day conference, Aug. 3-4, is the National Symposium on Freedom and Responsibility in Broadcasting.

Mr. Minow will be spotlighted at the only open session on the afternoon of the first day. It is expected he will devote his as yet unannounced paper to a defense of his philosophy of program surveillance by the FCC which, he will argue, is not censorship. And he is prepared to contend that broadcasting, as a licensed medium, is not entitled to the same freedom as the "unlicensed" press.

Although the 35-year old FCC chairman has been interviewed on the air and in print a dozen times since his "vast wasteland" speech at the NAB convention last May 9, he has not deviated from the theme of that address. In Chicago, he will seek to buttress his "no censorship" argument with documentation from congressional debates and court opinions.

On the same platform with Mr. Minow on the same day will be NAB President LeRoy Collins. Gov. Collins in a recent address in Chicago at the dedication of the new plant of WGN Inc., warned against "government thought control"—a bolder position than he previously had taken. The first and only major address Gov. Collins has delivered since he assumed the NAB presidency last January was at the NAB convention, just before Mr. Minow's now celebrated speech that brought nationwide repercussions.

22 Participants ▪ Arrangements for the Chicago symposium were firmed up last week with 22 participants, including Messrs. Minow and Collins. Chairman of the sessions will be J. Leonard Reinsch, executive director of the Cox stations, also a Northwestern alumnus. Mr. Reinsch, who served as executive director of both the 1956 and 1960 Democratic national conventions, recently was appointed by President Kennedy to membership on the United States Advisory Commission on Information which sits over the USIA. This assignment is without pay.

Sessions will be held on Thursday morning (closed except for closed circuit relay to the press and others in an adjacent auditorium); Thursday afternoon (open) and Friday morning (closed). Professor Louis L. Jaffe, of Harvard Law School, will open the Thursday morning session, followed by Charles H. King, former member of the FCC and dean of the Detroit College of Law, an advocate of a hands-off policy by government in programming. Panel members will question the speakers following their presentations.

At the Friday morning closed session, Dean Roscoe Barrow, of the U. of Cincinnati Law School, who, as a consultant to the FCC was responsible for the "Barrow Report" on network operations (October 1957), will present the lead-off paper. He will be followed by W. Theodore Pierson, senior partner of the Washington law firm of Pierson, Ball & Dowd.

Other participants: Warren K. Agee, executive officer, Sigma Delta Chi; national professional journalistic society; Edward L. Bernays, public relations consultant; Fairfax M. Cone, chairman, Foote, Cone & Belding; Prof. John E. Coons, of Northwestern, the conference director; Peter Goelet, president of the National Audience Board; John W. Guilder, president and general manager, WMTW (TV) Poland Spring, Me. and practicing attorney; Clair R. Mc-

public to make their views on programs known to stations, the FCC, sponsors and Congress.

▪ Defends the right of the FCC to require information on programming, not as a censorship measure, but as a guide to determining whether there is programming balance.

▪ Expresses the belief that ratings have tyrannized broadcasting. "The idea that because a majority wants to see this kind of a program or that kind of a program, that this should be decisive for all kinds of programs is outrageous."

▪ Answers the argument that if viewer or listener doesn't like a program he can switch to another station or turn receiver off by quoting Herbert Hoover in the 1920s when Mr. Hoover was Secretary of Commerce, in charge of radio licensing: That there are two parties to radio communication, the broadcaster and the listener. "Both are participating in the use of a public resource. It would be unfair to not let the listener use the public resource if all he's given is violence, let's say, as a steady routine. He would have no choice, and he's got about as much right to use the public resource as anybody else."



The FCC chairman and the New York Democrat, chairman of the House Judiciary Committee, face the cameras for Mr. Celler's weekly "Congressional Conference," broadcast over New York's WOR-TV yesterday.

Collough, president, Steinman stations and chairman of the NAB combined boards; Ralph McGill, publisher of the *Atlanta Constitution* and nationally syndicated columnist; Sig Mickelson, vice president, Time-Life Broadcast Inc.; Prof. Nathaniel E. Nathanson, Northwestern School of Law; Morris S. Novik, broadcast consultant, AFL-CIO; Ward L. Quaal, executive vice president and general manager, WGN Inc.; Pierre Salinger, news secretary to President Kennedy; John Taylor, general manager, WTTW (TV) Chicago, and Sol Taishoff, editor and publisher of BROADCASTING.

Public trust is first, judge warns stations

A federal judge last week warned broadcasters in not so veiled language that they better start operating as a public trust and forget about profitable operation or they might be sorry.

In an aside to the main case, rarely used by the judiciary, U. S. Circuit Judge George T. Washington of the D. C. Appeals Court, added a paragraph to a decision involving the 1959 transmitter move of WOOD-TV Grand Rapids:

"A further comment may be noted. All too often in cases like the present the broadcasters involved appear to be chiefly interested in the revenues to be derived from operating their stations in the most profitable manner. It seems clear in the present case that WOOD-TV will make more money in its new location than in the old; it is moving to a more prosperous and more highly populated area, and its advertising revenues will no doubt increase. But such considerations, though legitimate, cannot be controlling. Television and radio are affected with the public interest; the nation allows its airwaves to be used as a matter of privilege rather than of right. The interests which today are profiting so handsomely from radio and television may in the end find it in their own best interest to treat their businesses primarily as a public trust."

Judge Washington, speaking for himself and Circuit Judges Wilbur K. Miller and David L. Bazelon, held that the FCC did not completely justify its approval of the WOOD-TV move—from 10 miles northeast of Grand Rapids to 20 miles southeast of that city. The FCC granted the move in 1959 without a hearing, but WILX-TV Onandaga, Mich., protested. The commission affirmed the move by a 4-2 vote following a hearing on the protest, and WILX-TV appealed.

Muskegon Loser ▪ The court seemed to place great weight on the fact that the station was moving from an underserved area to a more adequately served area. Although WOOD-TV would serve more people, the court said, the move would deprive about 900 people of any tv service and about 42,000 of all but one service. The principal loser, the court stated, seemed to be the people of Muskegon.

Judge Washington also noted that the original 1953 grant was predicated on the needs of the area to be served from the original transmitter site.

The two-year-old decision was remanded to the FCC, with instructions to hold further proceedings. The commission may, Judge Washington said, permit WOOD-TV to operate from the old or the new transmitter site, but must make a more suitable finding that the move is in the public interest.

Time extension sought in option-time case

Extension of one month in the deadline for filing comments and the date of oral argument on the FCC's proposed option-time rulemaking was requested last week by committees of affiliates of the three television networks.

Comments now due Sept. 7 would be delayed until Oct. 6 and the date for oral argument would be shifted

from Sept. 28 to Oct. 27 if the request is granted.

The affiliates' committees pointed out that the time during which they would be preparing comments under the present deadline is vacation time for many of the parties they will need to contact in relation to the proceeding, and August is indeed vacation time for the FCC itself. Since the FCC will not accept reply comments on the issue, the committees said, they will have to prepare comments not only to include affirmative evidence but they must also try to anticipate and deal with the arguments that may be raised in opposition.

KTTV (TV) Los Angeles and the three tv networks, parties in the option time case remanded by the U.S. Court of Appeals, have agreed to the time extension, the committees reported.

KBOM hearing opens in Bismarck, N.D.

An FCC hearing is scheduled to begin today (Monday) in Bismarck, N. D., in commission-instituted license revocation proceedings against KBOM Bismarck. The commission has charged that there was an unauthorized transfer of control of KBOM in 1956 and that subsequent ownership reports were filed without reporting the change in ownership (BROADCASTING, Dec. 5, 1960).

This change in ownership took place, according to the FCC, when 80% owner Charles E. Kempel sold his holdings to "several persons" and John K. Harris sold the 10% he held. Presently pending before the FCC is an application to transfer the station from Mr. Kempel to Clifford Nygard and 38 others. The licensee, the FCC charged, deliberately concealed several stock transactions between 1956 and 1958.

WITT hearing may be held in Lewisburg, Pa.

Citing "well established" FCC policy, the Broadcast Bureau last week asked the commission to change the site of the license renewal hearing of WITT Lewisburg, Pa., from Washington, D.C., to Lewisburg.

Among reasons for its request the bureau said that one of the hearing issues is alleged unauthorized transfer of ownership of the station and that the bureau planned to call several Lewisburg residents to testify on this point. It said the cost of transporting such witnesses to Washington would be "economically prohibitive."

Other issues are technical violations and misrepresentations to the FCC.

The bureau said it had not requested the site change earlier because a May 4 petition by WITT indicated that if the commission did not forego the revocation proceeding, the station would not go through with the hearing because it is insolvent.

The station has changed its mind and does intend to go through with the hearing. But it needs an extension of time from the hearing date of July 24 set by Hearing Examiner Asher Ende, over protests of WITT.

This was revealed in a petition to the FCC by Arthur Stambler, representing WITT. He stated he had been retained on the case during the July 4 weekend and has not had time to familiarize himself with the details. Mr. Stambler also said the station would apply to the commission for a bill of particulars of the charges against it.

WITT's petition said it felt the FCC was likely to grant a bill of particulars in view of its sending letters spelling out charges in the cases of license renewal of WINS and sale of WMGM, both New York (BROADCASTING, July 10). WITT asked that the hearing be continued indefinitely but, in lieu of that action, set for Sept. 15.

Broadcast Bureau criticizes initial decision

The FCC Broadcast Bureau last week criticized an initial decision by Hearing Examiner Thomas H. Donahue as employing "a completely unorthodox approach" and lacking "soundness." The decision cited recommended denial of an fm station in Oceanside, Calif., on grounds that the emphasis on entertainment programming and spot announcements in its application would not serve the needs of that community (BROADCASTING, May 8).

The bureau and the applicant, Benjamin C. Brown, both took exception to the examiner's assumption that the spot announcements contemplated would be of 1-minute duration. Mr. Brown also objected to examiner Donahue's interjecting program considerations as beyond the issues of the hearing as set by the commission. Mr. Brown said the FCC had found that the 14 types or elements of programming are neither "all-embracing nor constant . . . they do not serve and have never been intended as a rigid mold or fixed formula for station operation." Mr. Brown also took "violent exception" to Mr. Donahue's finding that the "quality music" format proposed would not be in the public interest. He said his programming proposals were virtually identical with those of numerous fm applicants who have been granted facilities.

In his initial decision, Mr. Donahue also recommended denying the application of KBBI (FM) Los Angeles to increase power on 107.5 mc and to change antenna. The examiner felt this would cause excessive interference to a new fm grantee in Sierra Madre, Calif. The broadcast bureau disagreed with this contention and said KBBI's request should be granted because permitting the station to increase its coverage area by 1.5 million people would outweigh interference considerations. The bureau said that interference would not be serious to the Sierra Madre station, KMAX (FM).

Because it favored KBBI, the bureau felt that Mr. Brown's application should be denied, but on grounds that Oceanside already has a Class B fm station and not on programming grounds.

KBBI said Mr. Donahue had reached his decision through "erroneous interpretation of FCC policies and rules." The station claimed the examiner had evaluated interference as though am service were involved.

WHDH-TV delay tactics charged in ch. 5 case

"Another season, another reason for delay."

So replied Boston ch. 5 applicant Massachusetts Bay Telecasters to a petition by WHDH-TV which asked the FCC to clarify and modify its order for the submission of further briefs in the *ex parte* case by July 24 (BROADCASTING, July 3). The Broadcast Bureau also said a grant of the WHDH-TV proposal would preclude the FCC from making its own evaluation.

The bureau said the FCC decision which vacated the 1957 grant to WHDH-TV is proper and within the agency's authority. WHDH-TV maintains the commission must consider the original decision as well as the facts determined during the remand hearing and the subsequent 1960 decision, but the bureau said the agency has properly "repudiated" the original action.

Massachusetts Bay said the latest WHDH-TV petition is a continuation of a "determined effort to delay decisive action" by the commission.



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Employes seek delay of WNTA-TV sale

A protest of the $6.2 million sale of ch. 13 WNTA-TV Newark-New York to a New York civic group, which plans to operate the station for educational purposes, was filed with the FCC last week by six former WNTA-TV employes.

On other fronts, New Jersey Gov. Robert Meyner continued his fight to maintain ch. 13 as a commercial station in his state (BROADCASTING, July 10) and Rep. Emanuel Celler (D-N. Y.) called the plans to shift the outlet to etv "a cool breeze in the heat of summer."

The ex-WNTA-TV employes, in a letter to the FCC chairman, asked the commission to withhold approval of the transfer until the present licensee, National Telefilm Assoc., fulfills a bonus promise allegedly made last Christmas. At that time, they stated, NTA promised a Christmas bonus consisting of stock in the licensee equal to one-week's pay.

The bonus has not been received, the six charged, and some 200 present and former employes are affected. Signing the letter were Irving Lichtenstein, Richard Casper, Larry Gershman, James Marino, Rose Ficcarata and Harold Cranton.

In a letter published in the *New York Times* last Wednesday (July 12), Gov. Meyner hit an editorial in the newspaper the previous day describing the governor's stand as "isolationist." "Your own position suggests that you would isolate New Jersey for all time from the benefits of an important communications medium," he told the paper. He said he applauded the efforts of New York City to establish an etv station "but why should this be done at the expense of a state of six million citizens in violation of the law. . . ."

Rep. Celler said that the FCC should "as expeditiously as possible" approve the transfer of WNTA-TV, "the objections of Gov. Robert Meyner notwithstanding." He said that the station has been operated at a loss for several years by commercial interests and that the governor is certainly not on firm ground in asking that this loss be continued."

NAB has suggestions on new wage law

NAB last week submitted suggestions to the Labor Dept. for administering a new amendment to the Fair Labor Standards Act which exempts announcers, news editors and chief engineers from those whom stations are required to pay overtime rates in cities of 100,000 population or less and not part of metropolitan areas. The amendment becomes effective Sept. 3.

NAB said announcers should be defined as those who are in routine announcing work such as announcing programs and station breaks and reading sponsor or commercial announcements. Those who conduct interviews or act as m.c.'s predominantly come under the "professional employes" classification and are already exempt from both minimum wages and overtime, NAB said.

News editors to be exempted should be those who gather, edit and rewrite the news and who present it on the air or a combination of both. Original and creative work should not be a consideration. Some news editors who supervise staffs already are exempt as supervisors or professional employes, NAB said.

All chief engineers should be covered by the exemption, NAB said, and some already are exempt where they supervise two or more full-time employes.

NAB asked that the exemption apply to workers "primarily" engaged in the excepted classifications of work instead of requiring that exempted employes devote 80% of their time to such work—the execption standard in most other industries. A Senate committee recommended this method, NAB noted, adding that there are some announcers who sell time on a commission basis and some do technical work.

The Labor Dept. also was asked to let stations dispense with timekeeping for such exempted employes who receive set salaries since the wage would seldom if ever fall below the minimum hourly rate of $1.15.

EIA, AMST petition FAA on tall tower issue

Electronic Industries Assn. and the Assn. of Maximum Service Telecasters last Friday (July 14) asked the Federal Aviation Agency to reconsider its recently announced regulations relative to tall towers (BROADCASTING, June 19).

The new rules became effective Saturday (July 15). They provide that any tower more than 500 ft. above ground or more than 200 ft. high in an air control zone constitutes an air hazard. Additionally, the FAA would make the final determination as to whether a tower is a hazard, rather than the FCC, according to the rules.

There has been considerable dispute as to the FAA's jurisdiction over tall towers to the exclusion of the FCC (BROADCASTING, July 10) and this question was raised in the petitions for reconsideration.

An FAA hearing was held last Thursday, under the old rules calling for a recommendation to the FCC by the Air Coordinating Committee, on the tall tower applications of KGO-TV and KRON-TV, both San Francisco.

PROGRAMMING

Wolper, Ziv-UA plan $2 million series

PLANNED FOR NEXT JANUARY: 48 HALF-HOUR SHOWS

In its third acquisition in as many weeks, Ziv-UA, New York, has signed David Wolper to an exclusive contract to produce a new $2 million series of 38 half-hour shows to be ready for airing in January.

The Wolper series, part of a new Ziv-UA programming concept known as "Documatics," was inspired by the producer's "Biography of a Rookie." Each week the title will specify the nature of the protagonist ranging in subject from "Story of a Jockey" to "Story of a Supreme Court Justice."

As the first of the Documatics concept, the new Wolper show will employ no professional actors—each star will play himself.

Ziv-UA previously had announced the acquisition of "Laura" and "Acres & Pains" (BROADCASTING, July 10, July 3).

Hayward expands plans for tv production

Theater, movie and sometime-tv producer Leland Hayward is apparently moving into the tv production field with both feet. Last week he announced that Marshall Jamison, who until June 15 was executive producer for Theatre Network Television Inc., has joined his organization as executive director of production.

It was indicated that Mr. Jamison will concentrate in the commercial tv area. He and Mr. Hayward will coproduce Westinghouse's 90-minute special *The Good Years,* scheduled on CBS-TV June 15 (8:30-10 p.m.). Mr. Jamison also is working on several possible special programs and two series ideas targeted for 1962-63.

Pilots for the series, one in hour-long form, the other 30 minutes in length, are in the process of the being made.

Mr. Jamison previously was associated with Mr. Hayward in the production of three other CBS-TV specials—*The Gershwin Years, The Fabulous Fifties* and the *Ford* 50th *An-*

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niversary Show. For several years he was executive producer of CBS-TV's *U. S. Steel Hour*.

In addition to his independent productions Mr. Hayward is program director for the Zenith-RKO Phonevision Co.'s pay-tv experiment in Hartford, Conn., Mr. Jamison also is expected to be heavily involved in that project when it starts some time next year (BROADCASTING, July 3).

G-T to push comedy; signs Leonard Stern

Goodson-Todman Productions, smarting from the recent failure of several projected tv series to get off the ground, has recruited a tv comedy expert to bolster its program development staff.

Goodson-Todman last week announced a long-term agreement with Leonard Stern, producer-writer-director, who will create comedy series aimed for tv network showing in 1962-63. The contract guarantees the production company exclusive rights to series created by Mr. Stern, who also will fulfill an earlier commitment as director of comedy segments in next season's new *Steve Allen Show* on ABC-TV.

Harris Katleman, G-T's West Coast executive vice president, said Mr. Stern expects to propose three programs within the next few months. None will be of the panel and game variety which has been the company's bread-and-butter for some 15 years. The new shows would be filmed in Los Angeles.

Mr. Stern, 34, was producer and head writer for Steve Allen's network series during the 1958-60 seasons, and previously was head writer for *The Phil Silvers Show* and *The Jackie Gleason Show*.

Mr. Katleman said the company has discontinued plans to produce several filmed series, including *Las Vegas, U. S. Secret Service* and *Medical Detectives*.

ASCAP negotiations previewed by committee

As a prelude to forthcoming negotiations with the American Society of Composers, Authors & Publishers, the All-Industry Television Station Music License Negotiating Committee met in New York last Wednesday (July 12).

Tv stations presently are operating on contracts with ASCAP negotiated in 1957 and running until Dec. 31, 1961.

The all-industry committee, headed by Hamilton Shea (WSVA-TV Harrisonburg, Va.) heard a report from Chairman Andrew J. Murtha of its subcommittee on accounting procedures which analyzed provisions of the existing contract for music used on tv.

Mr. Murtha is business manager of Time-Life Broadcasting Co., New York.

Dan W. Shields of the NAB was designated last week by Mr. Shea to serve as secretary of the all-industry committee. He succeeds Charles H. Tower, former NAB vice president for television, who remains on the committee in his new capacity as administrative vice president of Corinthian Broadcasting Corp., New York.

The all-industry committee was set up in January of this year under the guidance of the NAB (although its membership is not limited to NAB members) for the express purpose of setting procedures to be employed in negotiating with ASCAP for performance rights on music controlled by that group and used on tv stations.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 17-21, 24-26 (10:30-11 a.m.) **Play Your Hunch**, part.

July 17-21, 24-26 (11-11:30 a.m.) **The Price Is Right**, part.

July 17-21, 24-26 (12:30-12:55 p.m.) **It Could Be You**, part.

July 17-21, 24-26 (2-2:30 p.m.) **The Jan Murray Show**, part.

July 17-21, 24-26 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

July 17, 24 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

July 18 (10-11 p.m.) **Purex Special For Women—The Single Woman**, Purex through Edward Weiss.

July 19, 26 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 19, 26 (10-10:30 p.m.) **It Could Be You**, Procter & Gamble through Benton & Bowles.

July 20 (9:30-10 p.m.) **Great Ghost Tales**, Ford through J. Walter Thompson.

July 21 (8:30-9 p.m.) **Five Star Jubilee**, Massey-Ferguson through Needham, Louis & Brorby.

July 22 (9:30-10 a.m.) **Pip The Piper**. General Mills through Dancer-Fitzgerald-Sample.

July 22 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

July 22 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

July 22 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

July 23 (6-6:30 p.m.) **Meet the Press**, co-op.

July 23 (7-8 p.m.) **The Shirley Temple Show**, Nabisco through Kenyon & Eckhardt.

July 23 (9-10 p.m.) **The NBC Mystery Theatre**, Dumas-Milner through Gordon Best.

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111	1.5 mil ¼" All Purpose Plastic	3, 4, 5, & 7"
150	1.0 mil ¼" Extra Play Mylar *	3, 5, & 7"
102	1.5 mil ¼" All Purpose Mylar *	5 & 7"
190	1.0 mil ¼" Extra Play Plastic	5 & 7"
200	.5 mil ¼" Double Length Tensilized Mylar *	3, 5 & 7"
	* Mylar is a Trade Mark of DuPont	

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Station financial health unchanged

NAB REPORTS '60 RADIO, TV PROFITS MARGINS ALMOST SAME AS '59

The profit margins of U. S. radio and tv stations changed very little last year from that in 1959, compilations by NAB's broadcast personnel and economics department indicated last week. The report was released by James H. Hulbert, department manager.

The NAB figures, obtained from information furnished by all classes of stations, showed the typical radio station's profit margin dropped in 1960 only fractionally from 1959—to 7.6% before federal taxes from 7.7% in 1959.

The typical tv station's profit rose slightly—from 14.3% in 1959 to 15.4% in 1960. Total revenue for the typical tv station was more than $904,000, up 4.5% from 1959, while total expense was up 3% to about $765,000.

Revenue for the typical radio station increased 5.6% in 1960, but average expenses were up 6%, the report said. Radio stations in larger markets had a reduction in profits; those in smaller markets were up slightly.

The average radio station anticipates increased revenues of about 2% in 1961, NAB said. Tv stations expect a 4.5% increase in revenues.

The typical tv station's sales dollar was split up this way: 43 cents from national and regional advertisers, 31 from local advertisers and 26 from network sponsors. The only change in

Typical tv station, 1960

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]	$904,500	
TOTAL TIME SALES	962,800	100.0%
From: Networks	251,300	26.1
National & regional advertisers	413,000	42.9
Local advertisers	298,500	31.0
TOTAL BROADCAST EXPENSE	$765,300	100.0%
From: Technical	124,000	16.2
Program	280,900	36.7
Selling[b]	97,900	12.8
General & administrative	262,500	34.3
SELECTED EXPENSE ITEMS		
Total salaries & wages (including supervision) and all talent expense	318,700	
Depreciation & amortization	78,900	
Film expense	85,400	
PROFIT (before Federal income tax)	$139,200	

[a]Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.
[b]Includes all promotion; excludes agency and rep. commissions.



Welcome mat to Des Moines

The new owners of KIOA Des Moines were given a royal welcome to that city at a party given by Meredith Publishing Co. The acquisition for $600,000 (BROADCASTING, May 8) made KIOA part of the Star Broadcasting Co. Over 100 guests attended from Meredith Broadcasting Inc., leading Iowa agencies and retail firms as well as state and city political figures. At the reception (l to r): James C. Dowell, vice president and general manager of KIOA; Payson Hall, executive vice president of Meredith Publishing; George Bolas, president of Star Broadcasting; Thomas C. Harrison, vice president and Chicago office manager of John Blair & Co.; Gilbert Swanson, chairman of the board of Star Broadcasting; Don Bell, KIOA disc jockey; Fred Bohen, president of Meredith Publishing, and Clair Gross, vice president of Bozell & Jacobs.

WPSD-TV spreads out

From Monkey's Eyebrow, Ky., with an antenna 1,638 feet above the ground, ch. 6 WPSD-TV Paducah, Ky., has started broadcasting to a coverage area reportedly increased from 11,000 to 20,000 square miles. The antenna is three times the height of the Washington Monument.

this pattern for the past four years was a slight increase in local revenues in 1960 over 1959.

NAB's report found the typical tv station's expense dollar roughly the same over the last four years: programming, 37 cents in 1960, 36 cents in 1959; technical cost down from 17 to 16 cents; both sales and general and administrative costs the same, 13 and 34 cents, respectively.

The typical station's wage and salary bill was down about 1.5% from 1959, but this category represented about 42% of its total broadcast expenses. Film expense was about $85,000, or 11% of the total expense, and down slightly from 1959. Depreciation and amortization was about $79,000 or a ratio of around 9% to total broadcast revenue.

TPT registers $5 million debentures at SEC

FUNDS TO BE USED TO EXPAND CATV AND BUILD PAY TV

TelePrompTer Corp., New York, has big plans for pay tv and catv. To help implement the plans, it filed to register $5 million in convertible subordinated debentures with the Securities & Exchange Commission last week. The debentures, due 1976, will be offered for public sale on an all or none basis.

The proceeds of the stock sale will be used in connection with TPT's catv system in Eugene, Ore. ($400,000), to repay bank loans ($500,000) and to add to its working capital ($100,000). An estimated $3 million of the proceeds will be used for aquisition and construction of additional catv systems. About $750,000 will be used in development of new products, mainly TPT's "participation" pay-tv plan, Key Tv.

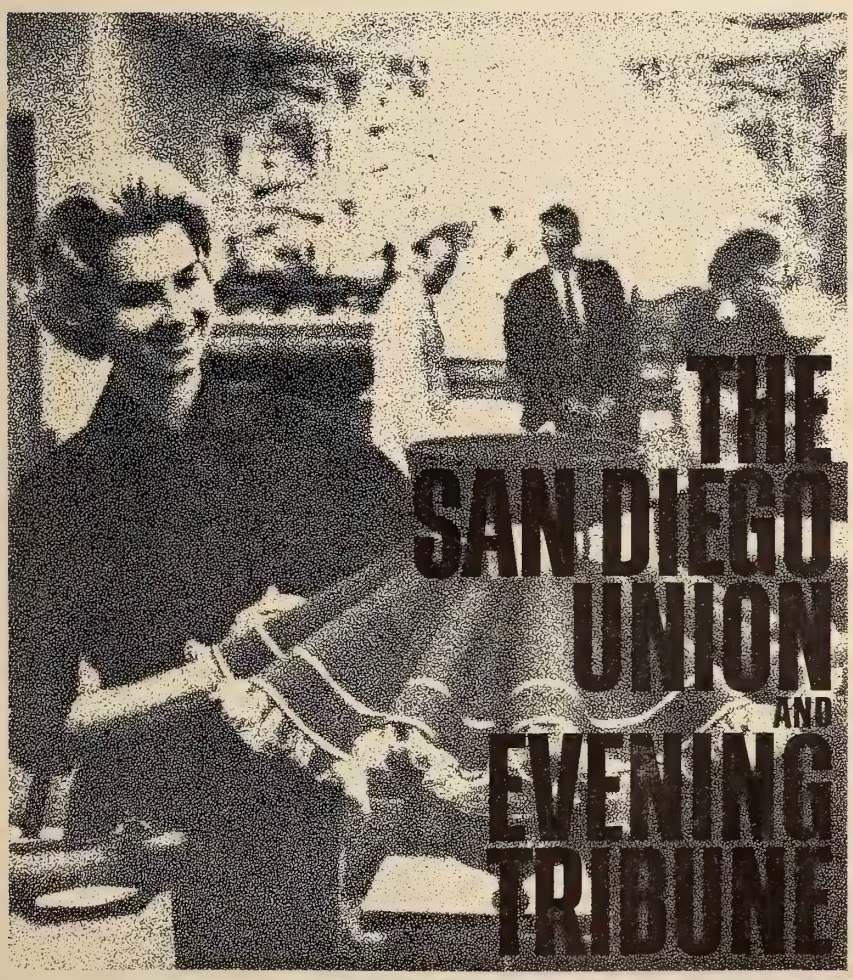
Included in the stock proposal filed with the SEC by TelePrompTer is 26,000 shares of common stock (valuation per share $26.50) which the company will exchange for all stock in Pacific Telescription System which operates a catv system in Santa Cruz, Calif. This system has 3,100 subscribers. Its income for the 10 months ended April 30, 1961 was $158,068 and its net earnings (including special tax credit) $46,116.

TPT makes 18% of its gross revenues from catv systems. The systems (with number of subscribers) are located in Silver City (1,000) and Farmington (3,500), both New Mexico; Rawlins, Wyo. (1,500), Liberal, Kan. (2,000), Eugene, Ore. (5,000), Elmira, N. Y. (2,700), Springfield, Ore. (750), and Coquille, Ore. (1,300). TPT in conjunction with Kaiser Industries is constructing a catv system in Hawaii Kai, a suburb of Honolulu, which it said "might serve as the test system" for its Key Tv. Two weeks ago, TPT President Irving B. Kahn said the company's pay-tv plans were proceeding ahead of schedule (AT DEADLINE, July 3).

TPT had gross revenues in fiscal 1960 of $4,841,083 with net earnings of $51,969. The company's stock is listed on the New York Stock Exchange and has fluctuated considerably in 1961— from a low of 9¾ to a high of 31.

Mr. Kahn, president and board chairman, receives an annual salary of $32,066, according to the prospectus. Edward C. Reveaux, vice president— programs and productions, gets $33,333.

The company has outstanding 693,695 shares of common stock.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With furniture-household-appliance store sales of more than $83 million last year, San Diego County ranked 11th among the nation's 200 leading counties in this category.* Two metropolitan newspapers sell the important San Diego market: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is 228,437 (ABC 9/30/60).

"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. Represented nationally by NELSON ROBERTS & ASSOCIATES, INC.

* 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE



WOOK's White House visitor

Top-ranking government officials including FCC members, and Washington civic leaders were on hand as WOOK Washington dedicated its new facility at 5321 First Place, N. E. The 15-year-old WOOK now has five studios, a community room and the latest in equipment, installed at a cost of more than $200,000. Here United Broadcasting Co.'s John with Andrew Hatcher, assistant news secretary to President Kennedy. UBC's broadcast properties include seven radio stations and three television outlets (two of the tv's are construction permits).

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'Coronet' magazine ceases publication

Coronet magazine last week decided to end publication with its October issue. Esquire Inc., publisher of the 25-year-old national magazine, blamed rising production costs and declining advertising. Trade circles pointed to *Coronet's* folding as another unsuccessful example of the magazine field's competitive struggle with television. (See editorial, page 98).

As the *New York Herald Tribune* editorialized Wednesday (July 12) on *Coronet's* demise:

"Mass magazines are adjusting with some difficulty to their changing role in an age of television, which, like the magazine, offers both words and pictures to a nation-wide audience."

Coronet's passing was preceded by *Collier's* in 1956, and earlier by *Woman's Home Companion* and *The American Magazine*. *Collier's* publisher, Crowell-Collier, has since diversified by acquiring broadcast properties. *Esquire*, too, has entered broadcast media. It owns WQXI Atlanta.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KCUB Tucson, Ariz.: Sold by Ralph R. Boffard to Oscar I. Dodek for $225,000 plus $25,000 for agreement not to compete. Mr. Dodek is a Washington, D. C., businessman who also owns KABQ Albuquerque, N. M. Maxwell M. Marvin, formerly with radio stations in Washington, Annapolis (Md.) and Dover (Del.) will be executive vice president and general manager. Mr. Marvin holds these same positions at KABQ. KCUB operates fulltime on 1290 kc with 1 kw.

▪ WNEL Caguas, P. R.: Sold by Eduardo Biascoechea and associates to Jack Sterling, WCBS New York, radio personality, for more than $150,000. Associated with Mr. Sterling are James Miller, Arthur P. Lawler and William Rockwood. WNEL is on 1430 kc with 1 kw daytime and 500 w at night.

▪ WOOK-TV Washington, D. C.: Construction permit sold by Richard Eaton to Automated Electronics Inc. for $30,000. Automated Electronics is a Dallas firm, headed by Roland S. Bond Jr. The ch. 14 cp has been held by the Eaton firm since 1954; the station has never been constructed.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 82).

▪ KCMJ Palm Springs, Calif: Sold by Louis Wasmer and Cole E. Wylie to New York attorneys Morris H. and Ber-

nard Bergreen for $490,000 including real estate. Mr. Bergreen has a minority interest in WTBO Cumberland, Md. Mr. Wylie retains his interest in KREW Sunnyside, Wash.

Farm directors get agriculture briefing

The nation's tv and radio farm directors came to Washington last week and crammed spools of tape, for broadcast to their home audiences, with speeches and interviews from leading agricultural officials of the federal government.

They went away convinced that the regulatory climate in Washington means more and better farm programs for tv and radio stations.

"There is a definite indication," George Roesner, KPRC-AM-TV Houston, president of the National Assn. of Tv & Radio Farm Directors, said, "that tv station management is taking a greater interest in farm programming. There's no doubt there will be more from now on."

Mr. Roesner agreed that the impetus for this comes from the current campaign by FCC Chairman Newton N. Minow and others in the Kennedy administration for more public-affairs programming.

Farm programming, always a significant element in farm area radio schedules, has been more a token gesture on tv stations. Farm programs on tv range from 15-minutes daily to 30-minutes weekly, according to a consensus at the NATRFD summer meeting.

The farm directors were also advised:

▪ That 28% of the gross income of radio stations, and 24.3% of the gross income of tv stations, come from their farm departments. This was reported by NATRFD's sales promotion committee. It was based on a questionnaire sent to 300 radio farm directors (with about one-third responding), and six tv agriculture directors. Marvin Vines, KTHS-KTHV (TV) Little Rock, Ark., chairman of the committee, pointed out that these results were tentative; a final report will be presented at the annual Chicago NATRFD meeting Nov. 24-26 at the Conrad Hilton Hotel there.

▪ That farm directors should be more closely identified with station policy. This was urged by NAB President LeRoy Collins, who also called for more farm programs. Gov. Collins defended his position in advocating more "quality" programming on tv and radio.

▪ That the Department of Agriculture modernize its audio-visual activities by securing video tape and sound-on-film facilities in order to better serve tv farm programs.

WMGM $11-million sale goes down drain

DEAL DIES AFTER FCC QUESTIONS C-C PROGRAMMING

The record high price for a single radio station—the $11 million to be paid for WMGM New York by Crowell-Collier Publishing Co.—evaporated last week. The transaction collapsed following the FCC's questioning of Crowell-Collier station operations (BROADCASTING, July 10).

Under the terms of the contract between Loew's Theatres Inc., licensee of WMGM, and Crowell-Collier, if the FCC had not approved the sale by July 10 the transaction expired unless both parties agreed to extend the deal. Neither made any move to do so, it's understood, and the contract, thus, automatically ceased to be binding.

Some conflict developed as to whether the sale had been called off by mutual consent, Arthur Tolchin, executive vice president of WMGM, said Loew's initiated cancellation of the sale. A spokesman for Crowell-Collier claimed the cancellation was by mutual consent.

When asked if Loew's would continue to operate the station, Mr. Tolchin said: "Most assuredly—full speed ahead." WMGM, one of New York's top independent stations, operates with 50 kw on 1050 kc. It was founded in 1922.

In its letter to Crowell-Collier, the FCC questioned some of the programming practices by C-C stations (KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul). The agency said it had complaints that some programs were in bad taste, vulger and suggestive, and that the Los Angeles and San Francisco stations had broadcast announcements alarming the populace. C-C was given 30 days from July 6 to answer the letter of inquiry.

A Crowell-Collier spokesman said that all three stations have been operated in the public interest and that "we are confident the FCC will find this to be the case."

C-C has also contracted to buy WGMS-AM-FM Washington from RKO General Inc., paying $1.5 million for the good music station. This deal is involved in the whole RKO General-NBC transaction.

WINS Sale Extended ▪ Last week it was reported that the $10-million sale

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of WINS New York by J. Elroy McCaw to Storer Broadcasting Co. had been extended for another six months.

Speculation had been rife that this transaction also might be called off because of the FCC's action in holding up the New York station's license renewal. The contract, extended once to July 10, was extended again for another six months.

In its letter of inquiry to WINS, the FCC said it had uncovered instances of payola and questioned whether the station's license could be renewed without a hearing (BROADCASTING, July 10).

ABC Radio schedules four affiliate meetings

ABC Radio has scheduled its annual series of affiliates meetings for the last two weeks of August. At each of the four regional meetings, network management will present a progress report, define present problems and outline plans for the future, as well as allowing time for an exchange of ideas between management and representatives from the affiliated stations.

The schedule of meetings:

Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Crowell-Collier has labor problems, too

AFTRA STRIKES KFWB LOS ANGELES IN WAGE DISPUTE

The Los Angeles chapter of the American Federation of Television & Radio Artists called about 20 of its members from their jobs at KFWB, Crowell-Collier station that city, last Tuesday noon (July 11).

Reason, according to a news release issued the day before by the union, was that the "present wages of $173 do not reflect the large profits and the number one position of the station as claimed by the management." KFWB, on its part, points out that its present base scale of $155 a week for newscasters—the only ones actually concerned, as the station's disc jockeys are personalities working under individually negotiated contracts—has been augmented by merit increases bringing that base up to the figure quoted by the union.

Since the strike hour, KFWB has kept on the air and, to the casual listener, at least, sounds just like it always did, with perhaps a little more verve than usual injected by the strike situation into the voices of the management personnel who are manning the mikes. For several of them, like program vice president Chuck Blore, it represents a return to their former dee-jay occupation.

On the business side, late last week KFWB said it had not had a single cancellation of an advertising contract due to the AFTRA strike.

Background to the strike is this: KFWB is one of a group of 17 independent radio stations in the Los Angeles area whose AFTRA contracts have expired and are currently negotiating new contracts as a group (BROADCASTING, July 10). For the group, AFTRA originally asked a $25-a-week increase across the board. Later AFTRA reduced this demand to $10 the first year and another $10 the second year of a new two-year contract.

But the union singled out KFWB to ask that the base scale be raised from $155 to $250 ($225 plus an extra $25 for rewriting the news) and called for individual negotiations of this wage demand, apart from the group. After some discussion, AFTRA dropped its demand to a $225-a-week per newscaster. KFWB offered the union a new three-year contract with increases in base scale of $15 the first year, $7.50 the second and $7.50 the third, or $30 over the three-year period. (KFWB's nearest competitors now have AFTRA base scales of $167.50 for KMPC, and $152.50 for KLAC.) AFTRA demands on these stations were the same as for the group—a flat $25-a-week increase. To its present employes KFWB offered an increase to $195 a week, immediately, with further raises to $207.50 the third year. The station offers were rejected and the strike began.

Robert M. Purcell, president, Crowell-Collier Broadcasting Corp. (licensee of KDWB Minneapolis-St. Paul and KEWB Oakland-San Francisco as well as KFWB), was in the East during the period of the AFTRA negotiations. (Crowell-Collier's option to purchase WMGM New York for $11 million terminated Monday [July 10] when the FCC by a 4-3 vote refused to approve the transfer pending an investigation of the operations of the three present C-C stations [BROADCASTING, July 10]) (see story, page 69). On Monday, Mr. Purcell said he telephoned Claude McCue, executive secretary of the Los Angeles chapter of AFTRA, asking that any strike action be withheld for a few days until he could complete his business in the East and familiarize himself with the union situation on his return to Los Angeles. This request was denied. The strike commenced Tuesday noon.

On Wednesday, station and union representatives met in the offices of Federal Mediation & Conciliation Service Commissioner Jules Medoff. Mr. Purcell, who had arrived in Los



Have rickshaw, will travel

If WFBC-TV Greenville, S. C., wants to assign newscaster Lee Kanipe (above) to cover a story in the Orient, the mobile equipment is available. Like many other stations WFBC-TV has a complete array of trucks, station wagons etc. But its latest addition is this deluxe rickshaw, (known as a "pedicab" in the Orient) which also sees service in local parades and on certain studio shows.

Battle of the signs

Pickets carrying signs "on strike. KFWB is unfair" no sooner appeared in front of KFWB's headquarters on Hollywood's Hollywood Boulevard than they were joined by other pickets. These were not hired by AFTRA but by KFWB. Their signs were not white, but vivid orange. Their message: "KFWB is not fair. It's great."

Angeles late the previous evening, asked for time to familiarize himself with the situation and the meeting ended, with no date set for another, although presumably one will be held early this week.

Pre-strike negotiations were conducted for KWB by Jim Simons, station manager; Theo Sanders, assistant to the president; Charles Blore, vice president, and Bruce Baumeister, attorney. AFTRA was represented by Mr. McCue, Leonard Chassman, AFTRA field representative, and David Ziskind, attorney.

Also on Wednesday, Harry Maizlish, who sold KFWB to Crowell-Collier in 1956 for $2.47 million (BROADCASTING, Sept. 3, 1956), wired W. D. Cole, board chairman of Crowell-Collier Publishing Co., parent of C-C Broadcasting Corp., expressing a desire to repurchase the station. Mr. Maizlish, owner of KRHM (FM) Los Angeles, made no firm offer in his wire, nor did he mention any purchase price.

Mr. Cole's answer was terse and to the point: "Dear Harry—Not a chance. Bill Cole."

AFTRA negotiations with the independent stations as a group are in abeyance and apparently will remain so pending an outcome of the KFWB strike. Meanwhile, the independent stations group is about to commence bargaining with IBEW local 45 for a new contract to succeed the one expiring June 30. IBEW's original proposals are for a two-year contract with an across-the-board increase of $12.50 the first year and $7.50 the second for technical employes and a four-week annual vacation with pay.

Four RFE winners named

Station winners in the 1961 nationwide broadcasting competition for support of Radio Free Europe are WBZ Boston, WEJL Scranton, Pa., KCMO-TV Kansas City and KPIX (TV) San Francisco. The awards for promotional efforts to secure support from American citizens for the Radio Free Europe Fund were announced July 11 by W. B. Murphy, president of Campbell Soup Co. and board chairman of the RFE fund. The winning stations will send representatives on a European tour, including an inspection of RFE facilities in West Germany and Portugal.

New 'Open End.' series to have a 'closed' end

A new two-hour version of *Open End.* (with a period at the end of the title to designate its limited time status) will probably be presented by Metropolitan Broadcasting Corp. on all of its tv stations beginning Sept. 10.

The series will be jointly owned by MetroMedia, parent company of Metropolitan Broadcasting, and David Susskind, moderator and host of the discussion programs. Negotiations were in the final stages last week.

It also was reported that when negotiations are complete National Telefilm Assoc. will be granted tv distribution rights to the series outside Metropolitan's own distribution area. The series originated on an NTA-owned station, WNTA-TV Newark-New York (sold last month to an educational-tv group, BROADCASTING, July 3), in 1959 and was subsequently syndicated by the station owner in many major markets.

Some controversy seemed sure to develop over who owns rights to the series, with Mr. Susskind emphatically maintaining that they belong to him. Talent Assoc.-Paramount Ltd., the tv packaging company of which Mr. Susskind is executive producer, will have nothing to do with the presentation of the series.

Plans call for *Open End.* to be telecast every Sunday (9-11 p.m., EDT) to Metropolitan stations WNEW-TV New York; WTTG (TV) Washington, D. C.; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill.; and KOVR (TV) Stockton-Sacramento, Calif. It will be taped at WNEW-TV New York, with one program every month originating from WTTG Washington, D. C.

WDSU-TV uses Visual gear

Visual Electronics Corp., N.Y., announced the installation of its Visual 6000 television program automation system at WDSU-TV New Orleans and operation was to have begun July 15. The equipment switches video and audio signals automatically on the air in accordance with the station's program schedule, thus providing smoother programming in the very active station break periods and reducing the technical operator's workload, the company said. Self-checking features are in use at all times to provide automatic error-free operation. WDSU is the first station to adopt this system, the company said.

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Two new seeing-eye satellites in orbit

The United States had two more sky-scanning satellites orbiting the earth last week—and one of them was known to be using tv cameras; the instruments of the other, the super-secret spy-in-the-sky Midas III, have not been divulged.

Tiros III, launched from Cape Canaveral, is the metereological satellite which contains two wide-angle tv cameras (BROADCASTING, July 10). This is a major change from the previous Tiros satellite which contained one wide angle and one narrow angle tv camera. The new weather surveyor, which radios pictures of cloud formations back to earth, is circling the earth every 100 minutes in an orbit that ranges from 460 miles to 506 miles above earth. Photographs already received by U. S. metereologists were termed "excellent."

The Midas surveillance satellite is packed with infra-red sensors which, it is said, are capable of picking up the heat radiations given off by missiles or rockets. A group of such satellites, it is estimated, can materially increase the warning time in case of missile attack on the United States. Midas III is in a circular orbit 1,850 miles above the earth. It takes two hours and 40 minutes to make one complete pass around the planet.

Radio-tv production, sales rise for May

Production and retail sales of both tv and radio rose in May, Electronic Industries Assn. reported last week. But the cumulative figures for the first five months of the year are running behind the comparable period for 1960 except that radio retail sales are up by almost 300,000, EIA said.

EIA reported the following for the first five months of this year:

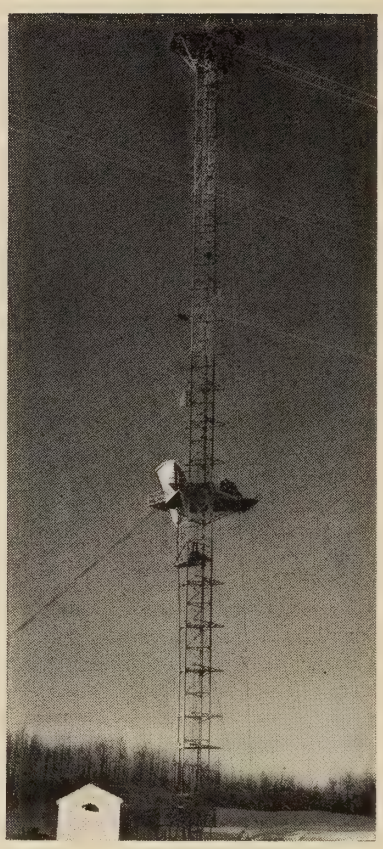
PRODUCTION

Period	Tv	Radio
Jan.-May '61	2,186,018*	5,911,027**
Jan.-May '60	2,444,174	6,973,069

SALES

Jan.-May '61	2,151,920	3,449,834***
Jan.-May '60	2,285,866	3,175,469

* Includes 113,191 tv receivers with uhf tuners (compared with 210,602 such receivers in same period last year).
** Includes 1,863,781 auto radios and 267,787 fm radios (compared with 2,726,222 auto radios and 339,516 fm radios last year).
*** Excludes auto radio sales.



Tower for horn-antennas

Stainless Inc., North Wales, Pa., and its Canadian subsidiary, Walcan Ltd., have introduced a new microwave tower capable of supporting two platforms and six horn antennas from heights of 25 ft. to 500 ft. Now in service in Northwestern Canada by Alberta Government Telephone, for whom it was designed, the tower is the first of its kind to be used for horn antenna support, according to Stainless. Material, installation and maintenance costs are said to be reduced by one-third.

DCA announces plug-in converters for fm stereo

Dynamics Corp. of America has started production at its Farmingdale, N. J., plant of broadcasting equipment which can immediately and without station "down-time" convert all existing fm radio stations to stereo broadcasting, the company said last week. The stereo conversion equipment ranges from complete 20 kw fm stereo transmission systems to small typewriter-sized "plug-in" conversion units.

Developed by DCA's Standard Electronics Div. to meet recently set FCC standards, the company said, first orders for the new equipment have been received and filled. The equipment line includes standard electronics stereo generator 935, the self-contained plug-in converting unit; a combination stereo generator and standard electronics serrasoid modulator, which can convert any existing fm station to stereo, and the 20 kw stereo transmitter (equipped with stereo generator 935), which functions as a complete transmission system for newly authorized stations and existing stations requiring new or additional transmitters.

Technical topics...

Western division ▪ Melpar, Falls Church, Va., a subsidiary of Westinghouse Air Brake Co., announced the establishment of a new division, Western Engineering Laboratories, Northridge, Calif. Edward M. Bostick, president, says the new division was created to provide increased service capabilities and liaison between Melpar and expanding defense department operations on the West Coast. Arthur N. Corner, formerly head of Melpar's production division, was named general manager.

Magnavox split ▪ Magnavox Co., Fort Wayne, Ind., has been authorized by stockholders to split stock on a three-for-one basis. Magnavox, which reported record first half sales and earnings, will increase the number of shares from 3.5 million to 10 million and will make a 50% increase in the dividend rate. The stock split is effective July 20, and the new stock will be issued Aug. 3. In the first half of 1961, sales were up approximately 20% to $61,793,000, compared with $51,764,000 in the same period in 1960. Estimated net income rose approximately 38% to $2,540,000 from $1,844,000 in the 1960 six-month period.

Sylvania expansion ▪ Sylvania Electric Products Co. will add 81,000 square feet of manufacturing space between mid-August and next spring, a 40% increase, because of "unprecedented product demand" for the company's semiconductor devices and materials. Plant additions will be made in Woburn, Mass., and Hillsboro, N. H. Sylvania predicts semiconductor sales in 1961 will rise to about $400 million from the previous record of $301 million in 1960.

Mike line ▪ University Loudspeakers Inc., White Plains, N. Y., has announced its new line of professional microphones, which feature interchangeability between any of the mikes and a complete set of adapters. The line consists of two omni-directional and two cardioid microphones, two lavaliers and five adapters.

WLEE wants to start an 'idea bank'

STATIONS WOULD EXCHANGE SUCCESS STORIES

WLEE Richmond, Va., wants to set up an exchange whereby radio stations can benefit from each other's successful ideas. According to David E. Lyman, WLEE program director, a similar plan is already in use by six leading Canadian radio stations.

Basic idea is that each participating station in the exchange is to prepare a detailed report on all unusual or successful sales efforts, sales or station promotion schemes, contests and programming during the preceding month. The mimeographed report is mailed to other participating stations.

No cash is involved, Mr. Lyman said; agreement to file the monthly report on time is the only requisite. Specifically, the following rules would apply.

- Participation would be limited to one station in each of the top 75 markets.
- Each station must be one of the top two in its market, according to a recognized survey.
- Canadian stations wishing to participate (if any) must be in one of the top 10 Canadian markets.
- Each station wishing to participate must be approved by all present participants, to avoid conflict with operations with stations in several markets. A list of stations applying will be mailed to all present participants, and participants will be given 15 days to reject any of these new stations. Automatic participation will be granted after 15 days if no objections arise.
- All participants must agree to keep all reports confidential, and for their own use, and a participant must obtain permission from the issuing participant before releasing a report, or portion thereof, to a third station.

Interested stations should contact Mr. Lyman at WLEE.

WMT-TV points to where the good tv shows are

The public-affairs programming of all area television stations is being promoted by WMT-TV Cedar Rapids, Iowa. Regularly scheduled spots give specific information on the CBS station's programs and those of its competition—KCRG-TV Cedar Rapids (ABC) and KWWL (TV) Waterloo (NBC).

William B. Quarton, WMT-TV general manager explains, "One reason television is criticized is that not enough people appreciate the full scope of what's going on. We believe there's



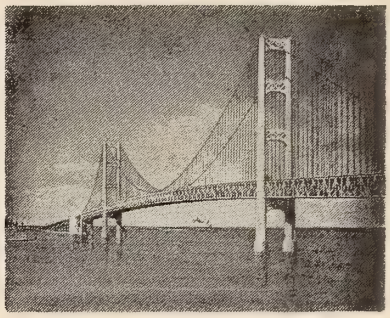
With red lights blinking, sirens screaming

WCMS Norfolk, Va., salesmen make their rounds of local agencies and clients in a completely equipped ambulance. Shown with the vehicle, which the station has made available to local civil defense units for use in emergencies, are (left) Roy La Mere, general manager ("chief surgeon for sic [sic] sales") and George Dail, commercial manager of the station, ("resident physician for ailing business").

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV
Traverse City

WTOM-TV
Cheboygan

One Rate Card

Covers 25 Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 MORE Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 MORE Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Paul Bunyan Network

Les Biederman
General Manager

national representatives
Venard, Rintoul & McConnell

Network Representative Elisabeth Beckjorden

enough good television to go around and we don't mind pointing out where it is."

Annual presented by WCKT

In its public-service report entitled *Responsibility,* WCKT(TV) Miami graphically illustrates its concept of programming and service, both in theory and practice. Listed are locally-produced programs of special significance and awards the station has received as well as a partial list of documentaries and entertainment programs supplied by its network. A month-by-month listing of public-service announcements carried by the station is attached showing the importance which WCKT places on this phase of its community responsibility.

Drumbeats...

Big mail pull ▪ Nearly 165,000 pieces of mail were received by KQV Pittsburgh in an eight-week period. Magnet for all the correspondence was a contest with two-million trading stamps for prizes.

Low cost ▪ To promote a new *Pinocchio* film series, Telefilm of Canada, Toronto, sent postcards to 525 tv station, agency and company executives. Each day a new card was sent, with the last one giving the clue. For low campaign-cost of $600, Telefilm received nine phone calls, arranged five screenings.

Prize winner ▪ KLAD Klamath Falls, Ore., won a trophy for its "float" in a local parade. The entry—a live donkey—carried a sign reading "Everyone listens to KLAD but me (and you can see what I am!)."

Teenage script writers ▪ Two teenage high school students have been named winners of WABC-TV New York's youth tv script writer competition and both have been retained for the summer months to develop their entries into possible programs for fall presentation. Susan Brown of Greenwich, Conn., and David Gingold of North White Plains, N. Y., will have eight weeks to develop their 500-word script outlines into workable half-hour shows. The facilities of all pertinent WABC-TV departments will be made available to them.

INTERNATIONAL

Canada gets a tv selling organization

SETH TO DIRECT CANADIAN TvB LTD., SUPPORTED BY U.S. TvB

Formation of Canadian TvB Ltd. and the appointment of William R. Seth Jr. as its director, effective Aug. 1, were announced last week by Ralph Snelgrove of CKVR-TV Barrie, Ont., chairman of the new bureau's temporary executive committee, and Norman E. Cash, president of TvB (U. S.).

Mr. Seth, formerly in charge of the Colgate-Palmolive television unit at Lennen & Newell, New York (see *Fates & Fortunes,* page 74) will be based in the New York headquarters of TvB but will commute frequently to Canada and is expected to establish offices of the new organization in Toronto shortly.

Mr. Cash said TvB would give "full support" to the new organization in its early years, making available the facilities and information of the U. S. bureau. Membership in the Canadian bureau will be open to stations, networks and station representation firms.

Mr. Snelgrove said contacts by the organization's project committee indicated almost 100% support by Canadian tv stations. Establishment of an independent selling organization for Canadian television was recommended by the membership of the Canadian Assn. of Broadcasters last year, and the formation of Canadian TvB Ltd. has been approved by the CAB board.

CAB President Don Jamieson of CJON-TV St. John's, Newfoundland, said the temporary executive committee would include, in addition to Chairman Snelgrove, Jean A. Pouliet of CFCM-TV Quebec, W. D. McGregor of CKCO-TV Kitchener, Ont. and Roy G. Chapman of CHBC-TV Kelowna, B. C.

Mr. Snelgrove noted that "television has grown rapidly in Canada—87% of all homes are tv-equipped and 75 stations are on the air—with the result that the Canadian advertiser needs all the help he can get to obtain maximum efficiency for his dollars. Canadian TvB Ltd. has been formed to increase the advertiser's and agency's knowledge of the medium by documenting local, regional and national success stories, providing brand expenditure figures for advertisers and compiling significant audience information."

He said the work of TvB in the U. S. "has shown Canadian members the value that can be obtained through the assistance of a television selling organization. . . . We are indebted to the Television Bureau of Advertising for its support and assistance in making this new organization possible."

Two Ontario outlets get permission to quit CBC

The Board of Broadcast Governors has released CHCH-TV Hamilton, Ont., and CJSS-TV Cornwall, Ont., from conditions in their licenses requiring them to belong to the CBC national network. The July 6 announcement said the condition would be lifted as of Sept. 30 for the Cornwall station; the effective date for CHCH-TV will be announced later.

The decision in regard to CHCH-TV followed strong opposition from the

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

CBC against loss of its Hamilton affiliate. However, the board noted "a substantial, and perhaps unique, degree of duplication" of network service in the CHCH-TV area, much of it coming from the CBC's key network station CBLT (TV) in Toronto, only 43 miles from Hamilton. The board also said a proposed change of CBLT's transmitter site could strengthen network coverage in the area. CHCH-TV is owned by Niagara Television Limited.

In the case of CJSS-TV, the board noted that the CBC had questioned the desirability of network affiliation from the first, but that affiliation had been sought by the original applicant. Since then the station had been sold to Cornwall Broadcasting Ltd., which requested the change. Again, the board noted considerable duplication of network service within the Cornwall area.

CJSS-TV plans to join the new CTV Television Network. CHCH-TV has no plans of joining the CTV network.

Cassidy describes rise of Japanese advertising

Japanese advertising expenditures have increased nearly tenfold in the past decade, H. E. Cassidy, president of the McCarty Co., Los Angeles advertising agency, told the Los Angeles Advertising Club on his return from a visit of several weeks in that country. He said advertising in Japan has kept pace with the industrial output, now nine times the prewar level.

Mr. Cassidy credited much of the advertising growth to the broadcast media. Commercial radio, he reported, started in 1951 with billings of $1 million and in 1960 totaled $50 million. Commercial television began in 1953, when there were only about 1,000 tv receivers, with billings of $1.5 million. In 1960, the tv set count had risen to 3.5 million and the billings to $107 million. There are now about 14 million registered radio sets in Japan, he said. Since there is an ownership tax on both radio and tv sets there is a tendency to conceal ownership where possible.

Japan's four islands have a total area about ⅞ that of California and a population of more than 93 million people, 10 million in Tokyo alone. With a literacy rate of 98%, Japan supports more than 100 daily newspapers, some 1,500 magazines and 106 radio and 50 tv stations.

In 1947, Mr. Cassidy said, newspapers got 75% of all Japanese advertising; today the figure has dropped to 42%. Television now accounts for 17%, radio 11% and outdoor displays 23%-25%. Of some 200 advertising agencies in Japan, 57 belong to the Japanese Assn. of Newspaper & Broadcasting Advertising Agencies.

CBC'S COMMERCIAL TV REVENUE DROPS

Decrease laid at doorsteps of new private stations

Commercial revenue of the Canadian Broadcasting Corp. dropped last year, at least partly because of competition from privately owned television stations which opened in eight cities formerly reserved for the publicly owned CBC.

In its annual report for the year ending March 31, 1961, the CBC said its gross commercial revenue for the year was $37,601,000, about $1.5 million below anticipations and $560,000 less than 1959-60.

CBC President J. Alphonse Ouimet commented: "The launching of second stations in eight major centers covering more than 50% of the population came late in the period under review. Particularly in the last quarter of the year, these stations were participating in the available advertising dollar with an appreciable effect on CBC's commercial revenue.

"This deterioration of the anticipated commercial revenue position came despite increasingly energetic efforts on the part of our commercial staff. It was also due partly to a reduction in the advertising budgets of business generally."

Full Impact ▪ Mr. Ouimet predicted that the full impact of second stations will be felt in the current year, and that establishment of a new privately owned tv network may have a further effect on income.

"The corporation has come to the end of a phase in its commercial operations, and it cannot necessarily expect as high a proportion of its revenues from this source as in the past," Mr. Ouimet concluded.

Mr. Ouimet said the second stations posed no programming problems during the 1960-61 year. Despite their novelty appeal, they did not divert a major portion of the over-all CBC audience.

"Indeed, in some of the larger centers which have for some years been served by U.S. outlets, the second stations appeared to have gained most of their audience from the viewers of U. S. stations."

He said there was an effect on audience viewing from the new stations, but that it was still too early to tell whether the current viewing pattern was firmly established or was due largely to audience curiosity about the new stations. CBC stations had no serious audience loss to second stations in such key markets as Montreal, Toronto and Vancouver, where service from other stations was already available, and generally speaking, CBC stations in these areas are leading the field in viewing for appreciable sections of their broadcast day.

Disastrous Move ▪ Mr. Ouimet also warned against any move to split the CBC's national network in order to allow for use of CBC affiliated stations by independent networks. He said such a step could be "disastrous to Canadian broadcasting in the long run," and that his opinion is shared by both public and private broadcasters within the national service.

In an accompanying statement, the CBC board of directors also said that CBC should continue to oppose "any developments which tend to disturb the present long-established relationship between CBC and its affiliated stations, and that in particular the corporation should oppose any proposal involving the splitting of networks whenever such proposals tend to divide the component parts of CBC television networks in a manner detrimental to the maintenance and development of the national television service."

But on the same day, the Board of Broadcast Governors, the Canadian regulatory body, announced that private stations CHCH-TV, Hamilton, and CJSS-TV, Cornwall, Ontario, have won

When you think of Kansas City, Mo. remember our A.P.*

the TALL TOWER at Broadcasting House

Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

release from their affiliation agreement with CBC.

The report showed that total operating costs for the year were $100,952,825, of which $59,288,476 was received from public funds. The CBC had returned to the federal treasury $2,796,524 which it had saved from the operations appropriation voted by Parliament. It also returned an unexpended amount of $2,063,172 from its capital grant.

Operating expenses for the year increased 7.4% over 1959-60. In comparison, the 1959-60 increase over 1958-59 was 7.7%.

Other points made in the report:

Long-range plans for tv development should include CBC stations in Saskatchewan, New Brunswick, eastern Newfoundland and Prince Edward Island.

The CBC does not intend to modify its policy of providing a balanced and varied service in order to meet local competition from the new private tv stations.

The CBC should retain the right to refuse to disclose CBC news sources except when the withholding of such information would be in contravention of the law.

The CBC should take steps to open a tv outlet in Quebec City.

Tv coverage in Canada has been extended to over 90% of the population.

Canadians warned to seek fm

Some Canadian fm channels may be lost to the U.S. by default if Canadian broadcasters do not occupy them, the Board of Broadcast Governors warned in its annual report on July 6.

The national regulatory board said it is concerned particularly about fm channels allocated to centers in southwestern Ontario, and pointed out that these channels could best be protected by having them occupied.

It said fm development has been relatively slow in Canada for a number of reasons, especially the impact of tv stations established during the mid-50s, but that interest has increased in recent years in both the industry and audience.

However, said Board Chairman Andrew Stewart, fm stations are being established in the U.S. at so much faster a rate than in Canada, that this could affect the Canadian position on channel rights.

The board felt that, given favorable encouragement and conditions, fm could grow into the major or primary service in many parts of Canada. But while the board wished to encourage the growth of fm broadcasting, it was concerned with maintaining a higher quality of broadcasting on fm than many am stations are giving. It was reviewing the desirability of separate programming regulations for am and fm bands.

To assist in the financial support of fm stations, the board had advised the government to let fm broadcasters use their channel (without affecting the regular program) to pipe background music to selected customers on a commercial basis.

The board said again that Canada is not yet ready for color tv. It noted that licensing of second television stations in centers formerly reserved for the CBC will provide alternate viewing from CBC programs for 60% of Canadians, and declared that in all areas now served, Canadians receive a broadcasting service which compares favorably with that of any other country.

Grande Prairie tv outlet, 11 satellites authorized

A new CBC tv station at Grande Prairie, Alta., to serve northern Alberta and British Columbia, has been approved by the Board of Broadcast Governors. The station will operate on ch. 10 with 36 kw video and 18 kw audio with a directional antenna 967 feet high. It will handle national and regional network shows, but will not have facilities to originate live programs.

The board also approved a CBC tv satellite station in Peace River, Alta., to retransmit from Grande Prairie over ch. 7, with power of 720 w video and 360 w audio. The board denied an alternative application by Peace River Television Ltd. to establish a new tv station at Peace River with a satellite at Grande Prairie.

The board also approved eight satellites for CFCF-TV, Kamloops, B. C. The satellites, all 5 w., will operate from the British Columbia towns of Ashcroft (ch. 10), Chase (ch. 11), Lillooet (ch. 11), Merritt (ch. 10), Clinton (chs. 5 and 9), and Mount Timothy (chs. 8 and 11).

CKVR-TV Barrie, Ont., has been recommended for a satellite station at Parry Sound, Ont., with 5 w power on ch. 11. CKRS-TV Jonquiere, Que., was recommended for a satellite at Port Alfred, Que., on ch. 9 with 19 w video and 9.5 w audio.

A new radio station was recommended for Grand Falls, Nfld., to extend service in central Newfoundland. Licensee is Colonial Broadcasting System Ltd., and the station is to have 10 kw power on 620 kc. The same company was recommended for a license at Marystown, Nfld., (560 kc with 1 kw day and 500 w night). It will carry some programs of local origin as well as those from the Grand Falls station.

The Department of Northern Affairs and National Resources, Ottawa, also received approval for a radio station at Fort Simpson, Northwest Territories, with 25 w power on 1490 kc.

A new fm station was approved at Kamloops, B. C. Licensee is Inland Broadcasters Ltd., with 910 w on 98.3 mc., ch. 252.

The board approved two new low-power relay transmitters for the CBC, at Cassiar, B. C., (40 w on 1340 kc.) and at Haines Junction, Yukon Territory (40 w on 860 kc.).

Canada set sales lag

Television receiver sales in Canada for the first five months of 1961 totalled 109,172 units as compared with 117,033 in the same period last year, according to figures of the Electronic Industries Assn. of Canada, Toronto. Radio receiver sales in January-May period of this year 168,190 units as against 189,012 for the 1960 period. But the association points out that the 1961 figures do not include sales of one of its members who dropped out recently, but whose sales were recorded in the 1960 figures.



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

FATES & FORTUNES

BROADCAST ADVERTISING

James R. Sanders named vp and account supervisor by North Adv., Chicago, for Toni Co. brands including Toni, Tonette, Silver Curl and Bobbi Home Permanents and Pamper Shampoo. He joined North year ago, previously was with Foote, Cone & Belding.

John Stack and **David Wham,** account executives, Dancer-Fitzgerald-Sample, N. Y., elected vps.

Eugene A. Raven, vp and account supervisor at Erwin Wasey, Ruthrauff & Ryan, joined Foote, Cone & Belding, New York, as account supervisor on spot radio-active Trans World Airlines. At EWR&R, Mr. Raven was responsible for supervision of KLM Royal Dutch Airlines and Trans Texas Airways. He is also former advertising director of United Air Lines.

Mary Agnes Schroeder and **June McClain** of Post & Morr, Chicago, elected vps. Mrs. Schroeder, radio and tv actress in Chicago, is creative executive for Post & Morr on *The Many Faces of Eve* campaign for Maybelline Co. Mrs. McClain is responsible for administration of General Finance Co.'s radio advertising on 79 midwest stations.


Mr. Klein

Allen S. Klein, national sales director for Pulse Inc., named director of expanded Pacific Coast office. Mr. Klein will organize production facility to operate alongside sales - service departments.

Robert A. Dearth, former president and general manager, Morse International, N. Y., joins Kenyon & Eckhardt, Detroit, as senior vp.

Walter Lurie, senior vp and account supervisor, Grant Adv., N. Y., named executive vp in charge of international division.

Frank E. Heaston, vp and marketing director, Gardner Advertising Co., N.Y., named marketing director for entire agency. **Kenneth E. Runyon,** vp and board member, named supervisor of Pet Milk Co. account and **Wells A. Hobler,** vp, named supervisor of Grocery Products Div., Ralston Purina Co.

William R. Seth Jr., former head of tv unit on Colgate-Palmolive account at Lennen & Newell, New York, named director of newly formed Canadian TvB Ltd. (see story page 74). With L&N since 1958, he previously was director of tv programming at MacManus, John & Adams from 1956 to 1958, was radio-tv vp of Lewin, Williams & Saylor from 1950 to 1953. He formerly was in sales development, promotion and advertising at NBC for four years.

Curtis Kent, advertising manager of The Schick Safety Razor Co., appointed assistant to E. E. Ettinger, executive vp, Technicolor Corp. Mr. Kent's duties will be in consumer products and motion picture divisions.

Alfred J. Scalpone, independent tv producer with 25 year background in advertising and broadcasting, has been appointed in charge of advertising for Schick Safety Razor Co. In 1958 he formed his own producing firm, La Mesa Productions, continuing to serve as program consultant to CBS-TV until last year, when he became general management consultant.

Abbott Washburn, deputy director, United States Information Agency, joins Carl Byoir & Assoc., Washington, D. C., as vp of international operations. In addition, **Henry McNulty,** formerly pr director, Free Europe Committee, appointed resident vp, London, and **James Nolan,** consultant to American corporations in western Europe, named resident vp in Frankfurt.

Abner E. Kohn, former vp, Dunwoodie Assoc., N. Y., opens own advertising and pr firm, that city.

Leonard Goldberg, formerly administrator, sales and programming research, NBC-TV, joins media department, BBDO, N. Y., as coordinator of broadcast media and planning.


Mr. Aiello

Vincent F. Aiello, staff, creative department, Geyer, Morey, Madden & Ballard, N. Y., elected vp.

Lee Albright, formerly with BBDO, N.Y., joins Moss Assoc., that city, as vp in charge of creative services.

James E. Schwenck, president of Grant, Schwenck & Baker, Chicago, has resigned. Future plans were not announced at this time.

Robert J. Fenton, account executive of Kenyon & Eckhardt, Hollywood, appointed vp and manager for Al Paul Lefton Co. New Hollywood office at 1680 N. Vine St. Telephone is Hollywood 624347. **Martin Simons** from Lennen & Newell, Beverly Hills, Calif., has also joined new Lefton office.


Presenting the
ANN ELLIOTT SHOW
NEW! DIFFERENT! DELIGHTFUL!

WWL-TV presents the favorite of New Orleans . . . ANN ELLIOTT. 9:30-10:00 AM Mondays thru Fridays with the latest in recipes, styles and household hints. With Ann will be another New Orleans favorite HENRY DUPRE.

Represented nationally by Katz
WWL-TV
NEW ORLEANS

Has Jean Rindlaub had her soup today?

Happy is the day this creative lady and her very creative cohorts first asked this question for one of BBDO's nicest clients.

Happy the day, too, that BBDO picked WICE to ask this question in Providence. WICE, you see, is the live wire station. Our music and news and public service programs are the kind people listen to *hard*. Which is probably why WICE is first choice with food retailers in Providence. Also, it's number one with shrewd agencies like BBDO that have very important questions to ask of Providence wives and mothers.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

Raymond E. Wilson, supervisor of administration and communications, Shell Oil Co., succeeds **Joseph Andrews** as chairman of advertising administrative committee, Assn. of National Advertisers.

Richard A. Noll, formerly marketing executive, Compton Adv., N. Y., joins national sales department, Television Bureau of Advertising.

Allen Ducovny, radio and tv director, and **Newt Stammer,** account executive for RKO General and coordinator on General Tire & Rubber account, both D'Arcy Adv. Co., N.Y., elected vps.

James H. Graham, vp and account supervisor at MacManus, John & Adams joins Benton & Bowles Aug. 1, as vp and account supervisor. He will handle Texaco account. (Earlier this month Texaco shifted its consumer advertising account from Cunningham & Walsh to B&B, effective Oct. 1).

Robert Widholm, broadcast media supervisor, Doherty, Clifford, Steers & Shenfield, N. Y., additionally appointed assistant media supervisor.

Thomas Blanchard, formerly tv-radio copy supervisor, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, N. Y., as tv-radio writer.

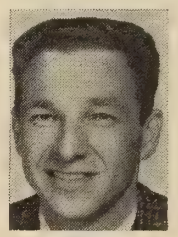
THE MEDIA


Mr. Dix

William P. Dix Jr., named general manager of WDAU-TV and WGBI Scranton, Pa. He formerly managed WGR Buffalo and prior to that was assistant manager and director of sales for WGR-AM-FM-TV. He was assistant general manager in charge of sales for WOR-TV New York and prior to that sales manager for WOR-AM-FM-TV.

Martin Giaimo, manager of WPON Pontiac, appointed manager of Flint operations of WNEM-TV Saginaw-Bay City, both Mich. He previously had been manager of WJEF Grand Rapids, and WKZO-TV Kalamazoo as well as general sales manager for WILX-TV Onondaga, all Michigan.

John S. Markward, sales manager for WOOD-TV Grand Rapids, Mich., named station manager. **Del Blumenshine,** reporter and chief photographer, appointed managing editor of WOOD-AM-TV news departments.


Mr. DeVon

Monte DeVon appointed manager of KIMA Yakima, Wash. Mr. DeVon replaces **Bob Dolph** who resigned to enter his own business in another city, was previously associated with sales department of KIMA-TV and prior to that was sales manager for KODL The Dalles, Ore.

Sam Bennett appointed station manager of KXYZ Houston, Tex., **Milt Willis,** program director, and **Bill Rozan,** local sales manager. Appointments were made after transfer of ownership of station from Nafi Corp., to Public Radio Corp. owned by Lester and Max Kamin of Houston and Morris Kamin of Victoria, Tex. (BROADCASTING, June 5). Lester Kamin will serve as president and general manager.

Fred Freed, producer of *The Dave Garroway Today Show,* named producer of NBC News and Public Affairs programs.


Mr. Campbell


Mr. Moler

Wendell B. Campbell, managing director of KGBS Los Angeles, and **John C. Moler,** managing director of WIBG Philadelphia, both Storer Broadcasting Co. stations, elected vp's. Mr. Campbell will become vp and managing director of Standard Broadcasting Co., wholly owned subsidiary of Storer Broadcasting, and will continue to direct KGBS. Mr. Moler was named vp of Seaboard Broadcasting Co., also Storer subsidiary. He will continue to direct WIBG operations.

John J. Lorenz, general auditor, CBS-TV N.Y., elected assistant controller and budget section manager. **Eugene F. Connolly,** auditor, CBS-TV, succeeds Mr. Lorenz.

Jack Donahue, national sales manager for KTLA (TV) Los Angeles, promoted to general sales manager.

R. L. (Danny) Cochrane, assistant general sales manager for KXTV (TV) Sacramento, appointed general sales manager.

James E. Fuchs, sales manager NBC Films, N. Y., joins sales department of NBC-TV.

Robert R. Rogers, formerly of program sales department, Independent Television Corp., N. Y., named account executive, ABC Films, eastern division.


Mr. Graff

E. Jonny Graff, recently named general manager of WNTA-AM-FM Newark, elected president of stations. Mr. Graff who had been vp in charge of eastern sales was also member of board of National Telefilm Assoc., owner of station which is being sold to educators (see page 62). **Sid Sirulnick,** production and operations manager, appointed program director.

Herman Maxwell, formerly sales director for WNBC New York, appointed sales manager for WINS, that city. He succeeds **Leon P. Gorman** who was named assistant to president, Gotham Broadcasting Corp. Mr. Maxwell was local sales manager for WNBC from 1956-57, and prior to that was account executive for that station.

Frank A. Orth named director of sales for WICE Providence, R. I. Mr. Orth has during past year headed own import business in New York and served as consultant to retail industry in matters relating to marketing.

Thomas R. Bishop, general manager of KAJI Little Rock, Ark., appointed general sales manager of WSAI Cincinnati.

Bob Church, assistant merchandising manager for KTTV (TV) Los Angeles, promoted to merchandising manager.

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Advertising group elects

New executives of First Advertising Agency Group were (from left to right) **Floyd W. McRae Jr.,** McRae & Bealer, Atlanta, Ga., co-governor eastern zone; **Charles E. Brown,** Gould, Brown & Bickett, Minneapolis, vp; **Phil Voss,** Woodard, Voss & Hevenor, Albany, president; **Barney McClure,** Evans, McClure & Assoc., San Francisco, immediate past president; **Gene Curtis,** Curtis, Sarver & Witzerman, Long Beach, secretary - treasurer; **Don Johnson,** Davis, Johnson, Andersen & Colombatto, Los Angeles, western governor. Not present was **Walter Craigle,** Grimm & Craigle, Chicago, central zone governor.

Jerry Bess, executive vp of Arkwright Adv., N. Y., appointed to newly created post of executive assistant to Hathaway Watson, vp in charge of broadcast operations for RKO General.

Lloyd Webb, sales manager for WAIT and WJJD Chicago, named station manager of WJOB Hammond, Ind.

James C. Gates and **Henry Stanley,** both of Sandeberg-Gates & Co., Los Angeles, join Weed Television Corp., that city. Mr. Gates will serve as L.A. office manager.



Mr. Lokey

Frank M. Lokey Jr., assistant manager for WYZE Atlanta, Ga., named general manager of WEAD (formerly WEAS) College Park, Ga. Mr. Lokey had also served as program director, salesman and air personality while at WYZE. Previously he was announcer and air personality with WLWA (TV) in Atlanta.

Bill Wells named commercial manager of WKIS Orlando, Fla.

Roger Garrett, general manager of WBOY-AM-TV Clarksburg, W. Va., elected mayor of that city July 1.

Arthur Wittum promoted from advertising and promotion manager, KNX-CPRN Los Angeles, to director of Information Services, CBS Radio, Hollywood; **Frank Oxarart Jr.,** from program promotion and merchandising manager to promotion and merchandising manager; **Sherril Hopps** from research assistant to research coordinator and **William Wolff** from writer-promotional material to audience promotion coordinator.

Ken De Vaney, attorney in broadcasting industry, appointed to newly created position of managing director of California Broadcasters Assn. He will maintain headquarters in Sacramento.



Mr. Drake

Dale Drake, most recently with Texas State Network, in Ft. Worth, named national - regional sales manager for KXOL Ft. Worth. Mr. Drake started radio career with WRR in Dallas, spent four years with Crook Adv., that city, then became manager of WRR in 1948 and later transferred to Texas State Network.

Kay Shake, member of tv continuity and traffic department of KPHO-TV Phoenix, Ariz., named chief of that department. **Chuck Glance,** broadcast supervisor, named production manager. **Clare Yares,** station studio manager, named to newly created position of senior broadcast supervisor, and **Blair Grant,** chief cameraman, named to succeed Mr. Yares. **Robert L. Hungerford,** staff announcer for KTVK-TV Phoenix, joins KPHO-AM in similar capacity. **Erwin Speakman Jr.,** cameraman and member of KPHO-TV studio staff, named to station's promotion department.

William Tilow, commercial manager, WDEE Hamden, Conn., joins WABC New York, as account executive.

Thomas L. Tiernan, commercial manager for WKEE Huntington, W. Va., named account executive for KYW Cleveland.

Don Sherman, local sales manager for WENE Endicott, N. Y., joins WTRY Troy, N. Y., as account executive, replacing **Earl Karcher** who joins WSET Glens Falls. **Robert Trevitt,** sales manager for WNBF-TV Binghamton, succeeds Mr. Sherman.

Douglas Brown and **J. Myles Riley** join WBRE-TV Wilkes-Barre, Scranton, Pa., as account executives. Mr. Brown had previously served with Headley-Reed and Mr. Riley as executive with national restaurant chain.

Charles Martin, merchandising manager of KTTV (TV) Los Angeles, promoted to account executive in station's sales department.

Arnold Smith, sales presentation and promotion department, CBS Radio, New York, appointed national sales coordinator for WFYI Mineola, N.Y. **Burton M. Wanetik,** formerly station manager, WREB Holyoke, Mass., joins sales department.

Ralph H. Daniels Jr., account executive with CBS-TV stations national sales, New York office, joins KNXT (TV)

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Los Angeles as assistant general sales manager replacing **Richard Beesemyer** who was named manager of ABC-TV Spot Sales in Los Angeles.

Oliver Allen named coordinating director and production manager of WAOK Atlanta and WRMA Montgomery. He formerly was program director of WRAP Norfolk, Va. (Call letters of WAOK were given incorrectly in July 3 BROADCASTING.)

Sid Bakal, formerly associate editor, Sunday Tv and Radio Magazine of *New York Herald Tribune,* appointed pr director for WOR-AM-FM-TV New York.

Frank Malone appointed news director of WEJL Scranton, Pa., replacing **Robert Flanagan** who resigned to join *Scranton Times.*

Bernard L. Ruttenberg, formerly director of publications, Ithaca College, joins news department, WNEW-TV New York.


Mr. Bernstein

Fred L. Bernstein appointed general sales manager of WLOS-TV Asheville, N. C., succeeding **Saul Rosenzweig,** who resigned to join KPLR-TV St. Louis, as vp and general manager (BROADCASTING, July 10). Mr. Bernstein served as national sales representative for KVOS-TV Bellingham, Wash., another Wometco station. Prior to that he was executive vp and general manager of WTTM Trenton, N. J., executive vp of Forjoe & Co., N. Y., executive vp of WSAI Cincinnati and owner of WMET Miami Beach.

Leigh Cardwell, newscaster for KRGV-TV Weslaco, Tex., promoted to news editor replacing **James Metcalf** who resigned to accept position in San Antonio.

Glenn Bell appointed program director for KIMN Denver replacing **Roger Barkley** who accepted similar position with KLAC Hollywood. Mr. Bell, who has been station's music director for past three years, had previously been program director for KUDY (now KMOR) Littleton, Colo.

Edward H. Najarian appointed chief engineer and technical research director of Radio Pulsebeat News, Jamaica, N.Y.

Jerry Grove, WIBG Philadelphia news director, elected president of UPI Broadcasters of Pennsylvania.

Audrey Caughey Tittle, radio-tv instructor at U. of Florida, appointed women's editor for WSB Atlanta, Ga.

Lee N. McEachern, program director for KFRC San Francisco, joins KRON-TV, that city, as writer-producer in public affairs department.

David H. Sandberg, radio-tv management consultant and owner of Sandberg-Gates & Co., Los Angeles, appointed San Francisco manager of Weed Television Corp.

Paul Kennedy Jr. resigns as Los Angeles manager of Weed & Co., station rep., to join sales staff of KCOP (TV), that city.

First person account

A narrow escape by Lyle DeMoss and his wife, passengers aboard the jet airliner that crashed last Tuesday (July 11) at the Denver Airport, didn't deter the executive of Allen & Reynolds Advertising, Omaha, from feeding a quick news special back to WOW-AM-TV. At 1:12 p.m., just 36 minutes after the tragedy, he originated a first person report for the Omaha stations. Before joining Allen & Reynolds, Mr. DeMoss was a longtime WOW-AM-TV executive.

Bob Lyte, promotion manager for WWL-TV New Orleans, named manager of promotion department for world's fair Century 21 Exposition in Seattle, Wash.

John Scott, formerly newscaster, KVOL Lafayette, La., named in charge of news department, WGHQ Saugerties, N. Y. **Ed Robbins,** former WGHQ chief announcer and network program manager, returns as air personality.

Alan Hanson joins KYW-TV Cleveland as producer-director. Mr. Hanson had been independent director in Burbank, Calif.

Charles Edwards named assistant news director for WIP Philadelphia.

Thom Sherwood, program director and air personality with WCMW Canton, Ohio, joins WIND Chicago, as air personality.

Ken Rabat, formerly with WJRT (TV) Flint, Mich., joins announcing and sports staff of WBAL-TV Baltimore.


Mr. Sampson

Jack S. Sampson, general manager of KOMA Oklahoma City, elected vp of Storz Broadcasting Co., owners of KOMA. He previously was sales manager and account executive of WHB Kansas City, Mo.

Big Wilson, KYW Cleveland air personality, joins WNEW New York in same capacity.

PROGRAMMING

Berne Tabakin, vp in charge of sales, National Telefilm Assoc., N. Y., elected executive vp. **Robert Goldston,** director of business administration, elected vp in charge of business affairs and secretary, and **Leon Peck,** assistant treasurer, named treasurer. Also **Vernon Burns,** acting general manager, named executive in charge of production of new series for NTA, and **Remi Crasto,** foreign field supervisor, appointed general foreign manager in all countries except Canada.

Larry Lowenstein, formerly pr director, National Telefilm Assoc., N.Y., appointed to newly-created post of vp and pr director, publicity and advertising, General Artists Corp., that city.

Robert A. Behrens, eastern sales manager for Official Films Inc., N. Y., appointed general manager of syndicated sales for company and will head worldwide distribution of Official's recently-acquired off-network series.

Nicholas Mamula, director of infor-



mational services, Campbell-Ewald Co., New York, appointed publicity manager for Paramount Pictures, New York. He succeeds **Harold Rand,** who resigned to open his own pr office.

George Sidney elected president of Directors Guild of America for two-year term. Mr. Sidney, who succeeds **Frank Capra,** previously was president of Guild from 1951 to 1959. Mr. Capra remains on national and regional board of directors. Other officers are: **Willis Goldbeck, Lamar Caselli, Robert Vreeland** and **E. Shield Dierkes,** vp's; **George Marshall,** secretary; **Frank Leicht,** assistant secretary; **Lesley Selander,** treasurer and **H. C. Potterm,** assistant treasurer.

Joseph (Red) Muscato, spot sales manager, Ziv-UA, N. Y., appointed sales account executive, Arrow Div., Independent Television Corp., that city.

James E. Witte, producer-salesman for Tele-Tape Productions, mobile video tape tv producer firm, Chicago, promoted to general sales manager.

Ernest Chambers resigned as copywriter, Gumbinner Agency, New York, to join *Bob Newhart Show,* NBC Hollywood, as staff writer.

EQUIPMENT & ENGINEERING

L. Curtis Foster elected vp of Zenith Radio Research Corp., Menlo Park, Calif., subsidiary of Zenith Radio Corp.

L. A. Miller, vp of marketing for Central Scientific Co., subsidiary of Canco Instruments Corp., Chicago, named executive vp of Central.

John H. Sidebottom, formerly administrator, marketing staff, RCA Defense Electronics Products, N.Y., succeeds **Fred M. Farwell** as division vp, Defense Marketing.

Gail E. Boggs, assistant director of research and development for Page Communications Engineers, Washington subsidiary of Northrop Corp., promoted to director.

Alan C. Wright, manager of telecommunications sales for International Standard Electric Corp., subsidiary of International Telephone & Telegraph, named assistant director of marketing plans.

Owen W. Robbins appointed to newly created position of controller for General Electronic Laboratories, Cambridge, Mass., manufacturers of fm broadcast equipment and various other electronic products.

W. T. Allott named regional microwave sales engineer and head of new office at Nashville, Tenn., for Collins Radio Co. in microwave communication system field.

Donald T. Maier, head of own Chicago production firm, named manager of tv-radio relations for 1961 Chicago International Trade Fair July 25-Aug. 10.

William M. Montgomery and **Lorin C. Weiss** appointed senior sales engineers, semiconductor division, Sylvania Electric Products, San Diego and Los Angeles, respectively. Mr. Montgomery formerly was with Motorola Inc. and Mr. Weiss with Hughes Aircraft Co.

INTERNATIONAL

Floyd S. Chalmers, president of Maclean-Hunter Publishing Co. Ltd., Toronto, and **Maurice Taylor,** president of Taylor Video Corp., that city, elected members of board of CTV Television Network.

T. D. Campbell named director of media and research at Toronto advertising agency of Stanfield, Johnson & Hill.

Jack Lingeman, radio and tv director for Canada with J. Walter Thompson since 1955, has opened Jack Lingeman Productions, Toronto to supply agency services including production in videotape and film commercial fields.

Peter Charles, account executive with Spitzer, Mills & Bate, Toronto, named media manager for Breithaupt, Milsom & Benson, that city.

Michael Maclear, former roving news correspondent for CBC-TV news, named CBC Far Eastern news correspondent with headquarters in Tokyo.

GOVERNMENT

Warren D. Quenstedt, Washington communications lawyer with firm of Smith, Hennessey & MacDonald, has been confirmed by U. S. Senate for post of deputy administrator, National Capital Transportation Agency.

DEATHS

Gene Huse, 75, president of WJAG Norfolk, Neb., president of Huse Publishing Co. and publisher of *The Norfolk Daily News,* died of pneumonia July 7 at his home.

William N. Connolly, 62, pr-vp of S. C. Johnson & Co. and former chairman of Assn. of National Advertisers died July 9 in Racine, Wis., following abdominal surgery.

William F. Bradley, 56, FCC engineer specializing in international radio communications, died July 8 in Blacksburg, Va., after heart attack.

Maurice McCord Crain, 55, vp of engineering operations for Tri-City Radio Corp., Muncie, Ind., died at Ball Memorial Hospital of heart attack June 30.

Francis Howard Myers, 50, director of purchasing for Wometco Enterprises, Miami, Fla., WTVJ (TV) died July 10 of heart attack.

William A. Ucker, 61, assistant to radio program manager of Voice of America, died in George Washington Hospital, Washington, D. C., July 11.

Don Ross, 53, tv producer who was creator-producer of *Glamour Girl* series among others, died July 6 of heart attack. At time of his death he was tv-radio director of Anderson-McConnell Adv. agency, Los Angeles.

Lloyd Stratton, 66, retired AP corporate secretary and assistant general manager in charge of foreign distribution, died July 12 at his home, Irvington-On-Hudson, N.Y., following stomach disorder. Mr. Stratton was in charge of AP world service where he directed expansion of AP services for newspapers and radio-tv stations after World War II. He also held posts of feature editor, news editor, and executive assistant.

Neil Cline, 46, Chicago sales manager of Henry I. Christal Co., died July 7 at Presbyterian-St. Luke's Hospital from cancer. He had been with Christal four years. Previously he was station manager of WHAS-AM-TV Louisville and before that commercial manager of KTBS Shreveport.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 6 through July 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

***San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College Dist.**—Granted uhf ch. 24 (530-536 mc); ERP 5.62 kw vis., 3.02 kw aur.; ant. height above average terrain—294 ft., above ground 120 ft. Estimated construction cost $70,000, first year operating cost $11,600. Post Office address 701 S. Mt. Vernon Ave., San Bernardino, Calif. Studio and Trans. location 701 S. Mt. Vernon Ave. Geographic coordinates 34° 05′ 17″ N. Lat., 117° 18′ 31″ W. Long. Trans. RCA TTUIB, ant. TFU6A. Action July 6.

APPLICATION

Santa Fe, N. M.—Thunderbird Entertainment Enterprises Inc. vhf ch. 2 (54-60 mc); ERP 24.55 kw vis., 12.275 kw aur.; ant. height above average terrain 4,300 ft., above ground 199 ft. Estimated construction cost $465,475, first year operating cost $300,000; revenue $300,000. Post Office address 407 Don Gaspar Ave., Santa Fe. Studio location Santa Fe; trans. location 43 miles SSW of Santa Fe. Geographic coordinates 35° 13′ 03″ N. Lat., 106° 27′ 56″ W. Long. Trans. GE TT-32-A2, ant. GE TY-50-C. Legal counsel Mallyck & Bernton, Washington, D. C.; consulting engineer Walter J. Stiles, Albuquerque, N. M. Principals include **James A. Reeves, Faron Young, Harvey R. Odom** (each 24%), **John P. Gallagher** (8%), and others. Mr. Reeves owns music publishing and recording business and 50% of KGRI Henderson, Tex.; Mr. Young is hillbilly singer and owns music publishing business and 25% of photographic studio; Mr. Odom owns KHAT Phoenix and KENT Prescott, both Arizona; Mr. Gallagher owns 79% of WOOW Greenville and 24.5% of WEEW Washington, both North Carolina. Ann. July 6.

Existing tv stations

CALL LETTERS ASSIGNED

KOUL(TV) Alamosa, Colo. — Alamosa Telecasting Co.

*WETA-TV Washington, D. C.—Greater Washington Educational Television Assn. Inc.

KMED-TV Medford, Ore.—Radio Medford Inc.

KATU(TV) Portland, Ore.—Fisher Bcstg. Co.; changed from KOXO(TV).

WCCA-TV Columbia, S. C.—First Carolina Corp.

New am stations

ACTION BY FCC

Rapid City, S. D.—John L. Breece—Granted 1150 kc, 5 kw D. P. O. address 5738 N. 41st Pl. Phoenix, Ariz. Estimated construction cost $22,000, first year operating cost $36,000, revenue $48,000. Mr. Breece, owner KATI Casper, Wyo., and approximately 33% owner KOVE Lander, Wyo., will be sole owner.

APPLICATIONS

Monette, Ark.—Buffalo Island Bcstg. Co. 1560 kc; 250 w D. P.O. address Box 52 Paragould. Estimated construction cost $19,620; first year operating cost $17,000; revenue $20,000. **Buffalo Island Bcstg. Co.** is division of Pharmaceuticals of Arkansas Inc. Ann. July 7.

Rensselear, Ind.—Jasper County Bcstg. Corp. 1560 kc; 250 w D. P.O. address Box 282 Rensselear. Estimated construction cost $13,221; first year operating cost $28,000; revenue $48,000. Principals: **James Caperelli, James Allan Sullivan, James Caperelli, Jr., Anthony Di Carlo Jr.** (each 20%); **Robert Raymond Becker, Janice Lee Becker** (each 10%). Mr. Caperelli Sr. is 50% partner in trucking business; Mr. Sullivan is reporter and newscaster for WCGO Chicago Heights, Ill. and has been employe of CHVC Niagara Falls, Ont.; Mr. Caperelli Jr. is employe of radio-tv sales and service firm; Mr. Becker is announcer for WCGO; Mrs. Becker is housewife; Mr. Di Carlo owns 19.5% of WCGO and is employe of Illinois Bell Telephone Co. Ann. July 6.

Selma, N. C.—Charles Franklyn Barry Jr. 1510 kc; 500 w D. P.O. address box 84, Selma. Estimated construction cost $11,340; first year operating cost $22,000; revenue $34,000. **Charles Franklyn Barry Jr.**, sole owner, is pastor of Baptist parish, owns apartment-rental business, and has been 25% owner of WMPM Smithfield, N. C. Ann. July 7.

Donelson Bcstg. Inc.—Donelson, Tenn. 1390 kc; 1 kw D. P.O. address box 300, Lebanon. Estimated construction cost $25,442; first year operating cost $53,000; revenue $72,000. Principals: **Andrew Jackson Hendrickson Jr., Theo Frank Ezell Jr., Howard M. Sherrell** (each one-third). Mr. Hendrickson owns 20% of WCOR Lebanon; Mr. Ezell owns 60% of WCOR; Mr. Sherrell owns 20% of WCOR and 100% of general merchandising firm. Ann. July 6.

Austin, Tex.—Jacob A. Newborn Jr., trustee for Nancy and Nena Newborn. 1440 kc; 500 w D. P.O. address box 1191 Austin 66. Estimated construction cost $13,000; first year operating cost $36,000; revenue $48,000. **Jacob A. Newborn Jr.**, applicant on behalf of his two minor daughters, owns weekly newspaper and has held varying degrees of ownership in KASE Austin. Ann. July 7.

South Charleston, W. Va.—William D. Stone 1410 kc; 1 kw D. P.O. address box 8305 South Charleston. Estimated construction cost $22,850; first year operating cost $38,000; revenue $48,000. **William D. Stone,** sole owner, owns firm leasing and maintaining two-way radio communications systems, is Civil Defense unit supervisor and is director and minority stockholder of WWYO Pineville, W. Va. Ann. July 7.

Existing am stations

ACTIONS BY FCC

WLLH Lowell, Mass.—Granted increased daytime power of main and Lawrence, Mass., synchronous amplifiers on 1400 kc from 250 w to 500 w, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comm. Lee and Ford dissented. Action July 6.

KBRO Bremerton, Wash.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; engineering conditions. Chmn. Minow not participating. Action July 6.

CALL LETTERS ASSIGNED

WARI Abbeville, Ala.—Abbeville Radio Inc.

WKOS Ocala, Fla.—Robert L. Gilliam; changed from WHYS.

WKRW Cartersville, Ga.—Bartow County Bcstg. Co.

WSNE Cumming, Ga.—Sawnee Bcstg. Co.

WSMA Smyrna, Ga.—Mitchell Melof.

WTGA Thomaston, Ga.—Radio Georgia.

KKIN Aitkin, Minn.—Lake Region Broadcast Service.

KCKG Sonora, Tex.—Ward Bcstg. Co.

KGMI Bellingham, Wash.—KVOS Inc.; changed from KVOS.

WSPZ Spencer, W. Va.—Community Radio Inc.

New fm stations

ACTION BY FCC

Sumter, S. C.—Radio Station WFIG Inc.—Granted 101.3 mc, 2.9 kw, Ant. height above average terrain 245 ft. P.O. address P.O. Box 30. Estimated construction cost $10,741, first year operating cost $1,200, revenue $4,500. Fm applicant will duplicate WFIG Sumter, S. C. Action July 6.

APPLICATIONS

Xenia, Ohio—Harry B. Miller 100.7 mc; 1.44 kw unl. Ant. height above average terrain 116.75 ft. P.O. address St. Johns, Ohio. Estimated construction cost $13,422; first year operating cost $17,260; revenue $20,600. **Harry B. Miller,** sole owner, has been employe of WGLM(FM) Richmond, Ind., WSMI-AM-FM Litchfield, and WRMS Beardstown, both Illinois. Ann. July 7.

Burlington, Vt.—Vermont Bcstg. Corp. 98.7 mc; 3.2 kw unl. Ant. height above average terrain 310 ft. P.O. address 633 Main St., Burlington. Estimated construction cost $20,000; first year operating cost $130,000; revenue $150,000. Principals include **Nancy Howe Lieb** (20.24%), **David W. Howe** (11.55%) and numerous others. Mrs. Lieb is homemaker; Mr. Howe is co-publisher of Burlington newspaper. Applicant corporation is licensee of WJOY Burlington. Ann. July 7.

Existing fm stations

CALL LETTERS ASSIGNED

KTSD(FM) San Diego, Calif.—International Good Music Inc.

WBGM(FM) Tallahassee, Fla.—J. Kenneth Ballinger.

WKAK(FM) Kankakee, Ill.—Baker-Malt-by-Baker Enterprises.

*WETN(FM) Wheaton, Ill.—Trustees of Wheaton College.

KAOL-FM Carrollton, Mo.—Homeland Enterprises Inc.

KTQM-FM Clovis, N. M. — Norman E. Petty.

WQMF(FM) Babylon, N. Y.—WGLI Inc.

WJIV(FM) Cherry Valley, N. Y.—Ivy Bcstg. Inc.; changed from WRRC(FM).

WOIV(FM) De Ruyter, N. J.—Ivy Bcstg. Inc.; changed from WRRD(FM).

WMIV(FM) South Bristol, Township, N. Y.—Ivy Bcstg. Inc.; changed from WRRE (FM).

WNOR-FM Norfolk, Va.—Norfolk Bcstg. Corp.

KGMI-FM Bellingham, Wash.—International Good Music Inc.; changed from KGMI(FM).

Ownership changes

ACTIONS BY FCC

KOFA Yuma, Ariz.—Granted assignment of license to Radio KOFA Inc. (Paul C. Schafer, president, is majority owner of

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

'Plugola' comments

A late June meeting of NAB and network representatives with FCC staff members bore fruit —the commission extended the deadline on comments for its "plugola" rulemaking to July 31 with replies due Aug. 15 (BROADCASTING, July 3). The rule would require announcements when financial interests held by broadcasters or employes in products or services are promoted over the air.

The FCC said it will be impracticable to consider the rule before the August recess, because of the complexity of the problems raised by the rule and "the press of other matters."

KDOT Reno, Nev.); consideration $105,000. Action July 6.

WJBS DeLand, Fla.—Granted (1) renewal of license and (2) transfer of control to Four Star Bcstg. Co. of Florida (Joseph C. Gill, president); transferee to guarantee payment of liabilities. Action July 6.

WTVI(TV) ch. 19 Fort Pierce, Fla.—Granted assignment of cps to Atlantic Bcstg. Co. (Isadore J. Fine, president, and all other stockholders have interest in KLIK Jefferson City, Mo., and all but one stockholder have interest in KFEQ-AM-TV St. Joseph, Mo.); consideration $175,795. Action July 6.

WPAX Thomasville, Ga.—Granted assignment of license to Radio Thomasville Inc. (Don C. Price, F. W. Hazleton and Hurley W. Rudd, who operate WTNT Tallahassee, Fla.); consideration $65,000. Action July 6.

WXVW Jeffersonville, Ind.—Granted assignment of cp from Thomas E. Jones and Keith L. Reising to Electrocast Inc. (Mr. Reising, president, retaining 44.45% and Electronic Laboratories Inc.) (WORX-AM-FM Madison, Ind., 55.55%); consideration $6,000. Action July 6.

KDLM Detroit Lakes, Minn.—Granted relinquishment of negative control by Herbert Gross, Jr., and Kendall M. Light through sale of 10% stock to Alver Leighton for $14,000. Action July 6.

WJPR Greenville, Miss.—Granted (1) renewal of license and (2) assignment of license from Emmet Holmes McMurray Jr. and Frank Wilson Baldwin to Bruce H. Gresham and J. C. Noble, d/b as WJPR Radio; consideration $165,000. Mr. Gresham has interest in WGCM Gulfport, Miss. Action July 6.

KBRX O'Neill, Neb.—Granted assignment of license to Ranchland Bcstg. Co. (Gilbert L. Poese, president); consideration $30,000. Action July 6.

KKID Pendleton, Ore.—Granted assignment of license and cp to Roderick Sound Inc. (Robert W. Roderick, president); consideration $65,000. Action July 6.

WNYG Warwick-East Greenwich, R. I.—Granted assignment of license to Attleboro Radio Assoc. Inc. (H. H. Sweet, president); consideration $90,000. Action July 6.

KBAN Bowie, Tex.—Granted (1) assignment of license to new corporation of same name and (2) transfer of control to Earle Fletcher; stock transaction and agreement that transferors (Willie R. and Marlene Harlow and Carroll C. Lee) not compete in Montague County for 10 years. Chmn. Minow not participating. Action July 6.

KDLK Del Rio, Tex.—Granted assignment of license from Don R. Howard to Queen City Bcstg. Co. (James D. Patterson, president); consideration $112,500. Action July 6.

WDYL Ashland, Va.—Granted assignment of cp to WDYL Radio Inc. (John Laurino, president); stock transaction. Assignee officers own WYAL, Scotland Neck, N. C. Action July 6.

WHAR Clarksburg, W. Va.—Granted (1) relinquishment of negative control by Mason C. and Maruma R. Deaver to Glacus G. Merrill and (2) acquisition of positive control by Charles A. Gaylord; stock transaction. Action July 6.

WERL Eagle River, Wis.—Granted application, as amended, for assignment of cp from Walter J. Teich and Kenneth S. Gordon to Eagle River Bcstg. Inc. (Thomas B. Beckwith, president); consideration $13,361 for expenses plus broker's fee of $1,000. Comr. Bartley dissented. Action July 6.

KBBZ Laramie, Wyo.—Granted assignment of cp from Grady F. and Edna Hill Maples, George G. Entz and William R. Vogel to Albany Bcstg. Inc. (Leslie P. Ware, president and 98% owner, is majority owner of KLPW Union, KYRO Potosi, both Missouri, and KZIX, Ft. Collins, Colo.); consideration $4,762. Action July 6.

APPLICATIONS

KANT(FM) Lancaster, Calif—Seeks assignment of cp from **Desert Bcstg. Inc. to Manuel Martinez**, for $21,118. Mr. Martinez owns retail furniture business. Ann. July 10.

KQBY-AM-FM San Francisco, Calif—Seeks assignment of licenses from **Gordon Bcstg. of San Francisco Inc.** to **Patricia Powell Atlass** for $720,000. Mrs. Atlass is housewife. Ann. July 7.

KCIN Victorville, Calif.—Seeks assignment of cp from **Jerry Carr** to **Victor Valley Bcstrs. Inc.**, corporation of which Mr. Carr will be 100% stockholder; consideration Mr. Carr's $3,900 investment to date, plus additional $6,100. Ann. July 10.

WMEG Eau Gallie, Fla.—Seeks transfer of all stock in Mel-Eau Bcstg. Corp., from **Victoria C. Martin, A. V. Catterton** and **Thomas Cary** to **Charles E. Varner and Wallis R. Kinney** (each 50%) for $150,000. Mr. Varner owns farm and 65% of department store; Mr. Kinney is self-employed investor. Ann. July 10.

WMES Ashburn, Ga.—Seeks transfer of 33.33% of total stock in **Radio Ashburn** from **William M. Forshee** and **Emory L. Pope** (each 50% owners) to **Donald H. Wingate**, forming WMES Inc., for $4,000. Mr. Wingate is general manager of WMES. Ann. July 7.

KXEN St. Louis-Festus, Mo.—Seeks transfer of 25% of stock in **Garrett Bcstg. Inc.** from **Cora Lee Garrett**, present owner of 70% to **Harold S. Schwartz**, present 25%-owner, for $1,250. Ann. July 7.

WGLI-FM Lake Success, N. Y.—Seeks assignment of license from **WGLI Inc.** to **WTFM Inc.**; no financial consideration involved. Both corporations are owned wholly by **Friendly Frost Inc.** Ann. July 7.

WOXR(FM) Oxford, Ohio—Seeks assignment of license from **William D. Shearer** and **Harold F. Parshall**, equal partners, to **Mid-American Bcstg. Co.**, for $8,026 worth of Mid-American stock. Other principals include **Harold E. Toney** (24%), and others. Mr. Toney owns farm and has been announcer for WKBV Richmond, Ind. Ann. July 10.

WALO Humacao, P. R.—Seeks assignment of license from **Antonio L. Ochoa** to **Ochoa Bcstg. Corp.**, of which Mr. Ochoa is sole stockholder; no financial consideration involved. Ann. July 7.

KJET Beaumont, Tex.—Seeks transfer of all stock held by **Paul E. Barbatoe** in **Golden Triangle Bcstg. Co.** (one-third of total) from Mr. Barbatoe to **Leon S. Walton**, present owner of another third, for $20,000. Ann. July 10.

KELP El Paso, Tex.—Seeks assignment of license from **KELP Radio Corp.** to **Northern Pacific Radio Corp.**, effecting merger between two corporations, whose principals are identical. **Northern Pacific Radio Corp.** is licensee of KXLY-AM-FM Spokane, Wash. Ann. July 10.

Hearing cases

FINAL DECISIONS

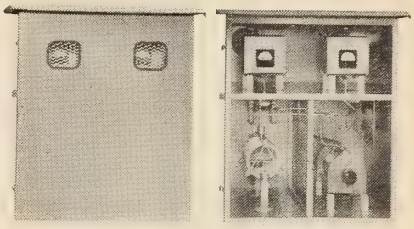
■ By memorandum opinion and order, commission (1) vacated June 1 order staying effective date of April 21 initial decision which looked toward granting petitions by Eastern States Bcstg. Corp., and New England Tv Inc., to dismiss without prejudice their applications for new tv stations to operate on ch. 6 in New Bedford, Mass., and granting remaining application of E. Anthony & Sons Inc.; (2) adopted initial decision and made it effective immediately; and (3) disposed of related pleadings. Action July 6.

■ Commission gives notice that May 16 initial decision which looked toward granting application of Northwest Bcstg. Co., to increase daytime power of KVFD Fort Dodge, Iowa, from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions including construction not to commence until decision has been reached in proceeding on application for increased daytime power of KMLH Marshall, Minn., became effective July 5 pursuant to Sec. 1.153 of rules. Action July 7.

■ Commission gives notice that May 16

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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 13

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,545	62	111	833
FM	828	60	194	128
TV	486[1]	57	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 13

	VHF	UHF	TV
Commercial	465	77	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

initial decision which looked toward (1) granting applications of Franklin Bcstg. Inc., to increase power of KMAR Winnsboro, La., from 500 w to 1 kw, and Leesville Bcstg. Co. to increase power of KLLA Leesville, La., from 250 w to 1 kw, both continuing operation on 1570 kc, daytime only, and (2) denying for failure to prosecute application of Yam Bcstg. Inc., for new station to operate on 1570 kc, 250 w, D, in Opelousas, La., became effective July 5 pursuant to Sec. 1.153 of rules. Action July 7.

■ By order, commission (1) dismissed, at request of respondent The Sun Publishing Co. (WTJS) Jackson, Tenn., its exceptions and brief, and (2) made effective Feb. 24 initial decision and granted application of Radio Millington Inc. for new am station to operate on 1380 kc, 500 w, D, in Millington, Tenn. Action July 6.

■ By decision, commission granted application of WJIV Inc. to increase power of WJIV Savannah, Ga., from 1 kw to 5 kw, continued operation on 900 kc, D. Chmn. Minow not participating; Comr. Bartley dissented. July 5, initial decision looked toward denying application. Action July 6.

■ By decision, commission adopted Feb. 7 initial decision, with modifications, and granted applications of Finley Bcstg. Co., to increase power of station KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, unl. to 5 kw, DA-N, unl.; Western States Radio (KIST) Santa Barbara, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahan Bcstg. Co. (KMAK) Fresno, to increase daytime power on 1304 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each of latter four subject to interference condition. Comr. Craven not participating. Action July 6.

■ By memorandum opinion and order, commission denied April 17 motion by Marietta Bcstg. Inc., to vacate hearing order or change issues in proceeding on modification of its license to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10. Comrs. Hyde, Craven and Cross, dissented, latter two with statements. Action July 6.

■ By order commission made effective May 3 initial decision and granted applications to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N of Booth Bcstg Co. (WIBM) Jackson, Mich., Stevens-Wismer Bcstg. Co. (WHLS) Port Huron, Mich., Midwestern Bcstg. Co. (WATZ) Alpena, Mich., WPAR Inc. (WPAR) Parkersburg, W. Va., Dover Bcstg. Inc. (WJER) Dover, Ohio, and Cleveland Bcstg. Inc. (WLEC) Sandusky, Ohio, latter with engineering condition added by commission, each with engineering condition, and Chief Pontiac Bcstg. Co. (WPON) Pontiac, Mich., to increase daytime power from 500 w to 1 kw, continued operation on 1460 kc, 1 kw-N, DA-N. Action July 6.

■ By decision, commission granted application of Suburban Bcstg. Co., to increase power of station WVIP Mount Kisco, N. Y., from 1 kw to 5 kw, continued operation on 1310 kc, DA, D, but denied its request for official notice of 1960 census information. Chmn. Minow concurred in result. May 13, 1960 initial decision looked toward denying application. Action July 6.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: 1240 kc—Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa; WSBC Bcstg. (WSBC) Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR) Lincoln, Neb.; WTAX Inc. (WTAX) Springfield, Ill.; WJMC Inc. (WJMC) Rice Lake, Wis.; Granite City Bcstg. Co. (WJON) St. Cloud, Minn.; North Platte Bcstg. Inc. (formerly KODY Inc.) (KODY) North Platte, Neb.; Wapello County Bcstg. Co. (KBIZ) Ottumwa, Iowa; 1230 kc —Bloomington Bcstg. Corp. (WJBC) Bloomington, Ill.; Southern Wisconsin Radio Inc. (WCLO) Janesville, Wis.; Marshall Electric Co. (KFJB) Marshalltown, Iowa; and Radio Moline Inc., (formerly WQUA Inc.) (WQUA) Moline Ill. March 7 initial decision looked toward this action. Action July 7.

Announcement of this preliminary step does not constitute commission action in such case, but is merely anouncement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Tidewater Bcstg. Inc., for new am station to operate on 940 kc, 10 kw, D, in Smithfield, Va., and denying application of Edwin R. Fischer for same facilities in Newport News, Va. Action July 11.

■ Hearing examiner Thomas H. Donahue issued supplemental initial decision looking toward (1) granting Feb. 27 petition by Audiocasting of Texas Inc., for leave to amend its application for new am station to operate on 1580 kc, 500 w-N, 1 kw-LS, DA-2, in Waco, Tex., to bring current ownership status and financing plans up to date and to reflect last agreement between it and Horace K. Jackson Sr., to show that sole consideration for dismissal of Mr. Jackson's application for new station on 1580 kc, 250 w, D, in Gatesville, Tex., was subscription right to 25 percent of Audio stock; (2) accepting and approving agreement; (3) granting Audio application; and (4) directing Mr. Jackson to file petition to dismiss his application, which will be granted pro forma as inseparable corollary to actions taken. Action July 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petitions by Huntington-Montauk Bcstg. Inc., for reargument, rehearing and oral argument on petition for rehearing of July 20, 1960 decision which granted application of The Riverside Church in the City of New York for new class B fm station to operate on 106.7 mc in New York, N. Y., and which denied application by Huntington-Montauk for like facility in Huntington, Long Island, N. Y. Chmn. Minow and Comrs. Hyde and Bartley not participating. Action July 6.

■ By memorandum opinion and order, commission denied April 17 motion by Marietta Bcstg. Inc., to vacate hearing order or change issues in proceeding on modification of its license to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10. Comrs. Hyde, Craven and Cross dissented, latter two with statements. Action July 6.

■ By memorandum opinion and order, commission granted in substance petition by Strafford Bcstg. Co. and amended hearing issues in proceeding on its application to change operation of WWNH Rochester, N. H., from daytime only to unlimited time with DA-N, on 950 kc, 5 kw. Comrs. Bartley and Ford concurred in part and dissented in part; Comr. Lee abstained from voting. Action July 6.

■ By memorandum opinion and order, commission granted motion by Seaport Bcstg. Corp., Lancaster, N. Y., and enlarged issues to determine financial qualifications of applicant De-Lan Inc., DePew, N. Y., in consolidated proceedings on am applications. Action July 6.

■ By memorandum opinion and order, commission (1) denied petition by WJMJ Bcstg. Corp., for reconsideration of March 29 memorandum opinion which accepted amendment to application of The Young People's Church of the Air Inc., to show steps taken to replace Dr. Crawford, and (2) ordered that any stipulation covering matters discussed in March 29 ruling, signed by counsel for both applicants for new fm stations in Philadelphia, Pa., and for Broadcast Bureau must be filed within 30 days and, in event no such stipulation is timely filed, commission will remand proceeding to hearing examiner. Chrm. Minow and Comr. Lee not participating; Comr. Craven dissented. Action July 6.

■ By memorandum opinion and order, commission granted petition by WMRO Inc., for partial reconsideration of Feb. 15 memorandum opinion and order which denied petition by American Bcstg-Paramount Theatres Inc. (WENR-FM) Chicago, Ill., directed against Nov. 4, 1960 grant to change facilities of station WMRO-FM Aurora, Ill., from 107.9 mc to 95.1 mc; and modified Feb. 15 ruling to include, as alternative basis for denial of the WENR-FM petition, fact that loss to WENR-FM resulting from interference "represents 0.103% of population presently served by WENR-FM, reducing its coverage within its 1 mv/m contour from 5,215,938 to 5 210,622 persons. We agree with WMRO that loss in this case is *de minimis*, has not been shown to be sufficient to constitute cognizable aggrievement and, therefore, does not result in modifications of ABC's license within meaning of Sec. 316 of Act or *KOA* decision." Comrs. Hyde and Lee dissented. Action July 6.

■ By memorandum opinion and order, commission denied petition by KTAG

A half century ago

A resolution commemorating 50 years of government regulation of radio communication was issued June 30 by the FCC. The commission noted that on July 1, 1911, William D. Terrell began enforcing the pioneer Wireless ship Act that required the installation of radio equipment on passenger ships as a safety measure.

The FCC Field Engineering & Monitoring Bureau, successor to Mr. Terrill's three-man beginning, was the first U. S. entity to track the Soviet Sputnik I in 1957 and located the pirated Portuguese ship, *S. S. Santa Maria,* earlier this year.

Assocs. (KTAG-TV ch. 25) Lake Charles, La., for acceptance of affidavits nunc pro tunc, and dismissed its protest to Feb. 3, 1960 grant of cp to Texas Goldcoast Tv Inc., to move trans. of KPAC-TV (ch. 4) Port Arthur Tex., from 16 miles north of that city to 27 miles northeast thereof and 32 miles northwest of Lake Charles, increase ant. height from 700 ft. to 990 ft., and make other equipment changes. This is Court of Appeals remand case. Chmn. Minow and Comrs. Lee and Ford dissented. Action July 6.

■ Commission designated for consolidated hearing applications of San Juan Non-Profit Tv Assn. for new uhf tv translator stations on chs. 73, 77 and 83 to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas from trans. locations on Huerfano Peak, N. M., by translating programs of Albuquerque stations KGGM-TV ch. 13, KOB-TV ch. 4 and KOAT-TV ch. 7; made TelePrompTer Transmission of New Mexico Inc., licensee of fixed point-to-point microwave station KKY-43 which serves its catv system in Farmington, which petitioned for denial, party to proceeding which will be held in Farmington. Action July 6.

■ By order, commission stayed its action in memorandum opinion and order released Jan. 9 which granted application of Radio Americana Inc., for new am station to operate on 940 kc, 1 kw, D, DA, in Baltimore, Md., pending commission action on request for reconsideration of Jan. 9 memorandum opinion. Action July 6.

■ By order, commission stayed effective date of May 23 supplemental initial decision which looked toward granting application of James J. Williams for new am station to operate on 1450 kc, 25 ow, unl., in Williamsburg, Va., pending further review by commission. Action July 6.

■ Commission scheduled following proceedings for oral argument on Sept. 14 and Sept. 15: fm application of Peoples Bcstg. Corp., Trenton, N. J.; am applications of Brandywine Bcstg. Corp., Media, Pa., Boyertown Bcstg. Co., Boyertown, Pa., and Dinkson Corp., Hammonton, N. J.; am applications of Pier San Inc., Larned, Francis C. Morgan Jr., Larned, and Wilmer E. Huffman, Pratt, Kansas; and Sunbury Bcstg. Corp. (WKOK) Sunbury, all Pa. Action July 6.

Routine roundup

■ Commission on June 29 extended from June 19 to July 31 and from July 10 to Aug. 15 for filing comments and replies in proposed rule-making concerning broadcast announcement of financial interests of broadcast stations and networks and their principals and employees in service and commodities receiving broadcast promotions (plugola). It now appears that, owing to complexity of problems raised by proposed rule and press of other matters, it will not be practicable for commission to consider and act upon comments filed herein before August recess. In these circumstances, and in desire to afford interested persons fullest opportunity to consider and comment upon problems raised by proposed rule, it is believed desirable to extend time for filing comments herein. Ann. July 6.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to July 10 time to respond to petition by Skyline Bcstrs. Inc., to reopen record and for leave to amend its application for am facilities in Klamath Falls, Ore. Action July 5.

■ Granted petition by Broadcast Bureau and extended to July 13 time to file exceptions to initial decision in proceeding on applications of Greater Princeton Bcstg. Co., for new am station in Princeton, N. J. Action July 5.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to July 7 time to respond to petitions for review of rulings of hearing examiner in Wilmington, Del., tv ch. 12 proceeding. Action June 30.

■ Granted requests by KTAG Assoc. (KTAG-TV) for an extension of time to file exceptions and by Acadian Tv Corp. for extension of time to file replies to exceptions to extent of extending to Aug. 1 and Sept. 11 time to file exceptions and replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 30.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to July 3 time to respond to petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., to enlarge, change and clarify issues in proceeding on its am application which is in consolidated am proceeding. Action July 3.

By Chief Hearing Examiner James D. Cunningham

■ Affirmed ruling released June 19 granting petition by Niagara Bcstg. System (WNIA), Cheektowaga, N. Y., for leave to intervene and authorized petitioner to participate as a party in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action July 10.

■ Scheduled hearing for September 25 in proceeding on application of John R. Powley for new fm station in Houston, Tex. Action July 7.

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: Sept. 7 and 21 on am applications of Elbert H. Dean & B. L. Golden, Lemoore, and Glomor Music Bcstrs. Inc. (KHOT) Madera, Calif.; Sept. 7 and 18 on application of Regional Radio Service for new am station in Rantoul, Ill. Action July 7.

■ Granted petition by Saul M. Miller for dismissal of his application for new am station in Reading, Pa., but dismissed application with prejudice; application was consolidated for hearing with am applications of Arthur W. Arundel, Charles Town, W. Va., et al. Action July 7.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Carl H. Meyer (WCMY) Ottawa, Ill., for leave to intervene in proceeding on am applications of Rockford Bcstrs. Inc. (WROK) Rockford, Ill. Action July 3.

■ Granted petition by Wagner Bcstg. Co. for dismissal of its application for am facilities in Woodland, Calif., but dismissed application with prejudice; retained in hearing status remaining applications in consolidation. Action June 30.

By Hearing Examiner Herbert Sharfman

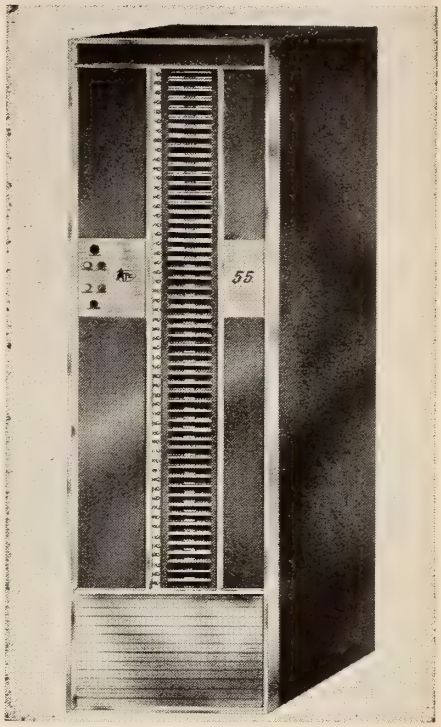
■ Rescheduled further prehearing conference from July 11 to July 14 in proceeding on application of KORD Inc., for renewal of license of KORD Pasco, Wash. Action July 10.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Herbert Muschel and extended from July 10 to July 17 time to file proposed findings in proceeding on his application for new fm station in New York, N. Y. Action July 5.

■ Granted joint petition by transferors and transferee to amend application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to show supplemental agreement between parties extending life of agreement until Jan. 1, 1962. Action July 5.

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■ Granted motion by Aubrey H. Ison, James A. McCulla and Paul C. Masterson for leave to amend their application for new am station in Lompoc, Calif., to reflect change in partnership by eliminating Mr. McCulla, with two remaining partners continuing partnership by supplementary agreement and, further, to show financial commitments made by two remaining partners. Action July 6.

■ On own motion, rescheduled July 28 prehearing conference for July 20 in proceeding on fm applications of Lakeshore Bcstg. Corp., Racine, Wis., et al. Action July 10.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Edward Walter Piszczek & Jerome K. Westerfield and continued July 18 further hearing to July 26 and date for exchange of engineering exhibits from July 7 to July 12 in proceeding on their application for new fm station in Des Plaines, Ill. Action June 30.

By Hearing Examiner Asher H. Ende

■ Scheduled further prehearing conference for July 10 and rescheduled hearing to commence on July 13, provided however that examiner will entertain motion for postponement of start of hearing to July 20 or July 21 in proceeding on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa. Action July 7.

■ Following July 7 further prehearing conference, scheduled certain procedural dates in proceeding on application of The Y T Corporation for new fm station in Palo Alto, Calif.; further rescheduled hearing from July 27 to Sept. 5. Action July 10.

■ Granted motion by Lorenzo W. Milam and continued date for exchange of exhibits from July 6 to July 24 and for notification of witnesses, if any, desired for cross-examination from July 13 to July 31 in proceeding on his application and that of Eastside Bcstg. Co. for new fm stations in Seattle, Wash.; further rescheduled hearing from July 26 to Sept. 18. Action July 10.

■ Scheduled further prehearing conference for July 14 and further rescheduled hearing from July 13 to July 24 in proceeding on application of Wireline Radio Inc. for renewal of license of WITT Lewisburg, Pa. Action July 10.

■ Granted petition by Jessamine Bcstg. Co. and continued July 12 hearing to July 25 in proceeding on its application and that of Nicholasville Bcstg. Co. for new am stations in Nicholasville, Ky. Action July 6.

■ On own motion, scheduled further prehearing conference for 9:30 a.m. July 7 in proceeding on application of The Y T Corp. for new fm station in Palo Alto, Calif. Action July 3.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., and extended from July 7 to July 27 time to file proposed findings in proceeding on its applications for renewal of license and for license to cover cp. Action July 5.

■ Denied petition by B. E. Bryant to enlarge issues in proceeding on his application for new am station in Asheville, N. C., et al. Action July 7.

By Hearing Examiner Millard F. French

■ On own motion, cancelled July 6 further hearing in proceeding on am application of Cumberland Publishing Co. (WLSI) Pikesville, Ky. Action July 5.

■ To formalize agreements and rulings at July 6 prehearing conference, scheduled formal hearing for Sept. 11, and certain procedural dates in proceeding on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action July 6.

■ As result of agreement reached on record at July 7 prehearing conference, continued Sept. 5 hearing to Sept. 7 in proceeding on applications of Time Bcstrs. Inc. and Galen O. Gilbert for new am stations in Springfield and Aurora, Mo. Action July 7.

■ Granted petition by Lynne-Yvette Bcstg. Co. for leave to amend its application for new am station in Albany, Ga., to reflect their intention toward building, operating and owning their proposed station at Albany; application is consolidated for hearing with application of John T. Williams for new am station in Americus, Ga. Action July 7.

■ On own motion and with consent of parties, advanced July 26 hearing to July 10 in proceeding on application of Hazlehurst Radio for new am station in Hazlehurst, Ga. Action June 30.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Charles H. Quick and A. B. Quick, d/b as Colonel Rebel Radio and accepted late appearance in proceeding on applications of Marshall C. and Sarah C. Parker for new am station in Tupelo, Miss., et al. Action July 10.

■ Upon agreement of parties at July 10 prehearing conference, continued Sept. 7 hearing to Oct. 12 in proceeding on applications of Ybor City Bcstg. Co. and Johnson Bcstg. Corp., for new am stations in Ybor City, and Indian Rocks Beach, Fla. Action July 10.

■ Scheduled prehearing conference for July 18 in proceeding on am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action July 3.

■ Upon agreement of parties, continued July 27 hearing to Oct. 9 in proceeding on am application of Torrington Bcstg. Inc. (WTOR) Torrington, Conn. Action June 30.

■ After prehearing conference continued July 25 hearing to Sept. 18 in proceeding on applications of Marshall C. and Sarah C. Parker, et al for new am stations in Tupelo and Pontotoc, Miss. Action June 30.

By Hearing Examiner Isadore A. Honig

■ Denied petition by Western Bcstg. Co. to reopen record in proceeding on its am application and those of W. J. Harpole and R. L. McAlister in Odessa and Canyon, Tex.; on own motion, severed Mr. Harpole's application from proceeding with view to issuance of separate initial decision; on own motion, afforded Western and Mr. McAlister 20 days from release of memorandum opinion and order to file joint request for approval of agreement for dismissal of Western's application, examiner to withhold further consideration on Mr. McAlister's application during this time; and on own motion, if no joint request for purpose stated is filed within 20-day period, order will be issued by hearing examiner reopening record to receive further evidence bearing on circumstances of default in prosecution of Western's application, with view to determining whether grant of Mr. McAlister's application would serve public interest, convenience and necessity Action June 30.

■ On own motion, scheduled oral argument for July 7 on motion by News-Sun Bcstg. Co., Waukegan, Ill., to quash notice to take deposition by Radio America, Chicago, Ill. Since notice has specified July 10 for proposed taking of deposition of Mr. John D. Luce at Highland Park, Ill., early consideration and action on motion to quash is required. Action July 5.

■ Granted motion by applicants and continued dates for exchange of exhibits from June 28 to Aug. 25, for notification as to witnesses from July 5 to Sept. 5, and hearing from July 11 to Sept. 14 in proceeding on am applications of Kenneth G. and Misha S. Prather, Boulder, and KDEN Bcstg. Co. (KDEN) Denver, both Colorado. Action July 5.

By Hearing Examiner Walther W. Guenther

■ Granted request by The Audio House Inc. (KRPM) San Jose, Calif., and continued July 12 prehearing conference and July 27 hearing to Sept. 18 and Sept. 29 in proceeding on its fm application.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled prehearing conference for July 18 in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action July 7.

By Hearing Examiner David I. Kraushaar

■ Denied motion by Broadcast Bureau to quash Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., notice to take testimony of Robert Hemmett, its engineering consultant, by deposition on July 19, and set forth procedural limitations to be followed by KERO-TV with respect to presentation of Mr. Hemmett's testimony. Action July 6.

■ On own motion, rescheduled July 31 prehearing conference for July 28 in proceeding on fm applications of Lake Zurich Bcstg. Co. and Kenosha Bcstg. Inc., Kenosha, Wis. Action July 5.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with consent of licensee, scheduled further prehearing conference for 3 p.m., July 7, in matter of revocation of license of Mandan Radio Assn. for am station KBOM Bismarck-Mandan, N. D.

By Hearing Examiner Forest L. McClenning

■ Scheduled further prehearing conference for July 12 in matter of revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo. Action July 7.

■ Closed record in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz, et al; granted petition by Broadcast Bureau and extended from July 3 to July 14 time to file proposed findings. Action June 30.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of July 5

KPOJ-FM Portland, Ore.—Granted cp to install new transmission line and decrease ERP to 4.1 kw; conditions.

WRLX Hopkinsville, Ky.—Granted cp to decrease ERP to 8.8 kw, by modifying trans.

WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., WKYT(TV) Lexington, Ky.—Granted relinquishment of positive control by David S. Ingalls and Robert Taft Jr. and others, through sale of stock to general public.

Farmers T. V. Assn.—Granted cp for new vhf tv translator station on ch. 12 Worland, Wyo., to translate programs of KTWO-TV ch. 2 Casper, Wyo.; condition.

Actions of July 6

WVIP Mount Kisco, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corp. by Whitney Communications Corp. through purchase of additional stock from VIP Radio Inc.

Columbia Bcstg. System Inc. New York, N. Y.—Granted cp to add 4 Victoreen transmitters for use with WCBS-AM-FM New York City; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

KKID Pendleton, Ore.—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: KCMC Texarkana, Tex., to Aug. 30; KKID Pendleton, Ore., to Aug. 10; WAVO Decatur, Ga., to Aug. 5; KUTA Blanding, Utah, to Sept. 13; KKIT Taos, N. M., to Dec. 20 and KHAK Cedar Rapids, Iowa, to Sept. 1.

WOCB-FM West Yarmouth, Mass.—Granted cp to install new ant.

WAQE-FM Baltimore, Md.—Granted cp



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to install new trans. and ant.; condition.

WPBS Philadelphia, Pa.—Granted cp to install new trans. as alternate main trans.

KBAY-FM San Francisco, Calif.—Granted cp to install new type trans.

Capital Cities Bcstg. Corp. Providence, R. I.—Granted cp for 1 low power trans.

■ Following stations were granted extensions of completion dates as shown: KBYN Twin Falls, Idaho, to Jan. 1, 1962; KPOB-TV Poplar Bluff, Mo., to Dec. 2; WDYL Ashland, Va., to Sept. 1; KSNA Santa Rosa, Calif., to Aug. 20 and WQSR Solvay, N. Y., to Oct. 17.

Actions of June 30

■ Granted cps for following new vhf tv translator stations: Upper Methow Valley Tv Assn. on ch. 8 Winthrop-Twsp., Wash., to translate programs of KREM-TV ch. 2, Spokane; Piute County on chs. 10, 12, 10, 8 Angle, Circleville, Utah, to translate programs of Salt Lake City stations KCPX-TV ch. 4, KSL-TV ch. 5 and KUTV ch. 2 conditions; Greer Community Tv on ch. 6 Greer, Ariz., to translate programs of KGUN-TV ch. 9 Tucson, Ariz. conditions; Egeria Park Tv Assn. on ch. 12 Yampa, Colo., to translate programs of KOA-TV ch. 4, Denver, Colo. conditions; R.V.T.V. Repeater Assn. on ch. 10 Round Valley, Ariz., to translate programs of KOB-TV ch. 4, Albuquerque, N. M.

Actions of June 29

■ Granted cps for following new vhf tv translator stations: B & J Tv Services Inc. on chs. 9 and 11 Baker and Furnace Creek. Death Valley National Monument, Calif., to translate programs of Los Angeles stations KRCA ch. 4 and KNXT-TV ch. 2 conditions; Green Mountain Tv Assn. Inc. on ch. 11 Blue River Valley, Williams Fork Valley, Troublesome Creek, Kremmling, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo., condition; Creede Tv Assn. on chs. 6 and 9 Creede and Masonic Park rural area, Colo., to translate programs of KCSJ-TV ch. 5 Pueblo, via ch. 9 Masonic Park, Colo., and KCSJ-TV ch. 5 Pueblo, Colo., conditions; Franklin and Carleton Currier on ch. 7 Currier Ranch, Collbran, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo., condition; Basin Tv Assn. on ch. 9 Basin, Mont., to translate programs of KXLF-TV ch. 4 Butte, Mont., condition; Glendo Tv Translator, Town of Glendo on ch. 8 Glendo, Wyo., to translate programs of KFBC-TV ch. 5 Cheyenne, Wyo., condition; Harlem Tv Club on ch. 7 Harlem, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont., condition; Big Flat Tv Assn. on ch. 11 Hogeland-Turner, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont., condition; Upper Methow Valley Tv Assn. on chs. 9-13 Methow, Winthrop-Twisp, Mazama, Wash., to translate programs of Spokane, Wash., stations KREM-TV ch. 2, via ch. 8 Winthrop-Twisp (McClure Mountain), KXLY-TV ch. 4 via ch. 10 Winthrop-Twisp (McClure Mountain), KHQ-TV ch. 6, KXLY-TV ch. 4, KHQ-TV ch. 6 via ch. 12 Winthrop-Twisp (McClure Mountain); Pleasant Valley Tv Club on ch. 7 Howard, Colo., to translate programs of KCSJ-TV ch. 5 Pueblo, Colo.; Paonia Community Tv Assn. on ch. 6 Paonia, Colo., to translate programs of KREY-TV ch. 10 Montrose, Colo.; Martinsdale-Lennep Tv Assn. on chs. 6 and 12 Martinsdale, Lennep and Martinsdale, Mont., to translate programs of KGHL-TV ch. 8 Billings, and KXLF-TV ch. 4 Butte, Mont.; Deer Lodge Community Tv on ch. 9 Deer Lodge, Mont., to translate programs of KMSO-TV ch. 13 Missoula, Mont.; Town of Otis and Town of Yuma, Colo. on ch. 12 Otis and Yuma, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo.; Springer Community Tv Club on ch. 8 Springer and rural area, N. M., to translate programs of KOB-TV ch. 4 Albuquerque, N. M., via ch. 10 Raton, N. M.; Eureka Chamber of Commerce on chs. 7 and 11 Eureka, S. D., to translate programs of KDLO-TV ch. 3 Florence, S. D., and KFYR-TV ch. 5 Bismarck, N. D.; Belle Fourche Tv Club on chs. 11 and 13 Belle Fourche, S. D., to translate programs of KOTA-TV ch. 3, Rapid City, and KDSJ-TV ch. 5 Lead, S. D.; Verde Valley Tv Club Committee on chs. 2, 6, 7, Camp Verde, Verde Valley, Cornville & Rimrock, Ariz., to translate programs of KOOL-TV ch. 10, KTVK ch. 3 both Phoenix, and KTAR-TV ch. 12 Mesa, Ariz.; Ekalaka Community Tv Club on ch. 9 Belltower, Mont., to translate programs of KDIX-TV ch. 2 Dickenson, N. D.; Kooskia Lions Club Inc. on chs. 8, 10 and 12 Kooskia, Idaho, to translate programs of Spokane stations KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2; Hot Springs Tv Club on chs. 5 and 13 Hot Springs, S. D., to translate programs of KSTF ch. 10 Scottsbluff, Neb., and KOTA-TV ch. 3 Rapid City, S. D.; Panguitch Lions Club on ch. 4 Panguitch, Utah, to translate programs of KCPX-TV ch. 4 Salt Lake City, Utah, ch. 11 Beaver City, Utah; San Miguel Power Assn., Inc. on ch. 8 Nucla, Colo., to translate programs of KREY-TV ch. 10 Montrose, Colo., via ch. 6 Norwood, Colo.; Divide Creek Tv Assn. on ch. 10 Silt, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo., via ch. 4 Rifle, Colo.; Quinn River Tv Maintenance District on ch. 10 McDermitt, Nev., to translate programs of KBOI-TV ch. 2 Boise, Idaho; City of Ouray on ch. 7 Ouray, Colo., to translate programs of KREX-TV ch. 5 Grand Junction, Colo.; E. A. O. Tv on chs. 8-13 Farming Community ENE of Entiat, Wash., Orondo and Entiat, Ardenvoir, Wash., to translate programs of Spokane, Wash., stations KHQ-TV ch. 6, KREM-TV ch. 2 via ch. 9 Entiat (Keystone Peak), KXLY-TV ch. 4 KHQ-TV ch. 6 via ch. 13 Entiat (Keystone Peak), KXLY-TV ch. 4 via ch. 11 Entiat (Keystone Peak); White Bird Tv Assn. on ch. 11, White Bird, Idaho, to translate programs of KHQ-TV ch. 6 Spokane, Wash.; Upton Tv Club on chs. 7 and 13 Upton, Wyo., to translate programs of KTWO-TV ch. 2 Casper, Wyo., and KOTA-TV ch. 3 Rapid City, S. D.; Grass Range Tv Club on chs. 11 and 13 Grass Range, Mont., to translate programs of KGHL-TV ch. 8 Billings, and KFBB-TV ch. 5 Great Falls, Mont., conditions; Tongue River Translator Assn. on chs. 10 and 13 Acme, Wyo., to translate programs of KGHL-TV ch. 8, and KOOK-TV ch. 2 both Billings, Mont., conditions.

■ Granted cps for following new uhf tv translator stations: Williams-Ash Fork Associated Tv Committee on ch. 72 Williams, Ariz., to translate programs of KVAR ch. 12 Phoenix, Ariz.; Community Tv Project on ch. 74 Globe and Miami, Ariz., to translate programs of KPHO-TV ch. 5 Phoenix, Ariz.

Actions of July 7

WBMI Meriden, Conn.—Granted assignment of license and SCA to Business Music Inc.

KARA, KPAT (FM) Albuquerque, N .M.—Granted acquisition of positive control of licensee and permittee corporations by John P. and Mary Gallagher (as family group) through purchase of stock from Walter J. Stiles.

WDBN Barberton, Ohio—Granted transfer of control from George B. Hanna, Theodore and Elizabeth Niarhos (as family group) to Theodore Niarhos, voting trustee.

KYUM Yuma, Ariz.—Granted assignment of license to KTAR Bcstg. Co.

WJW-AM-FM Cleveland, Ohio—Granted license covering increase in daytime power of WJW(AM), changes in DA daytime system and installation of new trans.; granted license covering change in ERP of WJW-FM, ant. height, installation of new ant. and trans., condition re interference.

Columbia Bcstg. System Inc. Chicago, Ill.—Granted license covering changes in low power remote pickup authorization without prejudice to such action as commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KCMS-FM Manitou Springs, Colo.—Granted cp to install new ant.

WWIL Ft. Lauderdale, Fla.—Granted mod. of cp change type trans.

Columbia Bcstg. System Inc. New York, N. Y.—Granted authority to transmit coverage of special sporting event, not continuing nature, to tv stations CBFT, Montreal, Quebec, et al on July 8, without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted extensions of completion dates as shown: KXRQ Sacramento, Calif., to Sep. 15; WRIT-FM Milwaukee, Wis., to Sep. 1; WERA Plainfield, N. J., to Sep. 15; WKFD Wickford, R. I., to Aug. 1; KGRB West Covina, Calif., to Oct. 28; WVNJ-FM Newark, N. J., to Aug. 27; WTTN-FM Watertown, Wis., to Oct. 2; WRNL-FM Richmond, Va., to Oct. 1 (for use of old main trans. as auxiliary and for change trans., ERP, etc.).

■ Granted cps for following new vhf tv translator stations: Siuslaw Translator Inc. on chs. 2, 4, 5, Swisshome, Ore., to translate programs of KOIN-TV ch. 6 Portland, KEZI-TV ch. 9 Eugene and KVAL-TV ch. 13 Eugene, Ore.; Channel 4 Tv Inc. on ch. 2, Rexford-Gateway area, Mont., to translate programs of KMSO-TV ch. 13 Missoula, Mont.

Actions of July 11

WFMY-TV Greensboro, N. C.—Granted involuntary transfer of control from Beverly C. Moore, trustee for Edwin B. Jeffress to Beverly C. Moore, administrator C.T.A. of the estate of Edwin B. Jeffress.

■ Granted licenses for following uhf tv translator stations: W70AE, W80AD, Valley Tv Cooperative Inc., Moorefield, W. Va.; K70CG, K74BG, Grand Marais Lions Club, Grand Marais, Minn.; K74BE, Columbia Gorge Tv Inc., Hood River, Ore.; K81AJ, Kittitas Valley Tv Assn., Inc., Ellensburg and Kittitas Valley area, Wash.; K80BA, Mid Columbia Community Tv Corp., The Dalles, Ore., and Goldendale, Wash.; K74BH, Humboldt County Television Maintenance Board, Winnemucca, Nev.

WCMR-FM Elkhart, Ind.—Granted cp to replace expired permit for fm station.

WRLB(FM) Long Branch, N. J.—Granted cp to increase ERP to 1 kw; ant. height to 215 ft.; install new ant. and make changes in ant. system.

K74BD Dubuque, Iowa—Granted cp to replace expired cp for uhf tv translator station.

KPDQ-FM Portland, Ore.—Granted mod. of cp to install new type trans. and ant.; increase ERP to 57 kw; decrease ant. height to 940 ft.; and make changes in ant. system; remote control permitted; condition.

WNNJ Newton, N. J.—Granted extension of completion date to Sept. 17.

WICH Norwich, Conn.—Granted request for cancellation of license for auxiliary trans.

Actions of July 10

■ Granted cps for following new vhf tv translator stations: Warland Tv Club on ch. 7 Warland, Mont., to translate programs of KXLY-TV (ch. 4), Spokane, Wash.; Stuart Community Club Inc. on ch. 13, Stuart, Neb. (KPLO-TV ch. 6, Reliance, S. D.); Two Dot Tv Repeater Assn. on ch. 13, Big Elk Valley, Lebo Valley and Two Dot, Mont. (KOOK-TV ch. 2 Billings, Mont.), condition.

Valley T. V. Club Inc. Nashua, Mont.—Granted cp for new uhf tv translator station on ch. 77 to translate programs of KUMV-TV (ch. 8) Williston, N. D.

Actions of July 7

■ Following stations were granted authority to operate transmitters by remote control: KWIQ Moses Lake, Wash.; WMIC S. Helen, Mich.; WAPL Appleton, Wis.

W70AB, W74AA North Warren, Pa.—Granted mod. of licenses to change primary tv rebroadcast station from WKBW-TV ch. 7 Buffalo, N. Y., to WGR-TV ch. 2 Buffalo, N. Y., and from WICU-TV ch. 12 Erie, Pa., to WKBW-TV ch. 7 Buffalo, N. Y.

K70BG, K74AR, K78AK, K82AF Deer River and Cass Lake, Minn.—Granted cps to change ERP from 414 watts to 111 watts and make changes in ant. system, and from 414 watts to 119 watts and make changes in ant. system.

KPOB-TV Poplar Bluff, Mo.—Granted mod. of cp to change trans. and studio location to Oak Grove Church, Oak Grove Community; decrease ant. height to 600 ft.; change ERP to visual 14.8 kw; aural to 7.6 kw; change type trans., type ant., ant. system, and correct coordinates.

K12AH Big Piney, Wyo.—Granted mod. of cp to change ERP to 3.08 watts; type trans. and ant.; and make changes in ant. system of vhf tv translator station.

WUPY (FM) Lynn, Mass.—Remote control permitted.

KCPA-FM Dallas, Tex.—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WKBA Vinton, Va., to Nov. 15; KTAG-TV Lake Charles, La., to Jan. 1, 1962; WUPY(FM) Lynn, Mass., to Aug. 31; WHOA San Juan, P. R., to Jan. 3, 1962; WRJC Mauston, Wis., to Oct. 22; KEEN-FM San Jose, Calif., to Nov. 14; WCFV Clifton Forge, Va., to Sep. 12; WDON Wheaton, Md., to Dec. 31; WINY Putnam, Conn., to Aug. 14; KSTN-FM Stockton, Calif., to Aug 20; KMLW Marlin, Tex., to Sep. 15; WNLC New London, Conn., to Jan. 22, 1962.

■ Granted cps for following new vhf tv translator stations: Oroville Television Assn. Inc. on chs. 11, 9, and 7, Molson, Wash., to translate programs of KHQ-TV ch. 6 KXLY-TV, ch. 4, and KREM-TV ch. 2, all Spokane, Wash., conditions; and on chs. 5, 3, and 12, Oroville, Wash., to translate programs of

KXLY-TV ch. 4 Spokane, Wash., via ch. 9 KHQ-TV ch. 6 Spokane, Wash., via ch. 11 and KREM-TV ch. 2 Spokane, Wash., via ch. 7, all Molson, Wash.; Black Hills Ordnance Depot, Civilian Welfare Television Club on chs. 5, 8, and 13, Igloo, S. D. (KSTF ch. 10 Scottsbluff-Gering, Neb., KTWO-TV ch. 2 Casper, Wyo., KDUH-TV ch. 4 Hay Springs, Neb.), conditions; Lance Creek TV Club on ch. 9, Lance Creek Wyo. (KOTA-TV ch. 3 Rapid City, S. D.); Lodge Pole Television Inc. on ch. 13, Lodge Pole, Neb. (KHPL-TV ch. 6 Hays Center, Neb.), condition.

■ Revised edition of 'Broadcast Primer" is now available on request to commission's Washington office. Its 25 pages include reference to the evolution of broadcasting, history of regulation, broadcast (am, fm and tv) operation, educational broadcast, and supplemental broadcast services.

License renewals

Following stations were granted renewal of license, Chmn. Minow not participating: WAEW Crossville, Tenn.; WAIN Columbia, Ky.; WANE-AM-TV Ft. Wayne, Ind.; WANY Albany, Ky.; WARU Peru, Ind.; WATE & aux., Knoxville, Tenn.; WAVE-AM-TV Louisville, Ky.; WBAT Marion, Ind.; WBIR-AM-FM-TV Knoxville, Tenn.; WBNL Boonville, Ind.; WCNB-AM-FM Connersville, Ind.; WDEF-AM-TV Chattanooga, Tenn.; WDXI-AM-TV Jackson, Tenn.; WDXN Clarksville, Tenn.; WEAG Alcoa, Tenn.; WEEN Lafayette, Tenn.; WGRV Greeneville, Tenn.; WIMS Michigan City, Ind.; WCSI-FM Columbus, Ind.; *WBKY (FM) Lexington, Ky.; WISH-TV Indianapolis, Ind.; WARF Jasper, Ala.; WDAK Columbus, Ga.; WFVG Fuquay Springs, N. C.; WEBY Brewton, Ala.; WFOM Marietta, Ga.; WCLA Claxton, Ga.; WAMI Opp, Ala.; WBIA Augusta, Ga.; WBML Macon, Ga.; WLWA (TV) Atlanta, Ga. Action July 6.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SEC. 1.354(c) OF COMMISSION'S RULES—LIST NO. 23

Notice is hereby given that on Aug. 15, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(b) of commission rules, an application, in order to be considered with any application appearing on this list or with any other application on file by close of business on August 14, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on Aug. 14, 1961, or (b) by earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line:

BP-11675 WPAG Ann Arbor, Mich. Washtenaw Bcstg. Co. Has: 1050kc, 1kw, D. Req.: 1050kc, 5kw, DA, D.

BP-12907 WACE Chicopee, Mass. Regional Bcstg. Co. Has: 730kc, 1kw, D. Req.: 730kc, 5kw, D.

BP-13340 NEW Kingsport, Tenn. Morgan Bcstg. Co. Req.: 1400kc, 250w, unl.

BP-13712 WSLM Salem, Ind. Don H. Martin. Has: 1220kc, 1kw, D. Req.: 1220kc, 5kw, D.

BP-13866 WFRL Freeport, Ill. Triad TV Corp. Has: 1570kc, 1kw, D. Req.: 1570kc, 5kw, DA, D.

BP-14020 WTAP Parkersburg, W. Va. Zanesville Publishing Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14022 WPME Punxsutawney, Pa. Punxsutawney Bcstg. Co. Has: 1540kc, 1kw, D. Req.: 1540kc, 5kw, 1kw (CH), Day.

BP-14023 KWOS Jefferson City, Mo. Capital Bcstg. Co. Has: 1240kc, 250w, unl. Req.: 1240kc, 250w, 1kw-LS, unl.

BP-14029 NEW Largo, Fla. Largo Bcstg. Co. Req.: 800kc, 250w, DA, D.

BP-14033 KVIP Redding, Calif. Shasta Bcstg. Corp. Has: 540kc, 1 kw, D. Req.: 540kc, 5kw, D.

BP-14034 NEW Ventnor-Margate, N. J. Marymac Bcstrs. Req.: 1570kc, 1kw, DA, D.

BP-14038 NEW Shelton, Wash. ABT Inc. Req.: 1280kc, 1kw, D.

BP-14039 NEW Muskegon Heights, Mich. Muskegon Heights Bcstg. Co. Req.: 1520kc, 1kw, 250w (CH), D.

BP-14041 NEW Cherryville, N. C. Cherryville Bcstg. Co. Req.: 1590kc, 500w, D.

BP-14042 NEW Ripley, Miss. Ripley Radio Service. Req.: 1260kc, 500w, D.

BP-14043 NEW Louisville, Ky. Mainliner Bcstrs. Req.: 1500kc, 10kw, DA, D.

BP-14045 NEW El Paso, Tex. Pacific Bcstg. Assocs. Req.: 1530kc, 1kw, D.

BP-14046 NEW Bloomington, Minn. South Minneapolis Bcstrs. Req.: 740kc, 250w, DA, D.

BP-14048 KSMO Salem, Mo. Zola Bcstg. Co. Has: 1340kc, 250w, Unl. Req.: 1340kc, 250w, 1kw-LS, Unl.

BP-14049 WCLI Corning, N. Y. Radio Corning Inc. Has: 1450kc, 250w, Unl. Req.: 1450kc, 250w, 1kw-LS, Unl.

BP-14050 KERV Kerrville, Tex. Kerrville Bcstg. Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14051 WGWR Asheboro, N. C. Asheboro Bcstg. Co. Has: 1260kc, 1kw, D, Req.: 1260kc, 500w, 5kw-LS, DA-2, unl.

BP-14052 NEW Summerville, S. C. Radio Summerville Inc. Req.: 980kc, 500w, D.

BP-14053 NEW Fenton, Mich. Waterland Bcstg. Corp. Req.: 1510kc, 250w, DA, D.

BP-14054 WAAT Trenton, N. J. Delaware Valley Bcstg. Co. Has: 1300kc, 250w, D. Req.: 1300kc, 5kw, DA-2, unl.

BP-14055 WCNX Middletown, Conn. Middlesex Bcstg. Co. Has: 1150kc, 500w, D. Req.: 1150kc, 1kw, D.

BP-14058 NEW Lancaster, S. C. Palmetto Bcstg. System. Req.: 1560kc, 1kw, 500w (CH), D.

BP-14059 WJOE Ward Ridge, Fla. Little Joe Enterprises. Has: 1570kc, 250w, D. Req.: 1530kc, 1kw, D.

BP-14060 NEW West Hartford, Conn. Pioneer States Bcstrs. Inc. Req.: 990kc, 500w, DA, D.

BP-14062 NEW Mead, Wash. Crown Bcstg. Co. Req.: 1590kc, 1kw, D.

BP-14063 NEW West Helena, Ark. West Helena Radio Service. Req.: 1520kc, 250w, D.

BP-14064 NEW San Antonio, Tex. Pacific Bcstg. Assocs. Req.: 1540kc, 10kw, DA, D.

BP-14073 WJBD Salem, Ill. Salem Bcstg. Co. Has: 1350kc, 500w, D. Req.: 1350kc, 1kw, D.

BP-14075 KARI Blaine, Wash. Birch Bay Bcstg. Co. Has: 550kc, 500w, D. Req.: 550kc, 1kw, 5kw-LS, DA-2, unl.

BP-14077 WNNC Newton, N. C. Newton-Conover, Bcstg. Co. Has: 1230kc, 250w, unl. Req.: 1230kc, 250w, 1kw-LS, unl.

BP-14078 KAPA Raymond, Wash. Willapa Bcstg. Co. Has: 1340kc, 250w, S.H. Req.: 1340kc, 250w, 1kw-LS, S.H.

BP-14079 WRSJ Bayamon P. R. Antilles Bcstg Corp. Has: 1560kc, 250w, unl. Req.: 1560kc, 250w, 5kw-LS, unl.

BP-14080 WLAR Athens, Tenn. Helen M. Arterburn, Executrix of Estate of Lowell F. Arterburn, Deceased. Has: 1450kc, 250w, unl. Req.: 1450kc, 250w, 1kw-LS, unl.

BP-14083 NEW Marshall, Mich. Marshall Bcstg. Co. Req.: 1540kc, 250w, D.

BP-14086 NEW Riverton, Wyo. William L. Ross. Req.: 1370kc, 1kw, D.

BP-14087 NEW Lamar, Mo. James R. Williams. Req.: 1560kc, 250w, D.

BP-14091 WGCM Gulfport, Miss. E. O. Roden & Assocs. Has: 1240kc, 250w, unl. Req.: 1240kc, 250w, 1kw-LS, unl.

BP-14092 WKAY Glasgow, Ky. Glasgow Bcstg. Co. Has: 1490kc, 250w, unl. Req.: 1490kc, 250w, 1kw-LS, unl.

BP-24096 KRSI St. Louis Park, Minn. Radio Suburbia Inc. Has: 950kc, 1kw, DA, D. Req.: 950kc, 1kw, DA-2, unl.

BP-14100 NEW New Canaan, Conn. Fairfield Bcstg. Service. Req.: 1490kc, 250w, unl.

BP-14103 NEW Madison, Conn. Rhode Island-Connecticut Radio Corp. Req.: 1490kc, 250w, unl.

BP-14105 NEW Brewster, N. Y. Taconic Bcstrs. Req.: 1510kc, 1kw, DA, D.

Applications on which 309(b) letters have been issued:

BP-13932 NEW New York, N. Y. KSTP Inc. Req.: 770kc, 50kw, DA-N, unl.

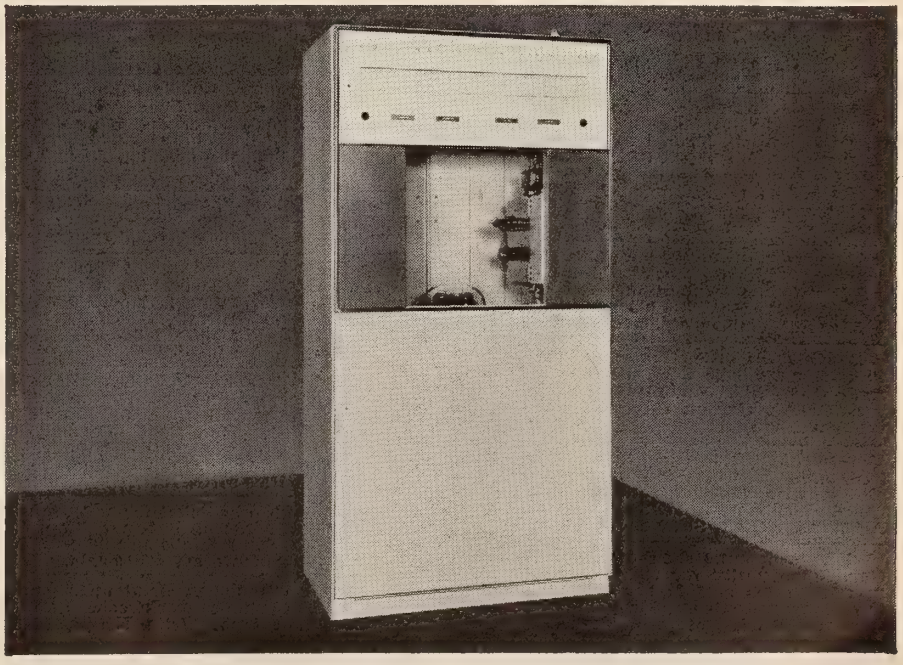
BP-14012 KOEL Oelwein, Iowa Northeast Iowa Radio Corp. Has: 950kc, 500w, 1kw-LS, DA-2, unl. Req.: 950kc, 500w, 5kw-LS, DA-2, unl.

BP-14026 KFNF Council Bluffs, Iowa KFNF Bcstg. Corp. Has: 920kc, 500w, 1kw-LS, unl. (Shenandoah, Iowa). Req.: 920kc, 1kw, 5kw-LS, DA-2, unl. (Council Bluffs, Iowa).

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Sales manager . . . Important midwest industrial market. Furnish experience and sales record. Salary plus commission. Box 105G, BROADCASTING.

General manager—full time am under construction within 50 miles Chicago. Immediate. Box 149G, BROADCASTING.

Enthusiastic radio man with general station experience wanted as assistant to owner-manager of growing southwestern daytimer. Prefer man about forty or older, strong in sales, copy preparation and production; previous management experience not necessary, but loyalty, integrity, good habits important. First phone helpful, not essential. Salary and override; opportunity to move into management. Box 219G, BROADCASTING.

Commercial manager of proven sales ability, capable of managing station. Medium sized southern market. Reply Box 115, Natchez, Mississippi.

Manager wanted for WVMI, Biloxi, Mississippi 1000 watter on 570. Studio in Trade Winds Hotel located on beautiful Gulf Coast in center of one of the fastest growing markets in the south. Must be strong on local sales. Send complete resume to Ed Holliday, New South Radio Network, Box 528, Meridian, Miss.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Midwest. Salesman-remote studio manager. Opportunity to make your ideas and work pay off. Station has excellent community acceptance. Box 127G, BROADCASTING.

Texas kilowatt has immediate opening for experienced salesman, some announcing. Box 220G, BROADCASTING.

Excellent opportunity for salesman in medium California market. "Middle of the road" with big local billings. KLYD Radio, 2831 Eye St., Bakersfield. Phone FAirview 7-7511, Bill Walker or Dave Maxwell.

Salesman: No order takers: Draw against 20% commission. Car allowance. If you can't make $800.00 monthly we don't want you. KNCO, Garden City, Kansas. Call or write manager.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Will have opening soon for sales manager. Good opportunity for right man interested in radio sales and in becoming a part of the community. Contact Clint Formby, Owner, KPAN, Hereford, Texas.

WBOW, Terre Haute, Indiana, and WHUT, Anderson, Indiana, have openings for two salesmen. Chance to move up fast. $500.00 a month. Exceptional opportunity when you prove yourself. Write: Triple I Radio, 1545 Waukegan, Glenview, Illinois.

Help Wanted—(Cont'd)

Sales

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 126G, BROADCASTING. Personal interview in Michigan required before position is filled.

Newsman and limited dj work. Upstate New York radio. Send news tape, background resume, and salary requirements. Box 131G, BROADCASTING.

Wanted, two good first phone men for top-rated Ohio station, no maintenance. Send resume and references. Box 142G, BROADCASTING.

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

September 1st, unusual opportunity for announcer-engineer. (No maintenance). Eastern metropolitan area top rated station. Send tape and resume to Box 186G, BROADCASTING.

Progressive group station in eastern Great Lakes area has immediate opening for bright, sharp young morning man. Experience a necessity. Better than average salary. Send tape and resume to Box 190G, BROADCASTING.

Immediate opening for experienced announcer desiring extra income thru sales. In Texas. Box 221G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

Announcer with first ticket for adult music-news station. Modern, but not "top 40." $130 per week. Send details and tape. KIDD, P.O. Box 1070, Monterey, California.

Experienced announcer: Good music, news and sports. 48 hour workweek. Resume, references and tape. Write KNIM, Maryville, Missouri.

Expanding staff. Announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Help Wanted—(Cont'd)

Announcers

Experienced morning man to maintain top audience wanted by pop music, independent station in major market. Send air check and resume. Sorry, no tapes returned. Box 163G, BROADCASTING.

Staff announcer by August 15—2 years experience, able to handle news and records and occasional special events. Send tape, personal history, and salary requirements to: Paul Rahders, KSDN, Aberdeen, South Dakota.

Wanted: Announcer with at least 2 years commercial experience for general announcing, including recording production spots. Seek a man from this region with ability and desire to join the staff of one of North Carolina's most modern am-fm stations! Personal interview required. Send photo and full background to: Clay Cline, WDBM, Statesville, North Carolina. Telephone 872-2455.

What size shoe do you wear? We need man to fill shoes of good production announcer moving on to bigger market. Salary commensurate with ability. Good sounding daytime foremost station in middle Tennessee. Send tape, resume at once to WJIG, Box 2139, Tullahoma.

Wanted first phone dj by September 1. Maintenance and daytime air shift. Must be able to swing. Salary open. Send tape and resume including references to P.D., WSSB, Durham, N. C.

Experienced announcer for WVOS, Liberty, N. Y. Write or call H. Borwick.

Central Sacramento Valley local has need immediately for three bright (strong on news, music, and sports) disc-jockey announcers, must be sober and willing to work, salary and commission open, send tape, photo, and resume, no calls. Bud B. Ballard, Yuba City, California.

I need a first-phone announcer, who likes radio and would like to live in a real nice little city. Attractive hours and shift. Minimum maintenance. $100 to start. If you like to work and love radio, call me at East 4-2711, Rawlins, Wyoming. Denny Hawkins, Mgr.

Fall target date—Class IV, small market. Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

Engineer-announcer first class needed by August 1 for 5000 watt station in east central North Carolina. Box 146G, BROADCASTING.

Chief engineer—full time am under construction within 50 miles Chicago. Immediate. Box 150G, BROADCASTING.

Competent combo chief engineer for strong single station full-time midwest college community of 25,000. Box 173G, BROADCASTING.

Do you have a first phone. Opportunity for young man with 1st ticket, news gathering and air ability to join growing 4 station organization. Position open now. Send resume, tape, picture, phone number to; Box 215G, BROADCASTING.

Immediate opening for chief engineer. Must be experienced and capable of maintenance, engineering duties only. KPEL, Lafayette, Louisiana.

Help Wanted—(Cont'd)

Production—Programming, Others

New Illinois daytimer needs newsman to establish news department. Must gather, write and broadcast. Send tape, resume and pix to Box 175G, BROADCASTING.

Wanted, experienced copywriter for midwest network radio and tv station. Salary commensurate with ability. Box 247G, BROADCASTING.

News director radio-tv combination. Must be able to handle move and still camera. References required. Top small market station close to world's best fishing, hunting, skiing and other outdoor sports. Salary open, send complete resume, picture, etc. to Gordon Glasmann, KLIX Radio-TV, Twin Falls, Idaho.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Television newsfilm writer, to write 10 p.m. local newsfilm program five nights per week. Top price for experienced man with interest-catching style and reporter's accuracy. Also, expansion makes room for two television airmen who are strong on reporting, interviews, and contact work with local news sources. Write or call Al Anderson, WOAI-TV, San Antonio, Texas. CApitol 7-4221.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

RADIO

Situations Wanted—Management

Professional presence, proud 21-year advertising background, confident of radio's future. Know showbiz, people, inside techniques, and marketing. Strong on continuity; Triple A (audience-advertising-award-winning) programming leadership: all for intelligently oriented strategically keen sales department. Believe in well-balanced public and media relations. Sound fiscal policy. Box 109G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

RX for sick or ailing radio stations. Quick, reasonable consultation service with strong emphasis on sales improvement! Limited to Miss., La., Fla., Ga., S. Car., and Alabama. Box 178G, BROADCASTING.

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

Ready for first management position. College grad., 27. Excellent ability to announce, write, produce, sell. Two years with present #1 station. Also experience in medium and small markets. Desire aggressive organization. Size of market unimportant. Opportunity a must. Box 200G, BROADCASTING.

Manager, now in medium market station, strong on sales, announcing, production desires change to small or medium southern market. Box 234G, BROADCASTING.

Announcers

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree fn radio-tv. Experienced. Box 112G, BROADCASTING.

Adult audience for adult pay. Pleasant relaxed style. Tasteful music. 4 years experience. Box 121G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention: New or established. C/W announcer-musician, employed as chief announcer seeking advancement. DJ—news—copy. Wanted soon: PD—announcer, sales, managerial, and good C/W show. Radio 15 years. Third. Box 130G, BROADCASTING.

Announcer-sales: Plenty of experience, family, sober, good prod, good sound. Prefer small to medium market in southeast or central U.S. Can invest. Box 170G, BROADCASTING.

Way to a listener's heart. Le femme disc jockey. Do hire me. Box 171G, BROADCASTING.

#1 in hot quarter-million California market past two years. Soon released from Army. First fifty markets only. Box 176G, BROADCASTING.

Announcer-dj. Experienced, married, bright sounds, fast board, tight production. Box 179G, BROADCASTING.

Beginner in announcing, college graduate in broadcasting, station manager for Armed Services. Background for sports, news, public affairs. Team worker. Box 182G, BROADCASTING.

Mature, experienced, family man presently employed. Looking for move up and chance to settle down. Box 183G, BROADCASTING.

Announcer-writer. 5 years one station. Prefer warm, healthy climate. Box 185G, BROADCASTING.

Versatile negro announcer looking for employment. Will travel, objective dj. Box 187G, BROADCASTING.

Announcer—strong news. Presently employed. Mature sound. Family man. College and broadcasting school. Extensive sales background. Box 193G, BROADCASTING.

Professional, dj-news, 29, B.A., desires permanent position with medium or major market station in west. Box 195G, BROADCASTING.

8 years experience—Sports play-by-play pd and staff, college graduate, 27, family, finest references, permanent and employed. Box 196G, BROADCASTING.

Carolinas—Virginia; mature announcer-copywriter. 10 years experience. Prefers good music, adult programming. Box 197G, BROADCASTING.

Experienced announcer-dj, all phases of radio including record hops. Box 198G, BROADCASTING.

Announcer-account executive: Experienced, college-professional training. Desire news exposure. Will do combination sales, music, news. Box 201G, BROADCASTING.

Top announcer-dj, 1st ticket, literate, wants late or all night show—classic, good or country-western, no rock. Box 208G, BROADCASTING.

School of Broadcasting and Announcing graduate, thoroughly trained, some experience. Box 209G, BROADCASTING.

Native Floridian wants to exchange snow on his ears for sand on his feet. Seven years experience behind a mike and tighter on production than a Krupa drumhead. Write Box 210G, BROADCASTING.

Sports director doing two tv-radio shows. Finest of references. Box 211G, BROADCASTING.

Excellent adult dj, strong newsman, great for ad lib shows or sports. 17 years experience. Would also like opportunity for management. College grad, family man, sober. Prefer California, Hawaii, Arizona, Florida or Washington, D. C., but money first consideration. Box 213G, BROADCASTING.

Sportscaster-announcer. Well trained, experienced, now employed Red Sox P.A. announcer. Write and cover all sports events. Will relocate. Box 214G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

C and W announcer, would like position in small station in south, will do country or gospel music. Good style and steady worker. Box 216G, BROADCASTING.

Broadcasting school graduate seeks start in radio. Prefer Pennsylvania area; will consider all offers. Resume and tape available. Box 883F, BROADCASTING.

Need an aggressive news announcer and disc jockey? 3½ years experience, radio and tv. College, married, 1st phone, with references. Ask for a tape and decide! Box 989F, BROADCASTING.

Announcer, dj, experienced, swinging tight and bright, day or night. Box 218G, BROADCASTING.

Experienced first phone announcer seeks Texas or Oklahoma daytimer. Family. Box 224G, BROADCASTING.

Disc jockey, experienced, married, family man. Wants to settle. Box 226G, BROADCASTING.

Stable announcer-dj, married. Experienced, top references. No preference to station size. Sound adaptable to your format. Fast board. Tape, resume available. Box 227G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut. Tape, resume on request. Box 228G, BROADCASTING.

Announcer, newscaster, disc jockey, experienced, tight production, mature sound, married. Box 229G, BROADCASTING.

Country and western dj personality that builds audiences and sales. Also do sports, news, production spots. Top rated show. Desires change to southern station. Box 235G, BROADCASTING.

Qualified announcer and pd seeks major market position. Bright, fast paced, 4½ years experience, 3 as news director, 1½ as program director. Will locate in most any major market . . . for price. Box 238G, BROADCASTING.

Number one Pulse rated dj in northeast major market, 24, seven years experience. Desires progressive station in medium-major market. Box 239G, BROADCASTING.

Announcer, family, 3 years experience. 250 miles radius of N.Y.C. Box 243G, BROADCASTING.

Wanted! ½ announcing, ½ sales. Adult format. Central or southern California. Box 249G, BROADCASTING.

3 announcers, chief engineer, all with many years of experience; available as a group or individually. Skilled and loyal. Contact General Manager, KCJC-FM, Merriam, Kansas.

Announcer, married, 33, desire California, Oregon, Nevada location. JE 2-3272. Route 2, Box 52, Sonora, California.

Ambitious, young announcer wants sports or dj. Recent graduate. Reputable school broadcasting. Good technical background, willing obtain first phone. Tape available. Post Office Box 5803, Cleveland 1, Ohio or call collect AT 1-4928 after 5:00 p.m.

Announcer-dj, available immediately. 5000 watter and under. Some experience. Locate anywhere, but prefer south. Broadcasting school grad. Carl Briggs, 1020 Monroe St., N.W., Washington, D. C. Tel.: AD 2-7149 or AD 4-9717.

Experienced announcer, dj. Desires position with tv or top forty radio station. New York, Conn., Mass., R. I. preferred but will consider anything on eastern seaboard. Contact Tom Dunn, 67 Nelton Ct., Hartford, Conn.

Ambitious young dj, 1 yr experience, great desire to learn more, veteran, excellent voice, good production sense, east coast preferred. Steve Erwin, 8 Pinetree Drive, Farmingdale, New York, MYrtle 4-3685.

Situations Wanted—(Cont'd)

Announcers

Negro announcer, no floater, will settle. Selesta Graham, 14 Mount Morris, Park West, New York 27, ATwater 9-1029.

First class ticket man, fully trained in all aspects disc jockey work through Weidner Conservatory, Boston. Desired position: combo man. Larry Lewin, 915 Angela Street, Key West, Florida. CYpress 6-2923.

Aggressive young negro, authoritative news, strong ad lib, commercials that sell. Smooth or swing dj. Also play-by-play. Radio school grad. Joe Lewis, 5730 South Princeton, Chicago, Illinois.

Announcer-copywriter—Eleven years experience. Top personality. Snappy copy. Married. Phone/write Charlie Lord, 3518 Minikahda Court—Minneapolis, Minnesota. WAlnut 6-3987.

$125.00 minimum—8 years radio—married—pd. or dj. Prefer midwest. Have worked small and metro markets. Call or write Bob Morrison, % Ted Smith, Crockett, Texas, phone KI 4-7452.

Unengendered, aggressive, aspiring, announcer, available. Ring-Happy Sounds, AX 8-4202, Dayton, Ohio.

Announcer wants start immediately, anywhere. Call Jack Ryder, 1600 Lanbury, Dayton, Ohio.

Ten years radio, some tv, college grad; staff, deejay, news experience. Available 15 August. Ted Wolfe, WMLT, Dublin, Ga. Write Box 133, Cabincreek, West Virginia.

Technical

Transmitter work, 2 years. Dir. experience, no combination announcing, 1st radio telephone. Box 181G, BROADCASTING.

Engineer, 1st phone. Maintenance, construction, CR operations. No announcing. No xmitter watcher. Desire permanent position in northeast. Box 199G, BROADCASTING.

Chief engineer—experienced am-fm-construction, installation, maintenance—directionals and proofs. Box 217G, BROADCASTING.

Recent 1st phone, 32, single. Desires technician or allied position. Solid background in electronics and tv. Studio. Experienced tv. Field serviceman. FL 9-8107, N.Y. Box 230G, BROADCASTING.

Have first ticket, single, have had experience in tv, slightly handicapped. Write Byron Kuenzel, 817 3rd Ave., Havre, Montana or phone 7345.

Situations Wanted—(Cont'd)

Production—Programming, Others

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Newsman, hardworking, versatile, on way up, anxious to step from one man middle market operation to strong department in adult news conscious station. Good background all phases news, sports. (Interesting "extra":—Wall Street experience, solid background for financial business review.) Two years Armed Forces Network. Harvard graduate, 30, married, prefer within 250 miles NYC. Salary not prime consideration. Will come quick for interview. Box 114G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Farm director, 4 years radio and television farm programming. Have built farm department from scratch for 5 kw full timer. Member NATRFD. Desire well established station with or without farm department. Excellent references. Prefer midwest location. Box 172G, BROADCASTING.

Program director: Young 42 with eighteen years continuous heavyweight experience in two major markets. Fifteen years with New York's leading independent! Can: program, produce, promote, write—and get sales results! Excellent references. Available now. Box 180G, BROADCASTING.

Creative, hard working professional modern personality seeks newsman opening in top rated mid-west radio. Best references. $150.00 minimum. Share interview expenses. Box 225G, BROADCASTING.

Aide-de-camp to top creative man whose ability and position commands respect, coordinating details in publicity, promotion, public affairs and news. Box 231G, BROADCASTING.

Newsman, 26, married, college graduate, degree in radio and television. Desire move to larger market with adult sounding station. Box 242G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Aggressive, experienced news director heavy on gathering, writing and broadcasting local and regional news. Mature adult voice with firm, factual approach. Top news rating past four years. Also do radio editorials. Married, stable, dependable, references, age 39. Permanent. Any state. Bob Barry, 328 N. 6th St., Olean, New York. Phone FR 2-1119.

TELEVISION

Help Wanted—Management

Sales manager-general manager established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

Announcers

Experienced on camera and booth announcer for three station Texas market. Rush photo, resume, salary requirement, and video or audio tape. Box 240G, BROADCASTING.

Sports conscious station seeking aggressive sportscaster to head up newly etablished sports dept. Send tape, photo or 16mm film clip to WLUK-TV, Green Bay, Wisconsin. Att: R. Grandle.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Wanted, have immediate opening for remote supervisor. Must have complete knowledge of Ampex 1000 B vtr and GE microwave. Salary open to experienced man, no others need apply. Write or call collect TE 3-2471, Lew Evenden, Chief Engineer, WPTV, Palm Beach, Florida.

Experienced studio technicians with technical training. Send resume and references to: Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Artist for midwest station. Must have experience in television artwork. Give present income and salary expected, plus photograph and all particulars in first letter. Box 117G, BROADCASTING.

News director for midwestern vhf. Strongly emphasize community service. We are looking for a well-schooled journalist with broadcasting experience. Some on-the-air work, but primary responsibilities will be preparing newscasts, documentaries, and supervising reporters and photographers. Submit picture, tape or SOF, qualifications, and salary requirements first letter. Box 191G, BROADCASTING.

Excellent opportunity, in good climate, for versatile newsman-announcer, possibly some directing. No loafers or floaters. Send tape, snapshot and complete application by air mail to Manager, KSWS-TV, P.O. 670 Roswell, New Mexico.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

TELEVISION

Situations Wanted—Management

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

General manager of highly successful major market radio station, earning $25,000.00 on percentage net profit and salary, is ready to step up the ladder. Six years with present company, station success due to quality programming and personal local and national sales and supervision. Station has achieved a prestige, community service image and is a local "Must Buy." Wire to Box 207G, BROADCASTING.

Announcers

Good man needs good job. 10 years experience all phases announcing and administration. Family man with excellent references and credit. Box 212G, BROADCASTING.

Technical

TV supervisor. Desire permanent position in medium size market. Maintenance supervisory and administration with an honestly earned record. Good references. Box 202G, BROADCASTING

Need a quality technical operation with sensible expense figures? Let my 12 years experience as chief and management assistant perform for you. Box 223G, BROADCASTING.

TV engineer, 5 years experience in transmitters and microwaves, good technical background. Prefer position in mountain states. Box 233G, BROADCASTING.

Transmitter engineer, two years experience in operation and maintenance of tv transmitters. 3 years in maintenance of tv receivers. Technical school graduate. Presently employed by tv station. Box 237G, BROADCASTING.

1st phone, seven years experience studio, one year supervision. Technical schooling and micro-wave experience, desire responsible position. Box 248G, BROADCASTING.

Production—Programming, Others

Sports director . . . 12 years radio and tv sports shows and major college play-by-play, several on network. Ready to move up by football season. Box 104G, BROADCASTING.

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Director, 34, CBS-TV experience, four years all phases, desires creative tv position on east or west coast. Box 205G, BROADCASTING.

Director—3 years experience, BA degree, family, will relocate anywhere. Box 250G, BROADCASTING.

Production manager-director. Presently with major market vhf. Desire northeast. Seven years production experience, 31, family. Vacationing New York City, telephone Mike Cooke, YEllowstone 2-1363.

Over two years experience in set designing, lighting, camera, directing. Also sold art work to local station. For references inquire Clemens Kuhlig, 619—49th St., West Palm Beach, Florida.

Young man, single two years experience in lighting, set designing, camera work, some punching, desires larger market. For references inquire Roger Zuidema, 701 South "N" St., Lake Worth, Florida.

FOR SALE

Equipment

Used 50 w transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Sell: Berlant/model 33 stereo recorder with carrying cases, 7½ and 15 NAB reel capacity. Excellent. Factory checked, new head. Cost new: $1300. Sell-$650.00. To buy sports car, must sell. Box 206G, BROADCASTING.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

2-new GL 7D21 tubes—in cartons never used spares—FM power increase. Contact Al Hayes, WHFC, Chicago, Ill.

Used component phasing equipment parts for four-tower directional antenna, E. F. Johnson manufacturer, 5 kw capacity, 570 kc, original cost excess five-thousand dollars, you can buy the lot delivered our plant five-hundred dollars. Itemized list available. Contact W. P. Williamson. WKBN, Youngstown, Ohio, STerling 2-1145.

RCA 3-bay, Channel 3 (or 2) tv antenna. 320 ft. 3⅛" com. products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain. WSAV-TV, Savannah, Georgia.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Siroline #611625. One #85-1625 (transition from Siroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Financially qualified, experienced broadcaster purchase your station. All inquiries answered, confidential, expanding, southwest, all west preferred. Box 147G, BROADCASTING.

Equipment

5 kw transmitter, parts. Spotmaster. Box 174G, BROADCASTING.

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Experienced Carolina broadcaster desires to borrow $50,000 at 10% interest for one year. Highly profitable daytime station as collateral. Best references. Write Box 156G, BROADCASTING.

Professional air checks of Atlanta stations are available: Plough, Esquire, WAKE, etc. half hour: $5.00. Hour: $7.50. Send tape: Al Cohen, 1400 Woodland Hills Drive, N.E., Atlanta 5, Georgia.

Extra income for electronics men. Free information. Write: Cook's, Box 10634, Jackson 9, Mississippi.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Sales

NATIONAL PRODUCTION FIRM

In process of rapid expansion requires the services of several $30,000 to $40,000 (per year) calibre sales representatives.

These men will aid radio station in the presentation of our unique service to local and regional accounts, and must have strong radio or advertising background. They must also understand the creative aspects of advertising sales. Extensive travel involved, car necessary.

Box 252G, BROADCASTING

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

Help Wanted—(Cont'd)

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

RADIO

Situations Wanted—Announcers

NETWORK ANNOUNCER FOR YOUR LOCAL STATION

National network and transcription announcer will tape-record specifically for your station—commercials, program formats, station-breaks and special material—all for unlimited use. In effect you may add a top-ranking network voice to your permanent local announcing staff, at a low one-time cost. Rates: $150 for a total of 30 minutes of copy taped in Hollywood's leading recording studio. Also available on subscription basis. If interested, you are invited to write for an audition tape.

Box 244G, BROADCASTING

Employment Service

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

TELEVISION

Help Wanted—Sales

TELEVISION SALES MANAGER

Eastern VHF. Must have college degree, minimum 3 years tv sales management experience. Salary and override. Give references and salary requirements first letter.

Box 188G, BROADCASTING

WANTED SALESMAN-ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective" a TV real estate program now in it's 10th year. We have several immediate openings for men who, with minimum training from us, can sell, write, produce, announce. No traveling. You are assigned to a station on a permanent basis. Openings now in W. Va., Tenn., Indiana, S. C. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and recent photo and we will try to arrange for personal interview.

CY NEWMAN
H. D. PRODUCTIONS
P. O. Box 3107 Bon Air, Virginia
Bridge 2-0200

Technical

VHF-TELEVISION/FIELD BROADCAST ENGINEER

1st phone, transmitter operation, installation and maintenance experience. Considerable travel involved, some foreign. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

WANTED TO BUY

Equipment

SOUND EFFECTS

Want to buy a complete and up-to-date high fidelity sound effects library. Seller must have created effects and own complete rights to their use in all media. Please submit detailed information, including catalog; how, when and where recorded; asking price. All replies held in strict confidence.

Box 189G, BROADCASTING

NOW AVAILABLE — PROGRAM DIRECTOR BUD CONNELL

In three months built non-existent Miami station into one of the top three (#1 in several time segments).
In eleven months built New Orleans station from a number 7 rating to undisputed first place with audience shares reaching as high as 33%.
Can offer audience-building promotion, excellent production, overall programming abilities and SOUND judgement.
Available for personal interview.

111 S.E. 7th St.
Apartment 201
Miami 32, Florida
FRanklin 9-2334

STATIONS — FOR SALE

GUNZENDORFER

SOUTHERN CALIFORNIA. Powerful class B. "FM." Asking *$75,000.* 29% down. Long payout.

ARIZONA MAJOR MARKET. Fulltimer. Potentials unlimited. Asking *$175,000.* 29% down. 10 year payout. *"A GUNZENDORFER exclusive"*

CALIFORNIA SINGLE MARKET. Fulltimer. Near big northern metropolitan market. Asking *$175,000.* 29% down. Balance 10 years.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

Box 905F, BROADCASTING

MAJOR FLORIDA MARKET

Asking price $550,000. Real money maker in one of the top growth markets in the country.

Box 920F, BROADCASTING

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

DAYTIME
1 KILOWATT

In excellent market close to Atomic Energy Control Plants in eastern Idaho. Also in center of good farming area. City shows increase of 30 per cent of population in 5 years. Now 31,000, trading area 125,000. Good terms.

Box 119G, BROADCASTING

Mich	single	daytimer	$ 60M	terms
Ohio	single	daytimer	100M	cash
Iowa	small	fulltime	87M	15dn
Idaho	small	daytimer	55M	cash
Ore	medium	fulltime	70M	15dn
S.E.	medium	power	80M	22dn
Ala	metro	daytimer	150M	29%
South	major	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

6 TV stations $150,000 to $4,000,000 . . . 34 RADIO stations $35,000 to $500,000 . . . 2 Metro FM stations $35,000 and $45,000.

PATT McDONALD COMPANY

Box 9266, GL. 3-8080

Austin 17, Texas

Paul Yates, Jr., Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer, 1620 W. 3rd., EL. 2-2163, Taylor, Texas—Bill Trotter, Box 5411, EX. 7-3219, Memphis 16, Tennessee—Jack Koste, 60 E. 42nd., MU. 2-4813, New York 17, N. Y.

STATIONS FOR SALE

WEST NORTH CENTRAL. Very profitable daytimer. Doing $90,000 plus. Asking $90,-000. 29% down.

WEST SOUTH CENTRAL. Daytimer serving small market. Exclusive. Asking $42,000. 29% down.

SOUTH. Top market. Doing close to $200,-000. Asking $315,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

MAJOR MARKET
(well within top 50)

FULL TIME PROMINENT RADIO STATION AVAILABLE

ATLANTA
INDIANAPOLIS
NASHVILLE
NEW YORK
SAN ANTONIO
SAN FRANCISCO
SEATTLE

PAUL H.
CHAPMAN COMPANY
INCORPORATED
BROKERS

PLEASE ADDRESS 1182 W. PEACHTREE ST., N. W., ATLANTA 9, GEORGIA

FOR SALE

Stations

FOR SALE
COMPLETE 10 KW FM STATION
AS IS OR DISMANTLED

Choice Midtown New York location. Purchased intact, present owner will lease space now occupied and provide pole for antenna.

Equipment is:

1. 1 Western Electric 10 KW Transmitter Type 506 B-2 Reactance Tube Modulator tuned to 101.9 MC.
2. 1 Western Electric 10 KW Transmitter Type 506 B-2 using Harkins Serrasoid Modulator tuned to 101.9 MC and (2) Sub-Carrier Generators (1) 67 KC (1) 26 KC.
3. 1 Westinghouse Precipitron Type FX consisting of the following:
   (a) High Voltage Pax
   Type RA-3
   Serial LZ
   95 watts 115 volts 0.9 amps
   60 cycles
   Ionizer DC 12.8 KV 3.0 MA.
   Cell DC 5.8 KV 1.0 MA.
   (b) Washer Control
   Type PX Style 1560940S
   Serial MRCE 8243 115V
   50-60 Cycles
   (c) Air Cleaner
   Type PX 2020 Serial AA
   G. O. NYY4991
   (d) Air Handling Unit
   Size AV583 Style 9448988
   Type 2RT Serial AB
4. 2 Stabiline Voltage Regulators: Type KS-10364 Ser. 3 PH. 3 KVA 25 Non-output Volt 230 Freq. 50/60 Cycles. Output Range 220-240. Input Range for Nom. Output Volts 205-255.
   Type S-10365 Ser. 5 PH. 3 KVA 45 Non-output Volt 230 Freq. 50/60 Cycles. Output Range 220-240. Input Range for Nom. Output Volts 195-255
5. 1 Communications Product Co. Air Compressor and Dehydrator for transmission line.
6. 1 Andrew Co-axial Antenna Switch, electrically controlled. Type 6700.
7. 2 Frequency Monitors:
   1 Western Electric Type 5A Frequency Monitor complete with its Western Electric Type 20B Rectifier Power Supply.
   1 Doolittle Frequency Monitor Type FD-11 complete.
8. 1 Harkins Radio Multiplex Monitor Receiver.
9. 2 Western Electric Type RA-1217 Limiter Amplifiers complete with 2 Western Electric Type 20-C Rectifier Supplies.
10. 1 Langevin Main Channel Monitor Amplifier Type 128 A.
11. 2 Speech Input Racks with 2 Maclean Engineering Lab. Blower Units Model 2E55SA1S2F.

Box 232G, BROADCASTING

Help Wanted—Announcers

BALTIMORE TV STATION

Seeking top flight announcer with background and TV experience. Submit brief biography, references, photo and tape if available. 28-35 years preferred.

Box 253G, BROADCASTING



Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want... precisely what you get... *every time!*

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

OUR RESPECTS to Lee Morse Rich, senior vp, Benton & Bowles

He's a 'realistic' advertising man

Ever since he was old enough to think about his future, Lee Rich wanted to go into advertising.

"Like some people want to be a doctor," Mr. Rich, Benton & Bowles' Mr. Television, expresses it.

Mr. Rich, senior vice president in charge of media and programming and a member of the agency's board, is tall. It's quite difficult for anyone to take his exact measurements for he's seldom stopping in one place long enough. (He's over 6 ft. and easily carries his 190-lb. weight.)

A whirlwind executive and audacious, Lee Rich gives the impression of always being on the move, even when behind the desk.

There are three things which best characterize the man: (1) primarily he considers himself an advertising man, (2) he's a realist and (3) he is a doer.

In Nothing Else ▪ As an advertising man, he won his spurs early in life. And he's kept them fastened ever since.

He plays down his very early life (born in Cleveland in 1919), picking up his career after graduation from the U. of Ohio with a degree in marketing (at college, he remarks with typical antipathy to anything extraneous, "I played all bases and liked girls.")

"I thought I was a great genius of all time," Mr. Rich reflects, "but I couldn't get a job." His first: $75 a month with Lord & Thomas (now Foote, Cone & Belding).

He served four years in the Navy in World War II with a destroyer escort in the Pacific and when mustered out fell into step with his chosen field, joining the American Assn. of Advertising Agencies as an assistant.

A year after the 4A's job, Mr. Rich moved to Albert-Frank-Guenther as media director and then for three years held that same position with the William H. Weintraub agency (now Norman, Craig & Kummel). In 1952, he was with Benton & Bowles as an associate media director.

In media, he worked on buying program time periods, spot and in the general buying area (mostly in broadcast).

In 1957, he was made media director (a vice presidency was his two years earlier). By that time, he was working quite closely with Tom McDermott, who then headed programming and is now with Four Star Television (program producer). In 1959, he was elected to the board and he assumed the dual role of both media and programming in 1960. Earlier this year, he was elected senior vp.

In a nutshell, B & B consolidated the function to strengthen the role of its top executive in negotiation, giving Mr. Rich authority in both program and time period selection. Mr. Rich's explanation: "Coordination of media and programming but no battling."

Deploring the one-man business, Mr. Rich says: "It cannot be run that way, it's too big, especially in our business. A man must be able to move fast with a minimum of mistakes."

One way, he makes it plain, is to build "a bright and able team."

Good For Others ▪ Mr. Rich doesn't hesitate to recommend advertising as a career for others. "It's stimulating and refreshing."

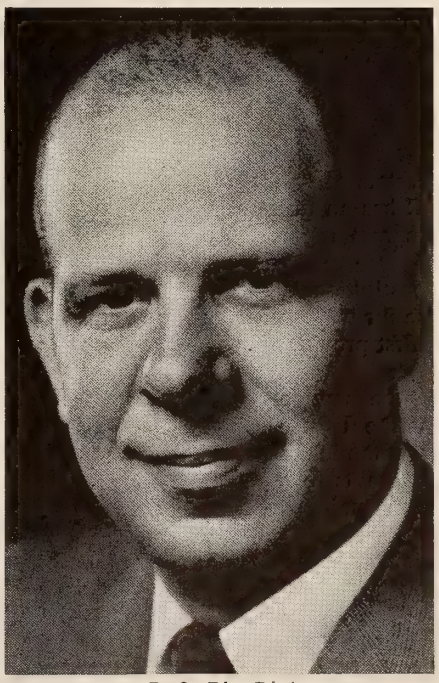
"If someone is looking for a sinecure, it doesn't exist. Work must become almost the most important thing in your life."

If Mr. Rich were to review the highpoints of his balderdash career at B&B, he might get tongue-tied for his span at the agency has been anything but uneventful. Some of them:

A $5 million purchase for Procter & Gamble, which reflected a tremendous earned discount in the early years of daytime tv.

The experience of watching the burgeoning of a new (and now popular) program starring Andy Griffith — he worked closely with Danny Thomas on this one (Mr. Thomas' show also displays the B&B banner).

The steady hand behind the wheel as B&B early became the first of the agency majors to recognize tv's flexibility and subsequently getting involved in packages (buying "minutes" in *Rifleman,* a P&G show, for various products).



B & B's Rich
Not enough time

While he soft-pedals intra-agency warfare, he's quick to march with the agency's colors when a media war is on.

As early as 1957, he helped sparkplug a battle against triple-spotting between network shows, proposing a solution late that year nearly identical to one advanced six months later by the Assn. of National Advertisers.

Some two years back, Mr. Rich again spoke out (on behalf of clients). Target of his attack: the "discrimination" of some tv stations in charging several regional advertisers competitive to B&B clients the local rate as contrasted to the national rate his clients must pay.

Still Fighting ▪ Currently he breaks into the news from time to time hitting his arch-foe: network control over program choice (the advertiser, he feels, finds it difficult to employ the creative function in programming and seldom can get a network to schedule its own show—most B&B shows are advertiser controlled).

A few weeks ago, he was back on the scene, this time pointing up problems—from the agency viewpoint—in the new network 40-second station break policy adopted for the fall season.

Mr. Rich's dynamic skill (he wrested immediate control over choice prime time periods from CBS-TV for General Foods' shows quite early in this negotiating season) is made up of many things:

He has "not enough time," works 7:30-8 a.m. to 8:30 in the evening, drives to and from home (he lives in suburban Chapaqua) because "I can't wait for trains." He has a photographic ability that permits him to scan a page rather than "read" called "quick study" in the theatre. Much traveled on plane (from coast to coast), he devours novels by the dozens, takes work home on the weekends (he's beset by the inevitable meetings, phone calls and screenings), reads scripts of everything put on the air.

Mr. Rich, a firm believer in tv and of advertising, even married within the business in 1952 (the former Viola Nolan, who was a timebuyer at Weintraub).

The Rich philosophy: "I'm a very fortunate man. A lot of people go through life hating what they do. I like what I do, the agency and the clients—after all, I'm working for the best" he concludes in typically terse language he employs.

Casualty and consequence

THE death of *Coronet* magazine typifies an increasingly common publishing problem which also—and increasingly—promises to become a broadcasting problem.

Coronet was a victim of the profit squeeze, caught disastrously between rising costs and diminishing revenues. It is the story of *Collier's, American* and *Woman's Home Companion* all over again. But although magazines have borne the brunt, broadcasters have begun to feel the pinch enough to know that they are not immune.

In television, especially, the costs of doing business continue to rise and give no sign of abating. Fortunately, television broadcasters have a superior medium which, unlike magazines, continues to attract a growing number of advertising dollars. But with television coverage now near saturation and with viewership not likely to expand materially (unless viewers give up either sleeping or working), the opportunities for growth are not unlimited. Only the blindly optimistic broadcaster can expect to avoid the profit pinch indefinitely. The farsighted broadcaster is attacking the problem by trying to program better, sell harder and tighten overall operating efficiency.

There is more in the passing of *Coronet* than that, however. The advertising slippage that sped its departure is symptomatic of the predicament faced by magazines generally. For the first half of this year, for example, general magazine lineage was down 11% and dollar revenue off 4% (BROADCASTING, July 10). Facing that sort of situation, magazine business offices will not be inclined to discourage the already amply displayed enthusiasm of their editorial colleagues to scathe the television opposition at any opportunity. Thus the result is apt to be both a rougher tide of editorial criticism of television and harder anti-tv selling by magazine ad salesmen. It's not a heartening prospect, but one that television broadcasters had better get ready to face.

There is another sidelight worth pondering in the *Coronet* departure. Those in television who operate on the theory that the numbers mean everything might profitably spend a few moments on the fact that at the time its suspension was announced *Coronet's* circulation was at an all-time high. Obviously, numbers alone are not always enough. *Coronet* proved it the hard way.

Forms and substance

IF the First Amendment applies to broadcasters at it does to other citizens of this country, the FCC has an unconstitutional purpose in mind in the new program reporting forms it proposes to adopt.

The forms themselves may not be unconstitutional, but the motives behind their issuance and the use for which they are intended are squarely in defiance of the first provision of the Bill of Rights.

As reported in this magazine last week, the new forms would require license applicants to supply the FCC with vast masses of information about their programming plans and performances. This would apply to applicants for new stations, license renewals, station transfers or major facility changes.

The added burdens of preparing applications and keeping new records would alone be reason enough for broadcasters to oppose the action.

But there is a bigger reason than that. Unless the FCC dumps all this information in the wastebasket (none would be big enough to hold it) without reading a word, it will be venturing into program control—either by order or by indirect threat. Program control in any form is specifically forbidden in the Communications Act itself, and it is certainly forbidden by the First Amendment.

The FCC does not have to revoke or refuse a license in these circumstances to exert program control. The mere collection of such detailed information is in itself an act of government surveillance over programming and, by implication, an assertion of government authority to approve or disapprove what has been or may be put on the air.

In the case of revocation or refusal of a license, the outrage against the First Amendment is more callous. Yet the FCC has already taken such a step in refusing to grant an uncontested application for a new fm station in Elizabeth, N. J. (BROADCASTING, July 3).

In that case the FCC called into play its doubletalk justification for all its recent forays into programming. The applicant failed to show an effort to discover community needs, said the FCC, and therefore could not design a program schedule designed to satisfy the community.

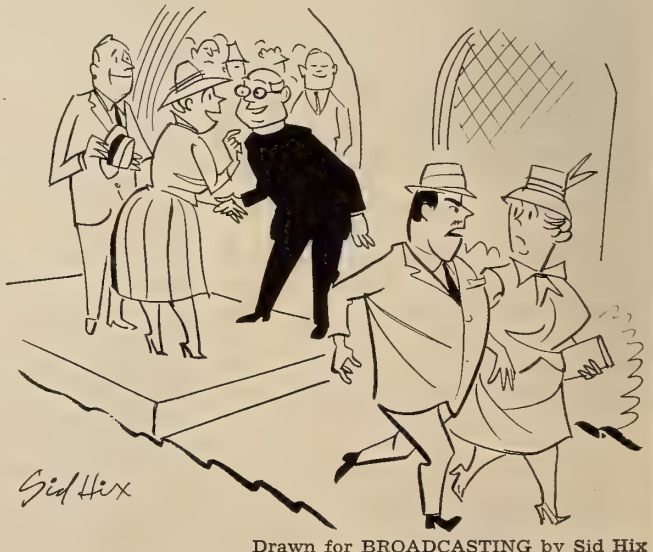
Now if community needs are to be the criterion for judgment, the FCC has no logical use for program information in the detail its proposed forms would require. A simple description of efforts made by an applicant to divine local needs and to satisfy them would be sufficient. Even that procedure, we suggest, could easily stray into areas marked off-limits by the First Amendment.

Unfortunately, the FCC has been assisted on its present course by representatives of broadcasting itself.

During the commission's extensive programming hearings in the winter of 1959-60 it was the NAB that agreed the FCC could exercise at least some degree of surveillance over programs.

As a sequel the FCC proposed new program reporting forms last February. The opportunity was then available for a correction of the association's position. The opportunity passed. In the months since then, the industry has succeeded only in refining the language and clarifying ambiguities in the original proposals. The substance of the problem has been wholly ignored.

If the FCC is to be swerved from its course that now heads straight toward censorship, individual broadcasters must rise in great numbers to throw themselves in its path. The deadline for comments on the new program forms is Sept. 7.



Drawn for BROADCASTING by Sid Hix

"Notice how much louder his voice gets during those plugs for the building fund!"



PBC

is proud to be in Radio

What is the place of radio today — and how has it changed or been forced to change? The idea that radio has to be a juke box, with a noisy cheap musical format carrying nothing but advertising announcements and pandering to the lowest tastes of the juvenile and the immature, is just not true. There are many stations in many different types of communities, who program differently, and successfully, and whose operation is certainly more "in the public interest." P B C stations follow this kind of programming. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*



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BROADCASTING CORPORATION

246 North High Street • Columbus, Ohio

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WTTM, Trenton, N. J. **WGAR**, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio



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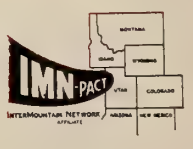
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35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 24, 1961

What the tv program people would schedule to please just their own tastes 19

FCC's Hyde says industry spokesmen aren't communicating adequately 50

Tv game shows are bouncing back stronger than ever—but with precautions 62

Balky witnesses thwarting FCC's effort to revoke KBOM's license 42

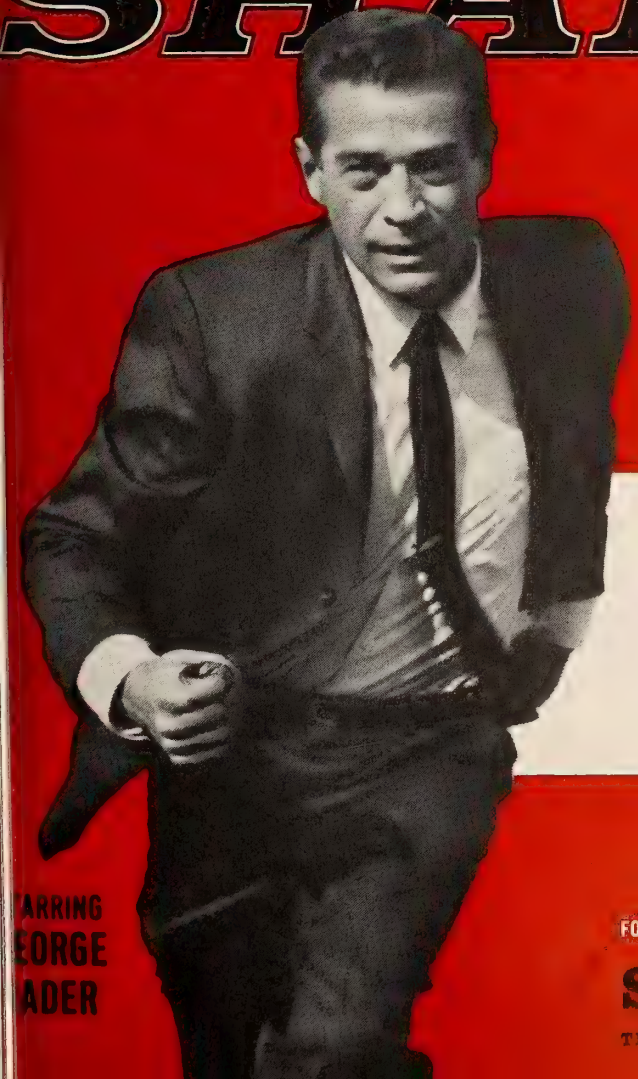
COMPLETE INDEX PAGE 7

SYNDICATED TV'S NEWEST ACTION SERIES!

SHANNON

IS HERE...AND HE'S

HOT!



STARRING GEORGE NADER

ALREADY SOLD IN 78 MARKETS to top advertisers and stations, including—BUNKER HILL MEAT PRODUCTS in the south, MILES OF CALIFORNIA in the west, RICHMOND FOOD STORES, IGA, STRIETMANN BISCUIT CO., ASHLAND OIL and WABC-TV, WDAF-TV, WDSU-TV, KSTP-TV, WSB-TV, WKRC-TV, WTVJ, KCPX-TV, KLZ-TV, WTMJ-TV, KTSM-TV, WESH-TV, KERO-TV, WBIR-TV, WKRG-TV, WAFB-TV, WITN.

FOR FURTHER DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP



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(it's Gourmet House, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

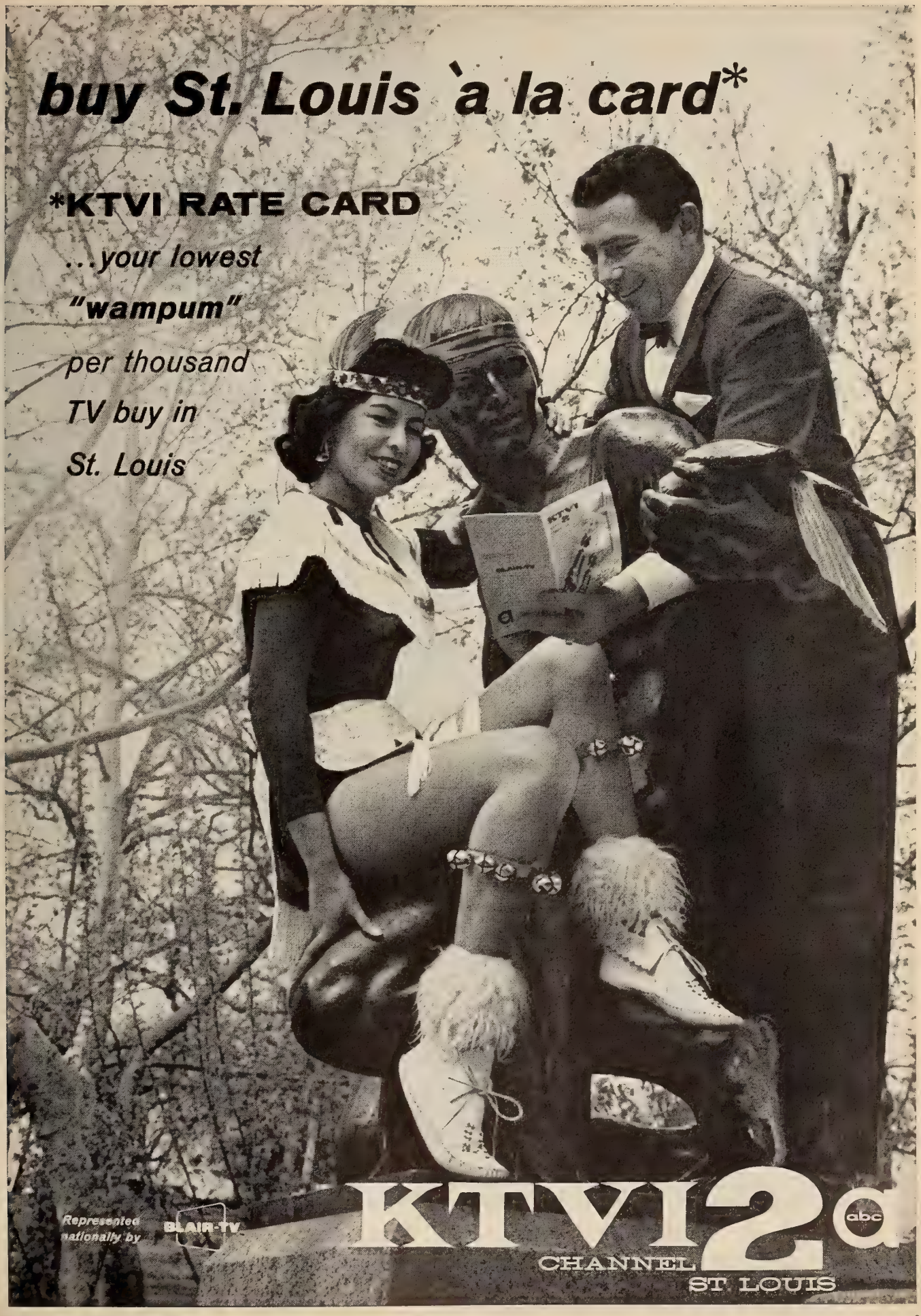
Bigger than Madison or Des Moines!

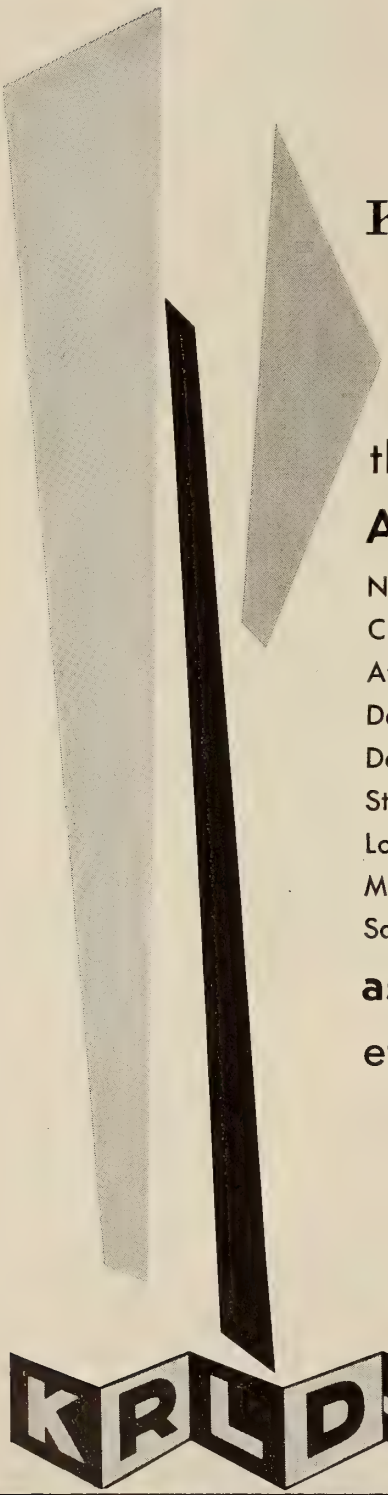
Bigger than Albuquerque, Fort Wayne or Little Rock!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.


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Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Spot tv clearing house

Long-held dream of central billing organization for spot tv may be near realization. Now in formation is new New York company, staffed by business systems experts formerly with Remington-Rand and by executives with experience in broadcast advertising. Already several major advertisers have made tentative commitments to use new service. Modern business machinery would be used to provide fast, complete and accurate billing for big or little spot tv campaigns. There won't be announcement for another month or so.

Advertisers next

Next group to appear in study of network program practices will be major, blue chip tv advertisers. Biggest spenders in industry will be called before Chief Hearing Examiner James D. Cunningham in late September, according to current plans. Locale undecided. New York is indicated. Following advertisers, networks will be called in final phase of investigation.

Storer options

Storer Broadcasting Co., which has contracted to buy WINS New York for $10 million and concurrently sell WWVA Wheeling, W. Va., for $1.3 million, has entered new option agreements in light of FCC's recent action involving inquiry into WINS programming. It has extended option to purchase WINS from Elroy McCaw from July 10 to Oct. 10, and has procured two additional options which extend only to Storer from Oct. 10, 1961 to Jan. 10, 1962 and from Jan. 10, to July 10, 1962. Similar options were entered with Emil Mogil, Ira Herbert and Bernice Judis, principals of WWVA Inc. for their acquisition of WWVA.

Northwestern exposure

Indicative of interest aroused in symposium on Freedom of Broadcasting at Northwestern U. School of Law, August 3-4, is plan of ABC-TV to videotape entire proceeding as possibly historic debate between regulators and regulated in broadcasting. Ollie Treyz, ABC-TV president, last week offered to set up cameras and monitors to pipe two closed sessions into adjoining auditorium for press and invited guests (there will be one public session to be addressed by FCC Chairman Minow and NAB President LeRoy Collins). ABC also plans to use newsworthy portions of videotape on spot basis.

CBS skyscraper

Top command of CBS last week gave celebrated architect Eero Saarinen go-ahead to produce detailed drawing for new headquarters skyscraper on New York's Sixth Avenue between 52nd and 53rd Streets. Decision followed temporary exploration of possibility of moving into new firm at 277 Park Ave. Last piece of building to be constructed by another property for Sixth Avenue site was acquired last week.

This will be first Manhattan building designed by architect Saarinen. He has already built model—square tower rising sheerly from its own surrounding courtyard. Wholly without interior supports (so floor space will be open except for center elevator-service core), building will rise on concrete columns that in themselves will be exterior "walls." Columns will be faced with granite that will weather to charcoal gray, and windows will be tinted lighter shade of same color. It promises to be like no other building in New York.

Model date delay

There's some uncertainty about automobile manufacturers' plans for broadcast advertising to announce new models this fall. Reason: Manufacturers still haven't firmly set introductory dates. They're worried about current negotiations with United Auto Workers, and some think there is possibility of strikes—which could delay production of new models.

Instant nationals

There's good chance American Research Bureau will produce overnight national tv ratings throughout fall, winter and spring. According to present plans, Arbitrons—representing true national sample—will be offered daily from Sept. 24 through March 25. Information will be collected by mixture of coincidental telephone interviews and metered sets. In last season national Arbitrons were made intermittently. If plans go through for 1961-62 season, more meters will be used than in 1960-61.

What did they talk about?

Preparatory to trip next month to Europe, including Iron Curtained Prague and East Berlin, J. Leonard Reinsch, executive director of Cox Stations and newly appointed member of U. S. Advisory Commission on Information, conferred last Thursday with Attorney General Robert Kennedy. On following day he lunched with USIA Director, Edward R. Murrow.

Just checking

Since FCC Chairman Newton Minow launched his campaign to clean up television's so-called program "wasteland," broadcasters are finding it isn't necessarily enough to watch what they say. In at least one case FCC has called tv networks to account for statements made *about* them. Appearance of *Television* Magazine item reporting on number of network hours devoted to public-affairs programming was followed by calls to networks to justify those figures—although figures had not been attributed to networks in first place.

JFK's pickups

Jack Christie, Democratic National Committee radio-tv director, is working on arrangements for President Kennedy's report tomorrow (Tuesday) on Berlin situation. Mr. Christie aided Presidential News Secretary Pierre Salinger on President's broadcast last month after his return from Europe.

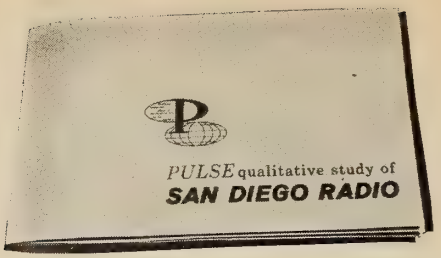
AFL needs tv

Court decision nullifying National Football League's contract with CBS-TV may or may not lead Justice Dept. to challenge other major tv-sports contracts (see page 61), but in legal inner circles there's speculation that one may be exempt. That's American Football League's contract with ABC-TV, and reasoning is this: Justice Dept.'s actions against NFL, going back several years, stemmed from intention to break up NFL's former monopoly position. With AFL now on scene, NFL is no longer monopoly. But AFL gets most of its revenues from tv contract and might not survive if that contract were invalidated. Hence blow at AFL contract just might restore NFL to its former monopoly position.

Burma Shave tv test

Despite reports to contrary, those roadside Burma Shave signs will not be discarded. They're part of Americana and will be retained, albeit curtailed, Burma-Vita Co. is to say this week in announcement of decision to put biggest hunk of its budget into heavy spot tv test for full year in Chicago and few other key markets. Sponsor also is expected to disclose its selection of new Chicago agency, switching from Bozell & Jacobs.

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SPECIAL PULSE QUALITATIVE STUDY OF **SAN DIEGO RADIO,** SHOWS.....

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2 KFMB's audience listens more attentively, has more travel cards, credit cards and charge accounts.

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WDAF-TV, WDAF-AM, Kansas City, Mo.

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The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

WEEK IN BRIEF

If the people responsible for tv programming were programming for themselves, things would be different, survey of decision-makers indicates. Favorites: drama, documentaries, news. See . . .

PROGRAMMERS PICK FAVORITES . . . 19

Cunningham & Walsh, which has dropped nearly $20 million in accounts thus far this year, is attempting to reverse the trend by revitalizing management, selling off Chicago office. See . . .

C&W GETS MAJOR SURGERY . . . 22

Rebellious Idaho broadcasters spit defiance at LeRoy Collins in disagreeing with NAB's endorsement of new proposed FCC program forms. Then they advise stations on how to survive an FCC shakedown tour. See . . .

REVOLT AGAINST FCC CONTROLS . . . 50

The Senate's Communications Subcommittee plants its flag amid those of other Hill committees in jockeying over how space communications will be run. And adds a study of frequency allocations. See . . .

ACT IV: ENTER PASTORE . . . 44

The heady attraction of television game shows has never lessened, according to a survey which indicates they're bouncing back stronger than ever—with a slew of network precautions, restrictions. See . . .

GAME SHOWS MAKING COMEBACK . . . 62

AFTRA chapter in Los Angeles up to now has not required members to respect picket lines of other unions. But things may change as announcers woo IBEW support in strike against KFWB. See

STRIKERS PUT ON SQUEEZE . . . 36

The Voice of Democracy drops to a whisper as NAB, charter sponsor of contest (with EIA) since 1947, withdraws support, claiming lack of interest. Some quick station reactions indicate otherwise. See . . .

NAB PULLS PLUG ON VOD . . . 32

CBS's agreement with the National Football League for $9.3 million, two-year package tv rights is blown sky high by federal judge's ruling of illegality. Similar plans seen imperiled. See . . .

CBS-NFL PACT HELD ILLEGAL . . . 61

Reluctant witnesses compound the troubles the FCC is encountering in trying to prove at local hearing in North Dakota that the license of KBOM Bismarck-Mandan, N. D., should be revoked. See . . .

BALKY WITNESSES PLAGUE FCC . . . 42

ABC-TV National Sales Inc., to be national rep for network's tv properties, is ready to go Aug. 15 with a staff of 57 people. Offices are rented in five major cities. See . . .

ABC-TV NATIONAL SALES . . . 26

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	64
BROADCAST ADVERTISING	22	LEAD STORY	19
BUSINESS BRIEFLY	27	THE MEDIA	32
CLOSED CIRCUIT	5	MONDAY MEMO	16
CHANGING HANDS	38	OPEN MIKE	15
COLORCASTING	59	OUR RESPECTS	85
DATEBOOK	14	PROGRAMMING	59
EDITORIAL PAGE	86	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	57		
FANFARE	66		
FATES & FORTUNES	68		
FOR THE RECORD	72		
GOVERNMENT	42		

BROADCASTING

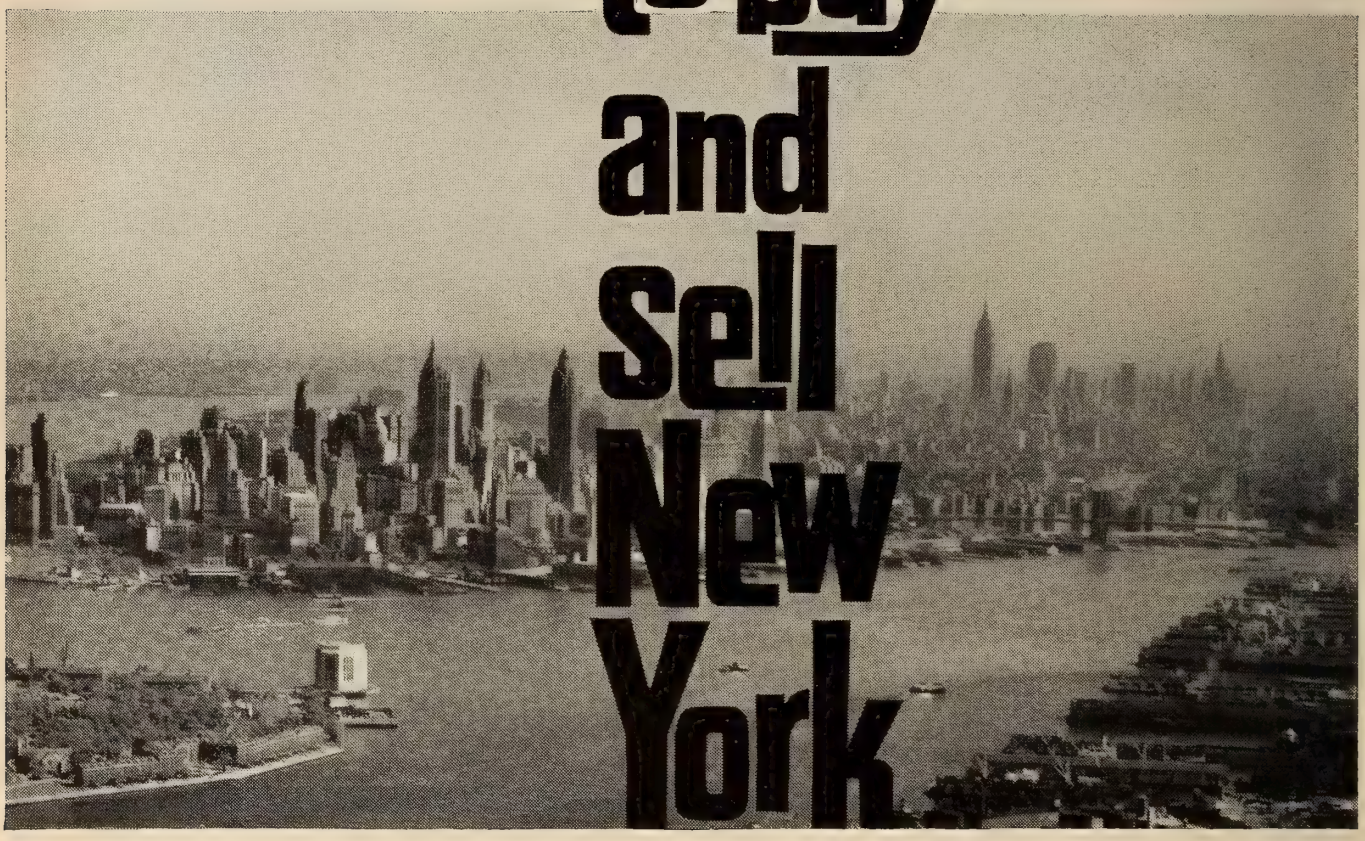
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YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

NFL pacts may be same as in 1960

LIKELY IF RULING IN CBS GRID DEAL STICKS

National Football League was reported Friday (July 21) as almost certain to file early appeal from federal court decision invalidating its $9.3 million tv contract with CBS-TV and to "fight judgment all the way" (story, page 61).

If appeal is unsuccessful or undecided when season opens two months from now (and it's considered unlikely that decision will be reached by then), teams probably will revert to provisions of last year's tv contracts, according to NFL officials. They are: telecast rights for nine teams were held by CBS-TV. Washington Redskins tv rights were held by advertiser (Amoco gasoline) but games were telecast on CBS-TV facilities. Cleveland Browns tv rights also were in hands of sponsor (Carlings Brewing Co.) with games carried by Sports Network. Baltimore and Pittsburgh games were televised by NBC.

Minnesota, 14th league team, is new and may be left in cold if league contract falls through. Informed sources indicated, however, that Minnesota will negotiate independently and wind up on CBS-TV—but probably for considerably less money than under overall league contract.

Spokesman for NFL questioned why Justice Dept. attacked its contract with CBS-TV but not NBC-TV's with National Basketball Assn. and ABC-TV's with American Football League and National Collegiate Athletic Assn.

Pros and Amateurs ▪ He claimed "law should be applicable all the way down the line," and wondered why there should be difference between televising professional and amateur events (as in case of NCAA-ABC-TV contract).

NFL spokesman said league is well aware of existence of controversial 1953 clause which was basis for Judge Grim's judgment last week, but wants government "to rule on it again after eight years of changing economic conditions."

Clause evolved from Dec. 12, 1953, judgment by Judge Grim in case involving legality of NFL's bylaw giving member teams right to "black out" their home territory during home games.

Judge Grim ruled that "black out" bylaw was legal.

He said Friday (July 21) that clause was part of "long order" he issued in case. He explained that clause barred NFL and its teams from making any agreement "having purpose or effect of restricting the areas within which broadcasts or telecasts of games may be made."

He said he could not recall why clause was added since in 1953 no league was engaged in negotiations for its member teams, but that his ruling was comprehensive and covered much ground.

This stricture, apparently thrown in casually, is now crux of government's case against NFL.

Jack Dolph, CBS-TV's director of sports, said CBS reaction "is wait and see" because company lawyers had not had opportunity to go over judgment. He indicated network would not file its own appeal, but would rest case on NFL's appeal.

ABC-TV, which because of involvement with telecasts of AFL and NCAA games, has heavy stake in future of litigation, said through spokesman that it has not seen copy of opinion and has had no opportunity to consider matter.

NBC-TV, which owns rights to NBA games, had no comment.

NBC tops Trendex for space shot on tv

Tv coverage of space shot by astronaut Virgil Grissom Friday morning was seen by 43 million viewers in 40% of U.S. tv homes, NBC estimated. Figures for live tv coverage on all three networks were national projections from Trendex figures in 18 cities and were compared to first astronaut flight May 5.

Trendex ratings and audience shares by network: NBC-TV, 15.4 rating and 61 share, more than combined totals of other networks; CBS-TV, 6.5 and 26; ABC-TV, 3.4 and 13.

Special study of New York tv audience by A. C. Nielsen Co. showed tune-in slightly trailing that for May 5 flight.

Gannett criticized in WAVY-AM-TV sale

Gannett Co., Rochester, N. Y., was accused of past trafficking in broadcast licenses and antitrust violations in a petition to FCC to deny sale of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. to Gannett.

Petitioner, Beachview Broadcasting Corp., was losing applicant in original contest for WAVY-TV (ch. 10).

Beachview claimed that 14 newspapers, 4 radio and 2 tv stations owned by Gannett puts that company in precarious antitrust position.

Donahue & Coe gets $3.5 million from C&A

Donahue & Coe Inc., New York, will add $3.5 million in radio-tv billings Aug. 1 when majority of Cohen & Aleshire Inc.'s accounts and personnel merge with D&C.

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, New York, announced merger Friday (July 21). He said D&C will acquire following accounts: Grove Labs Division of Bristol-Myers (4-Way cold tablets); Fitch hair tonic and shampoo; Amstel beer; Kiwi

How to kill an audience with culture

Cultural programming on television can create "wasteland" of its own—if wasteland is interpreted to mean place without people.

Comparison of New York Arbitron figures for two recent prime periods on New York tv tells story.

On Thursday, July 6, WCBS-TV drew low fifth place among New York stations with 9-10 p.m. broadcast of Sir Thomas Beecham and Toronto Symphony. Show had 5.8 rating average for hour against 16.5 for *My Three Sons* and *Untouchables* on WABC-TV, 10.5 for *Bachelor Father* and *Great Ghost Tales* on WNBC-TV, 10.3 for baseball on WPIX (TV) and 6.2 for wrestling on WNEW-TV.

On Saturday, July 15 in 10-11:30 p.m. period WCBS-TV clobbered all competition with 46.8 rating on Miss Universe contest telecast, representing 70% share of total audience. Miss Universe vastly enlarged WCBS-TV's normal audience for that time. Week before station averaged 26.8 rating in same period which started with its regular powerhouse, *Gunsmoke* (10-10:30), and included regular *Sea Hunt*, news and late movie.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Schloat

Warren Schloat, vp and creative director of Compton Adv., N. Y., named vp and creative director of Robert Lawrence Productions, N.Y., producer of tv commercials. Mr. Schloat will serve Lawrence as producer, director, writer and pre-production consultant. He joined Compton Adv. in 1955. Earlier he had been executive tv producer for William Esty Co., N. Y.; tv commercial producer with Young & Rubicam, N. Y.; copywriter for BBDO, N. Y. and animator-story director for Walt Disney Productions on West Coast.

Carl W. Nichols Jr., senior vp, named president and chief executive officer of Cunningham & Walsh Inc., as part of major realignment of agency's top executives. Also involved in reorganization were John P. Cunningham, chairman, who was named chairman of executive committee, and Robert R. Newell, president, who was appointed chairman of board. Three new executive vp's were also named: Edward H. Calhoun, marketing services; Anthony C. Chevins, creative services; and Joseph D. Nelson Jr., account management. (For details and biographical material, see story page 22.)



Mr. Siegel

Simon B. Siegel, financial vp of AB-PT, Inc., elected executive vp of ABC division. Appointment officially ranks Mr. Siegel as second in command at AB-PT and ABC next to Leonard H. Goldenson, president. He will continue as financial vp. Mr. Siegel began entertainment industry career in 1929 at Paramount Pictures, becoming comptroller of newly-formed United Paramount Theatres in 1950, and in 1953 became treasurer of AB-PT upon merger of ABC and UPT. In 1957 Mr. Siegel was elected financial vp and treasurer of AB-PT and ABC. In 1958, he was elected member of board and in 1959 to AB-PT board of directors executive committee.



Mr. Cott

Ted Cott, who resigned recently as vp in charge of broadcast operations for National Telefilm Assoc., N. Y. (WEEK'S HEADLINERS, July 10) appointed consultant on programming and production for CTV Television Network Ltd., new commercial network in Canada that is scheduled to begin operations in fall. Mr. Cott's duties will include advising CTV executives on operations and helping to stimulate and develop Canadian programming and talent. Before joining NTA in 1957, he was vp and general manager of now-defunct DuMont Broadcasting Corp. for two years and earlier had been vp in charge of NBC Radio, and vp for programming and operations of WNEW New York.

For other personnel changes of the week see FATES & FORTUNES

shoe polish; Dormin sleeping capsules; Acno-Tabs, and Lydia E. Pinkham Medicine Co.

All key executives of Cohen & Aleshire, totaling 19 persons, will join D&C. They include Mr. Cohen, Ed Aleshire, Frank Brady and Harry B. Cohen Jr. D&C spokesman said agency's radio-tv billings are at rate of $9 million. Merger will boost total to $12.5 million.

TIO tells station side

FCC last Friday witnessed 30-minute presentation of what tv stations are doing to serve "public interest, convenience and necessity." Slide presentation with running commentary was made by Lou Hausman, director of Television Information Office and introduced by John S. Hayes, president, *Newsweek-Washington Post* Broadcast Division and TIO board member.

Senate to act on FCC revamp

Bill to reorganize FCC will be considered by Senate this week. Senate Majority Leader Mike Mansfield (D-Mont.) scheduled bill (S-2034) for action at request of its sponsor, Sen. John O. Pastore (D-R.I.).

In asking for Senate action, Sen. Pastore described bill as non-controversial, and predicted its easy passage. (See earlier story, page 49).

Space communications money

There's $94.6 million for communications satellites in authorization signed by President Kennedy Friday to spend $1.784 billion on operations of National Aeronautics & Space Administration. Sum is $60 million more than first proposed in Eisenhower fiscal 1962 budget and $50 million more than first proposed in initial Kennedy budget. Overall, Congress passed space authorization bill $400 million above original Kennedy request, mostly for man-on-moon project.

AFTRA to back Minow

Delegates to American Federation of Television & Radio Artists convention in Detroit were expected to adopt resolution over weekend endorsing FCC Chairman Newton N. Minow's stand on station license renewals. Resolution was suggested in speech by Donald Conaway, AFTRA executive director, on opening day of convention Thursday (July 20, when he applauded Mr. Minow's determination to examine local station promises and performances in passing on license renewals.

Convention, which closed yesterday (July 23) featured talk by Herman Kenin, president of American Federation of Musicians, who urged "united" action by entertainment unions on broadcaster obligations.

RCA unveils new tube

RCA Electron Tube Division is introducing today (July 24) first commercial vidicon type camera tube with limiting resolution capability of 1,200 tv lines.

RCA said new vidicon (RCA-8051) is only one designed especially for 35 mm film camera optics. It may be used for high-quality black-and-white film or live pickup, closed-circuit tv involving remote reading of documents or instruments, or for color pickup in three-vidicon cameras.

RCA spokesman said development would result in improved pictures on standard tv receivers, but said new tube will not be used as direct replacement for present cameras. Number of companies, including RCA, are working on new cameras which would utilize RCA's new tube.

ROLLINS APPOINTS BLAIR
FOR
CHARLESTON-HUNTINGTON, W. VA.
WCHS-AM & TV

For national representation
of its West Virginia stations,
covering the Charleston-Huntington area,
Rollins Broadcasting Inc. has named Blair,
effective August 1, 1961.
WCHS Radio, 5000 watts at 580, will be
represented by John Blair & Company.
WCHS-TV, Channel 8, ABC-TV, will be
represented by Blair Television Associates.



RAVES, RATINGS AND ALL THAT GREAT JAZZ



NOW—ALSO FOR FIRST TIME SYNDICATION:

- MR. LUCKY
- YANCY DERRINGER
- WIRE SERVICE





114 HALF HOURS
1ST TIME FOR SYNDICATION!

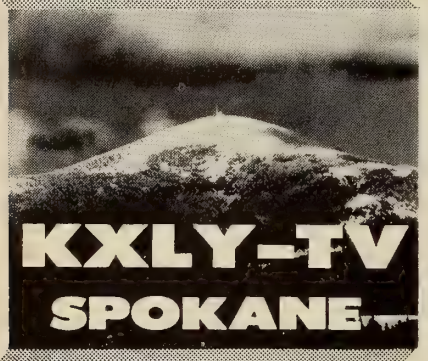
PETER GUNN

STARRING CRAIG STEVENS
WITH HERSCHEL BERNARDI AND LOLA ALBRIGHT

The show that started it all and is still the **best** of them all—Peter Gunn, the private eye with an ivy league profile and a sophisticated approach to danger—urbane story lines and some of the most fabulous jazz of our time by the great Henry Mancini. After three swingin' years on NBC and ABC—sponsored by national advertisers—now available for syndication! Call, wire or write.. the audience is pre-sold coast to coast. Created and produced by Blake Edwards.

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"The Big Picture, From the Big Mountain that Blankets the Big Empire!"



KXLY-TV SPOKANE

"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . . 31
STATION B . . . 19
STATION C . . . 13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle Day & Wellington
Portland H. S. Jacobson

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JULY

July 24—Deadline for submission of briefs to the FCC in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

July 31—Comments due on FCC rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

*Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; former FCC Commissioner Charles H. King; Prof. Louis L. Taffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and FCC consultant; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; Warren K. Agee, executive officer, Sigma Delta Chi; Edward L. Bernays, public-relations consultant; Prof. John E. Coons, Northwestern U. (conference director); John W. Guider, WMTW (TV) Poland Spring, Me.; Morris S. Novik, broadcast consultant, AFL-CIO; John Taylor, WTTW(TV) Chicago etv station; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn., 84th annual meeting,** 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

*Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on FCC rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on FCC rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

Sept. 15—Deadline for comments on FCC proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed FCC rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on FCC rulemaking on revised program forms.

Sept. 18—Reply comments due on FCC rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

*Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.**

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

*Oct. 7—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 8-18—International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

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Amazed, gratified

EDITOR: . . . I'm always amazed and gratified to read BROADCASTING's stories on activities in which we have had a hand (BROADCAST ADVERTISING, July 10). The articles are always accurate, well written and to the point and—considering your circulation among station personnel throughout the country—vitally important to us.—*Herbert Zeltner, Vice President and Media Director, Lennen & Newell Inc., New York.*

More to be desired

EDITOR: I thought you would like to know how pleased I was with the reception to my MONDAY MEMO in BROADCASTING's June 19 issue. The article drew a lot of comment via phone, letter and in personal conversations with sales representatives of the different broadcast media, as well as agency media people themselves. Apparently there are a few other people in the business who feel that there is more to be desired in the evaluation of frequency. —*Sam Novenstern, Media Director, North Advertising Inc., New York.*

Deeply impressed

EDITOR: . . . We were deeply impressed by the coverage in depth of a most difficult subject (Samuel W. Yorty's successful use of tv in his campaign for mayor of Los Angeles, THE MEDIA, July 10) and by the thoroughness of the story. . . .—*Irvin L. Edelstein, President, Irvin L. Edelstein Assoc., Los Angeles.*

Appreciation

EDITOR: We are impressed with your article on our company, "How radio lit a light under Zonolite" (BROADCAST, ADVERTISING, July 10), and want to express our warm appreciation. . . .— *L. A. Castell, Editorial Department, Western Mineral Products Co., Minneapolis.*

Extends vital facts

EDITOR: The article, "Is FCC making fm basic medium" (BROADCASTING, July 3) is very informative and is one of the first on this medium that extends vital facts. . . . —*Fred J. Shannon, Kelly, Zahrndt & Kelly Inc. Adv., St. Louis.*

AMA series a hit

EDITOR: Dr. (James Roger) Fox and I greatly appreciated the fine story you printed about *Doctor's House Call* (PROGRAMMING, July 3). Already . . . we have had over a dozen inquiries from stations. . . . —*John R. Lucas, Prestige Productions Co., Minneapolis.*

"PROGRAMATIC® ASSURES TROUBLE-FREE OPERATION...at rock-bottom cost"



says Frank S. Lane
KRMG, Tulsa, Oklahoma

"Using Programatic on the midnight to 5:30 A.M. shift permits us to schedule programs around the clock on our AM channel operation. Programatic automation allows broadcasting without attendants for this period. It gives us trouble-free programming at rock-bottom cost, while maintaining the broadcast quality."

Yes, more and more AM broadcasters, large and small, are discovering the way to bigger adult audiences, happier advertisers and higher profit potentials. The secret is the distinctive Programatic package of all-time favorite music played with taste and restraint, plus the exclusive program service and audience-building techniques. And it's *automated,* too. Programatic is available to only *one* station per market. For complete details, write to Programatic.



PUT Programatic "the Sound of Success" TO WORK FOR YOU

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An International Subsidiary of Wrather Corp.

MONDAY MEMO

from LEE CURRLIN, vp and media manager, Benton & Bowles, N. Y.

Media and programming: why their hearts beat as one at B&B

The mercurial state of television during the past couple of years has made it necessary for agencies whose clients have substantial network tv investments to establish a much closer working relationship between their media and programming departments than in the past.

We at Benton & Bowles have successfully accomplished a virtual wedding of the two departments and I'm sure other agencies have made similar moves, which in many cases represents a significant change because of the traditional feeling of rivalry between media and programming.

A great change started taking place in network television at the start of the 1958-59 broadcast season. This was the emergence of ABC as a strong contender for audiences along with NBC and CBS. Before this time it was relatively easy to plan and purchase network television because it was much easier to predict the performance of television programs. Also, prior to the 1958-59 season, programs were sold on either a full half-hour or alternate half-hour sponsorship basis and more often than not you were locked in for 52 weeks.

Thus, planning and purchasing of network television was relatively uncomplicated. Under these conditions there was less need for frequent contact between media and programming than there is today.

Unpredictable Medium ▪ Today television is about as unpredictable as anything in the advertising business can be. This can be illustrated by the great mortality rate of television programs from season to season. For example, here are the names of some of the shows which started but didn't finish the last broadcast season:

Riverboat, Dan Raven, Garlund, Witness, Islanders, Wanted, Dead or Alive, Klondike, Acapulco, My Sister Eileen, Ann Sothern, Dante, Take a Good Look, Jackie Gleason.

In addition, a long list of shows were on the air last season, but will not return next fall. Some of these are shows that have enjoyed long successful runs:

The Rebel, Shirley Temple, Tab Hunter, Loretta Young, This Is Your Life, Peter Gunn, Bringing Up Buddy, June Allyson, The Americans, Barbara Stanwyck, Hong Kong, Angel, Peter Loves Mary, Guestward Ho, Zane Grey, Bat Masterson, Ernie Ford, Groucho, M. Shayne, Deputy, Wyatt Earp, Stagecoach West, Tom Ewell, Harrigan & Son, Law and Mr. Jones.

Obviously, there were advertisers and agency people—including media and programming people—and networks and program producers who were betting that many of these programs would continue successful runs or become outstanding successes. Just as obviously, a lot of people were wrong, and there is no reason to believe that this high program mortality rate will not be with us from now on.

This means we are all going to have to get deeper and deeper into the problem of analyzing and predicting program performance. Today there is a more urgent need than ever before to develop new tools, both qualitative and quantitative, for program and time period analyses. To be used intelligently, these must be examined in combination and put to use jointly by media and programming.

New Patterns ▪ Another development during the 1958-59 season: the networks started to offer advertisers for the first time thirds of half-hour programs and alternate-week thirds of hour programs so that an advertiser could buy a single network commercial minute on a weekly basis.

This practice has mushroomed to such an extent that a very large percentage of the program time during the evening can be purchased on a one-minute or so-called participating basis. In fact, today you can buy scatter plans that will give you a few minutes on any number of programs, and you can buy these long term or short term.

These kinds of buys are considered even by the networks to be basically media buys—and they are indeed—because their flexibility presents the kind of problems that rightfully fall into the media department's area. However, even this kind of buy can be made more intelligently through counsel with the programming department.

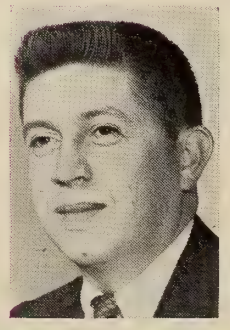
These are important and fairly drastic changes, and since necessity is the mother of invention, we saw a need for a change in our operation at Benton & Bowles.

The change that we made was simple but effective. The media and programming departments were brought together under the supervision of one person—Lee Rich, our senior vice president in charge of media and programming. Mr. Rich has always recognized, and still does, the importance of the media department's role in the planning, selecting and purchasing of network television programs.

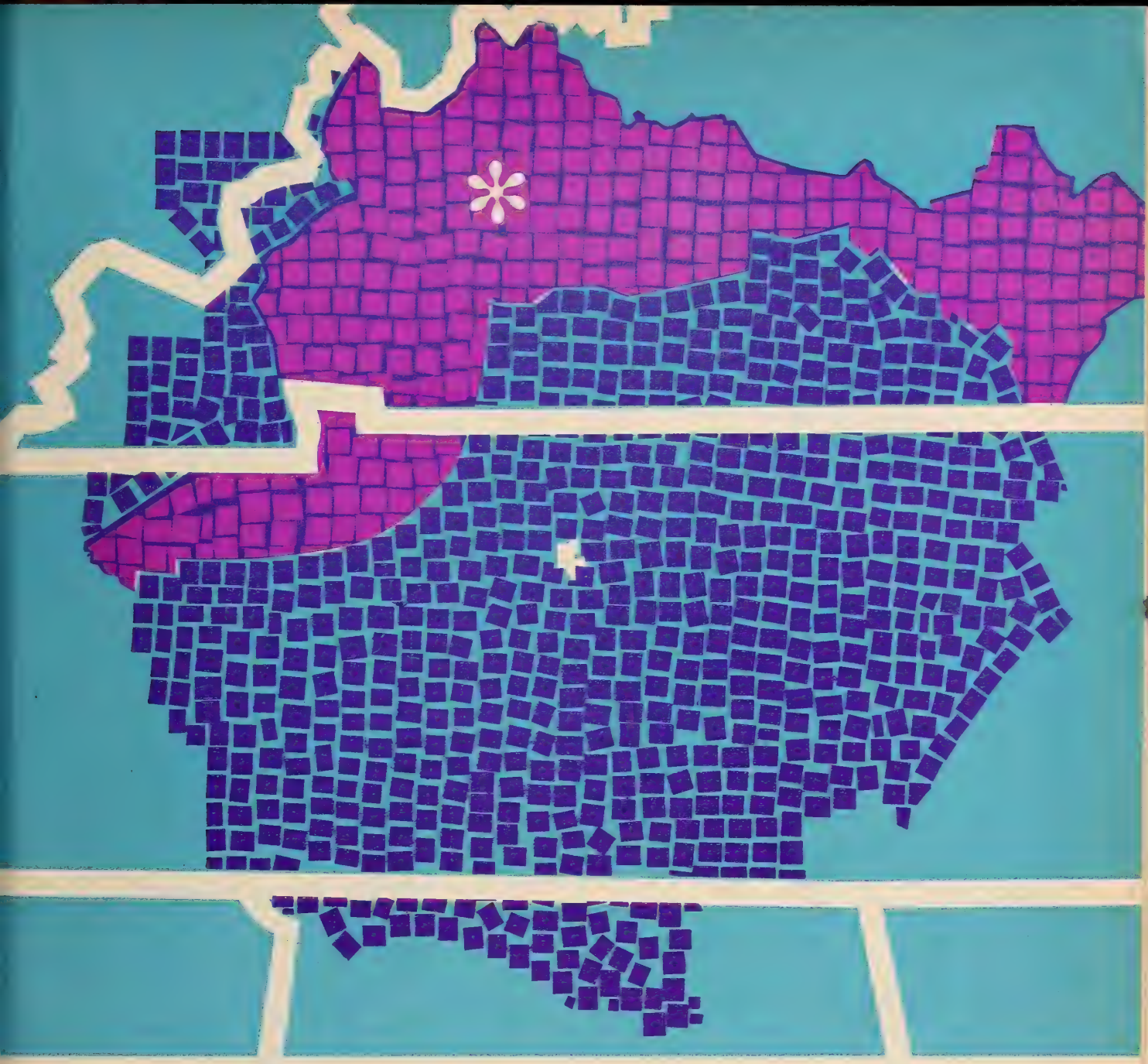
So it was an ideal solution with the right man in charge. We think it has worked out so well that, considering today's network television situation, we just don't see how we could function properly in any other way. I report directly to Lee Rich as head of the media department, as does Grant Tinker, head of our programming department. Grant Tinker now knows a lot more about programming.

It's Mutual ▪ How do we make it work? By working closely together. It's as simple as that. Instead of a feeling of rivalry between media and programming, there is a feeling of respect for each other's role at the agency and this results in the kind of cooperation necessary to do the best possible job for our clients.

Media and programming, in certain areas of responsibility, are like love and marriage—you can't have one without the other. Although we all know there is love without marriage and marriage without love, and there are media and programming departments that try to get along without each other, I submit that this kind of carrying on can only lead to complications and in some cases, grave consequences.



Lee Currlin joined Benton & Bowles Inc. as a media buyer in 1953. He was subsequently appointed as assistant media director, and became an associate media director in 1958. A year later he was made vice president and manager of the media department. He reports to Lee Rich, senior vice president in charge of both media and programming. Before joining B&B, Mr. Currlin was with the William H. Weintraub Agency (now Norman, Craig & Kummel) and Kenyon & Eckhardt.





The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. of course.

WLAC-TV nashville

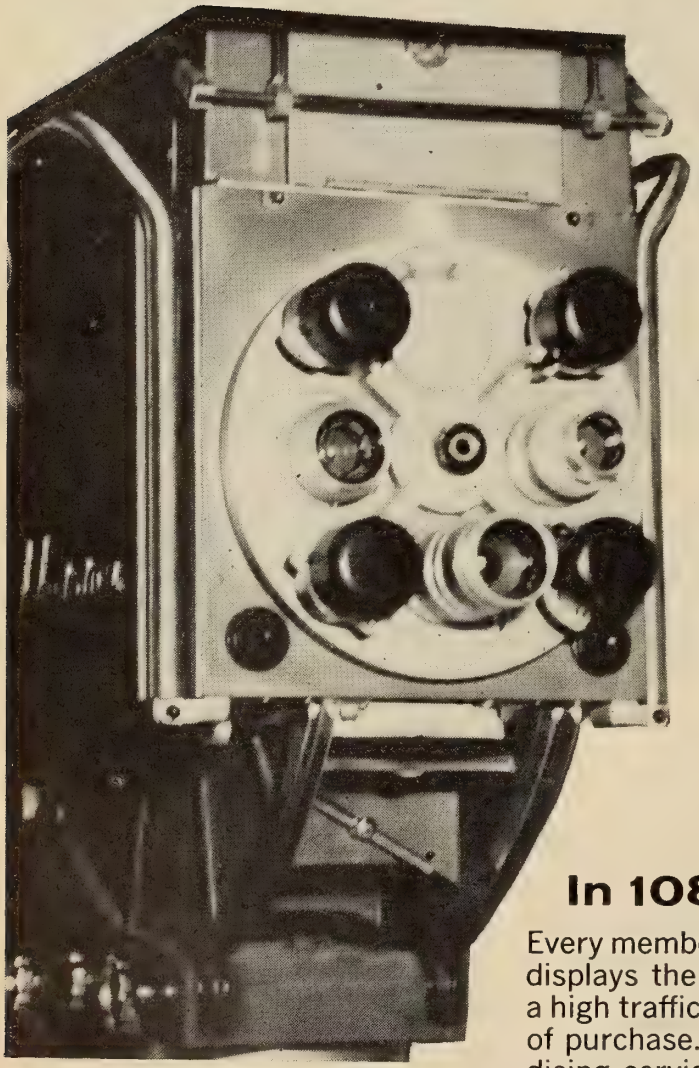
the "way" station *to the central south*

THE KATZ AGENCY, INC.
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PUT YOUR COMMERCIALS IN HERE



AND WE PUT YOUR PRODUCT IN HERE



In 108 Richmond Drug Stores

Every member of the Richmond Pharmaceutical Association displays the WXEX-TV Spotlight Product merchandiser in a high traffic area... gives you extra sales push at the point of purchase. Just one of the many outstanding merchandising services of the best buy in Richmond and Central Virginia: WXEX-TV. Call our representative for details.

NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

WXEX-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 24, 1961 Vol. 61, No. 4

PROGRAMMERS PICK TV FAVORITES

Executives like drama, documentaries and news shows best

Select astronaut shoot, presidential debates top programs

View just over 13 hours weekly, most at home, some at office

The men who program television—the men accused of overloading it with crime and violence—prefer drama, documentaries and news shows for their own personal viewing.

They rate the *20th Century* documentary series 2-to-1 ahead of *The Untouchables*—and indeed, if they had to nominate any current series for oblivion, *The Untouchables* would be their first choice. They vote the first astronaut shoot, the Kennedy-Nixon debates and related coverage of last year's presidential campaign as the "best" television they ever saw, and if they had the power to call back one program from bygone years, the *Playhouse 90* dramatic series would be their favorite by 5-to-1 over their second choice (the also non-violent *Wide Wide World*).

Like many other parents—perhaps more than most other parents—they take a positive hand in their own children's viewing: Eight out of ten put limits on what or how much their children may watch. And like television's most outspoken critics they think crime and violence are "bad" for youngsters to watch.

Decision-Makers ▪ These conclusions emerge as the dominant viewpoints in a survey conducted by BROADCASTING among programming decision-makers in networks, agencies and program production firms. Approximately 175 were canvassed. These are the men regarded as primarily responsible for most network and much local programming, through their influence in the selection of programs to be seen or offered for selection.

Respondents were guaranteed anonymity in order to encourage frankness in their replies. Their answers as a whole showed a wide range of personal opinion and preference, with the experts at odds in many instances, but from the total this picture of the "average" television program executive may be drawn:

- He watches television 13 hours 4 minutes a week at this time of year—about average for him for the whole year, he figures, although in some cases it's a little less than average because the pilot-screening season is over and the new one hasn't begun.
- He does most of his viewing at home—10 hours 30 minutes of it, to be exact—but also puts in 2 hours 13 minutes a week in viewing at the office, and 21 minutes a week in "other" places.
- It's sometimes hard to tell whether he is watching for business or pleasure, but he divides it as 5 hours 32 minutes

ABC's top executives tell how they watch television

It takes three sets going simultaneously for some tv executives to get their television viewing done. Oliver Treyz, president of ABC-TV, is shown here with a specially designed three-channel set in his office.



His boss, President Leonard Goldenson of AB-PT, has five black-and-white and two color sets, keeps three going simultaneously at home during new program introductory season in fall, watches all three networks but keeps two silent until on rotation basis, he has both seen and heard all new shows, both his own and his competitors, at least once. Says he also follows all of ABC's new shows for at least eight weeks to make sure they maintain standards of openers.

Like Mr. Goldenson, Mr. Treyz has five black-and-white and two color sets at home. During fall introductory period he takes film prints of ABC-TV's new shows home on weekends, reviews them in home screening room, then catches the competition on week nights. He says his own regular-series favorites are *Untouchables* (ABC), *Danny Thomas* (CBS), *My Three Sons* (ABC), *Candid Camera* (CBS), *Real McCoys* (ABC). Messrs. Goldenson and Treyz agreed to waive anonymity for this look at their personal viewing habits. Their counterparts at other networks preferred not to speak for the record.

a week for business and 7 hours 32 minutes for pleasure ("non-business").

▪ He has two black-and-white sets in working order—plus not quite one color set (two out of three respondents said they had at least one color receiver).

Asked to name the three program types they "generally enjoy most," some respondents named more than three and a few named less, but all principal program types got at least one mention. Those named most often were the following (showing the percentage of respondents naming each):

General drama	64 per cent.
Documentary	56
News	40
Mystery	30
Situation comedy	28
Variety	28
Western	25
Talk	25
Sports	19
Panel	14
Adventure	14
Movies	11

Pet Hates ▪ The programmers were more discriminating in their "least liked" categories. Where a total of 16 types gained mentions as generally enjoyed most, only 11 were singled out as generally least enjoyed. Those named most often as non-favorites (again with percentage of mentions):

Game	50 per cent.
Panel	42
Western	40
Participation	30
Situation comedy	28
Talk	25
Variety	14
Mystery	11

The cosmopolitan nature of the executives' preferences was demonstrated when they undertook to name (1) their "five favorite programs" and (2) five others which, if five prime-time network shows had to be deleted, they would nominate for oblivion.

In all they named 66 different programs as their favorites—plus such generic preferences as pro football, baseball, news specials and movies.

No single program was named a favorite by more than 22 per cent of the respondents. *20th Century* (CBS-TV) made first place with that figure. *Perry Mason* (CBS) got the vote of 20 per cent and five shows—*Huntley-Brinkley News* (NBC), *Andy Griffith Show* (CBS), *Perry Como* (NBC), *CBS Reports* (CBS), and *Thriller* (NBC)—tied for third place with mentions by 17 per cent.

Tops with Programmers ▪ Here are the programmers' top 20, ranked according to percentage of mentions (actually, it's top 22, because of ties):

1. *20th Century* (CBS).
2. *Perry Mason* (CBS).
3. *Huntley-Brinkley* (NBC).
3. *Andy Griffith* (CBS).
3. *Perry Como* (NBC).
3. *CBS Reports* (CBS).
3. *Thriller* (NBC).
7. *Gunsmoke* (CBS).
8. *Untouchables* (ABC).
8. *Danny Thomas* (CBS).
8. *Ed Sullivan* (CBS).
8. *Twilight Zone* (CBS).
12. *Have Gun Will Travel* (CBS).
12. *Bonanza* (NBC).
12. *Douglas Edwards News* (CBS).
12. *Garry Moore Show* (CBS)
12. *Meet the Press* (NBC)
12. *Naked City* (ABC).
12. *Bell Telephone Hour* (NBC).
12. *Hitchcock Presents* (NBC).
12. *Hennessey* (CBS).
12. *Jack Paar Show* (NBC).

A total of 47 different shows were mentioned in response to a query asking the programmers which five they would nominate if five prime-time network programs were to be taken off the air.

This question also brought more sweeping responses—both pro and con. One executive voted to drop "any five westerns." Another suggested dropping "every third one of each type—I want more choice (of program categories)." Another thought "most of the westerns could be dispensed with, and another "couldn't think of any I'd really like to save." At the other extreme, one voted to drop "none" because once in a while they are nearly all good."

Untouchables Vetoed ▪ Leader in the oblivion hit parade was *The Untouchables* (ABC), nominated by 20 per cent of the respondents. It was followed by *Whispering Smith* (NBC), *Adventures in Paradise* (ABC), *Surfside Six* (ABC) and *Hawaiian Eye* (ABC), each of which was named by 17 per cent; *Bringing Up Buddy* (CBS), named by 14 per cent, and *Roaring 20s* (ABC) and *Pete & Gladys* (CBS), which were mentioned by 11 per cent.

Twenty-two programs were singled out in response to the question: "What program no longer on air would you like to see back (if any)?" These nostalgic responses included, among others, *Mama, Sid Caesar, Kukla, Fran & Ollie, Philco Playhouse, Producer's Showcase, Comedy Hour, Omnibus, Studio One, Climax, Person To Person* with Edward R. Murrow, *Tales of Tomorrow* and *$64,000 Question* and an

Current hubbub is

Despite all the criticism, "broadcasters are no less responsible, sensitive or intelligent than any other business executives—they are just more exposed."

This is the view of a veteran television program executive, Robert F. Lewine, programs vp of CBS Films, formerly with NBC and before that with ABC. He offered it in an analysis of the "current hubbub" in a letter accompanying his replies to BROADCASTING's survey of the viewing habits of leading program authorities (see page 19).

Mr. Lewine said:

"It is my considered opinion that the current hubbub about television is a typical excess just as the current trend of action-adventure programs is an excess and just as the last four years of westerns were an excess. Indeed, we seem to be a nation of excesses in eating, drinking habits, appliances, chromium on automobiles, above-knee-length dresses, Metrecal, Elvis Presley, the stock

Top 100 spend 53.5% in tv advertising

Last year's top 100 national advertisers spent more money than ever before for network and national spot tv advertising—and more than in all other media combined — according to the Television Bureau of Advertising. Of the $1,695,353,369 spent by the group last year (marking a 5.6% overall increase in their budgets over 1959) 53.5%, or $906,467,950, was spent in tv (with the medium getting 62.3% of the overall budgetary increase). Network tv expenditures for the leading 100 advertisers rose 8.5% in 1960, while spot tv enjoyed a 3.6% increase.

Other favorable statistics for tv: 98 of the top 100 advertisers used at least some tv to carry their advertising messages (the only outsiders were liquor companies); 71 considered tv their basic medium; 51 spent over 50% in tv; 33 spent more than two-thirds, 19 more than 80%; and 9 more than 90%.

an excess—but it may serve a useful purpose

market, rock 'n' roll ad nauseam.

Never Ashamed ▪ "I make my living in television and have done so quite comfortably for more than sixteen years. Never have I been ashamed of it; often have I been concerned about it. Much of it is second-rate; some of it is third-rate and more than we can possibly recall to mind is first-rate. I suspect that this ratio holds true in other creative endeavors whether it be publishing, the legitimate theatre, music, motion pictures, architecture or the arts. Those who would make wholesale condemnation of television should not blithely ignore its very unique pressures. The incredible appetite and the equally incredible logistics and economics. When these pressures cease to become factors in television programming, then we will have the equivalent of the BBC.

"Programming is far from perfect and it never will be; it is far from atrocious and it never will be. At



the rate of having to provide ten thousand hours of information and entertainment each year, it is simply unrealistic to expect that television can avoid failures, bad taste, carbon copies, shoe-string productions and ills inherent in mass production.

No Real Infancy ▪ "I do not believe that the label of "Golden Age" applies to any period of television's life unless those who claim a golden age are merely being nostalgic about those times when the television receiver was still a complete novelty which encouraged viewers to watch regardless of whether it was wrestling or the *Kraft Television Theatre.* Network television is a mere thirteen years old and it never really had an infancy—it was born an adult. I'm certain these investigations, hearings and speeches from on high will serve their purpose by reawakening responsible broadcasters to their obligation to maintain more diversity and balance in their programming. Legislation will not be needed. Wholesale condemnations by the industry's dissidents are just as inappropriate as wholesale defenses by the industry. Broadcasters are no less responsible, sensitive or intelligent than any other business executives—they are just more exposed."

unspecific quiz shows. But the winner far and away was CBS-TV's trail-breaking *Playhouse 90,* named by 42 per cent of all respondents. *Wide Wide World,* NBC-TV's pioneering venture, took second place with mentions by 8 per cent.

Not all programmers wanted to call any particular program back from the past. As one observed, he didn't "particularly" want to see any revived, because "I'd like to see some innovation . . . some imagination . . . something that is not formula."

Shepard's Show ▪ Comdr. Alan Shepard's ride into space was the dominant choice for the program or event liked best out of "All you have seen on tv." A close second was last year's convention and election coverage, including the historic Kennedy-Nixon debates. These were followed by *Peter Pan* (NBC), the Fred Astaire Specials (NBC), coverage of President Kennedy's inauguration, and the *Project 20* series (NBC). Nearly a score of other shows, mostly dramatic offerings, documentaries or special events, also were mentioned.

Respondents with children under 16 years of age gave widely varying answers when asked what programs, if any, they "particularly want your children to watch."

Three said "very few," "damn few," and "can't think of any," while four others reported simply "none." Several did not respond at all to this part of the questionnaire.

Most of those who did reply listed programs or categories generally considered in the children's or all-family class—*My Three Sons, Shirley Temple, Father Knows Best, Disney, Capt. Kangaroo,* etc. "Documentaries," "news and information," *Project 20, 20th Century* and *Play of the Week* also got a few mentions, indicating that age of the children obviously is an influence.

Limit Viewing ▪ A total of 80 per cent of those who answered this question said they do limit their children's viewing in some way: Either by putting a ceiling on the amount of watching that is permitted, or by ruling certain programs off limits—or by both methods.

To get the views of programmers who have no children at home as well as those who are practicing parents, the questionnaire asked "which programs, if any, do you feel are good for children to watch?" The answers agreed generally with those given previously by parents with youngsters at home, with additional emphasis on such shows as *Lassie, Mr. Wizard, Danny Thomas, Bugs Bunny, Flintstones, Leave it to Beaver, Shari Lewis Show,* etc.

One respondent said "there are very few children's shows on tv—this is our major disgrace." Another thought that "generally all" tv programs would be good for youngsters.

A query about shows considered "bad for children to watch" produced a few program titles—*Untouchables* and *The Three Stooges* led the list—but most of the answers condemned "violence," "rough talk," "immorality," "programs that scare them or deal with adult problems," etc., rather than naming specific shows.

These answers ranged from the view that "none" would be harmful to the contention that 90 per cent of all dramas, mysteries and westerns on the air today" would be bad for children. "A normal child can watch about anything available on tv without harm," said one. It "would take a book" to list all that would be harmful, said another. Most of the replies fell between those extremes but concentrated on violence as the biggest offender.

Parents who limit their youngsters' viewing said they do so in various ways. Some put arbitrary limits on the number of hours that may be spent before the set; others name a specific cutoff time (bedtime, for instance), rule out television altogether on school nights or raise or lower the ceiling in relation to the children's marks in school. The other primary form of limitation, sometime's imposed in addition to the limit on time, is to name the programs—or types of program—that may be watched. Not all respondents went into detail on this point: one, asked "in what way" he imposed limitations, replied simply: "I cut off the set."

C&W gets major surgery, transfusion

NEW MANAGEMENT BLOOD TAKES OVER AS CHICAGO OFFICE IS SOLD

Cunningham & Walsh, which this year has lost accounts totaling close to $20 million, reorganized its top echelon last week. At the same time the agency sold its Chicago office to a group of company executives who were running its operations, but C&W indicated it would open a new office in Chicago soon.

Chosen to help stem the adverse tide against the agency were four young company officers whose average age is 40 years (also see WEEK's HEADLINER's, page 10).

Carl W. Nichols Jr., 37, a senior vice president, was named president succeeding Robert R. Newell, who was shifted to board chairman. John P. Cunningham, who had been board chairman, was appointed chairman of the executive committee.

Three vice presidents—Joseph D. Nelson Jr., 42, Anthony C. Chevins, 40, and Edward H. Calhoun, 41—were named executive vice presidents, a newly created title at C&W. Mr. Calhoun is in charge of marketing services, Mr. Chevins is top man in creative services, and Mr. Nelson heads the account management department.

In another management shift, Carl R. Giegerich, formerly senior vice president and chairman of the executive committee, becomes chairman of the plans board.

The executive committee now consists of Mr. Cunningham (chairman) and Messrs. Calhoun, Chevins, Nichols and Nelson. The plans board is now being reorganized under the direction of Mr. Giegerich.

The Chicago office was sold for an undisclosed price to Ivan Hill and three associates. Effective July 31, the new agency will be known as Hill, Rogers, Mason & Scott.

Mr. Hill will be president of the new organization; Laurence W. Scott, executive vice president; Sherman E. Rogers, vice president in charge of creative services; and Kenneth Mason, vice president in charge of marketing services. Mr. Hill was formerly executive vice president in charge of midwest operations for C&W; Mr. Scott was senior vice president and account supervisor; Mr. Mason was vice president and account supervisor; and Mr. Rogers was vice president and creative director.

At the beginning of this year, C&W had estimated billings of more than $54 million and ranked among the country's first 20 agencies in total domestic business. During the first six months of 1961, the agency lost Sears, Roebuck & Co. (national advertising account), billing more than $4 million last year; Crown Zellerbach Corp. (consumer product division), with billings of more than $1 million; Smith-Corona Marchant Inc., which billed some $1.5 million; Italian Lines, with approximately $1 million in billings; Revell Inc. (toy and game manufacturer), which billed about $150,000; and Texaco Inc., with billings, after discounts, of some $12 million.

The Texaco account, whose departure was a staggering loss to C&W, went to Benton & Bowles; the Revell business went to Fletcher Richards, Calkins & Holden; Ogilvy, Benson & Mather grabbed off the Sears, Roebuck billings; and the Italian Lines went to Kastor, Hilton, Chesley, Clifford & Atherton Inc. Crown Zellerbach and Smith-Corona Marchant are still shopping for new agencies.

C&W's total loss of business for the first six months of this year, more than $19 million amounts to about 37% of its total billings for 1960. During that period the agency hasn't picked up any appreciable accounts to offset the losses.

Mr. Nichols, C&W's new president, joined the agency in 1950. He worked in the research department for three years before transferring to the copy department, where he worked on such accounts as AT&T, Sunshine Biscuits and Folger's Coffee. In 1957 he was made a vice president, a creative director, and a member of the management committee.

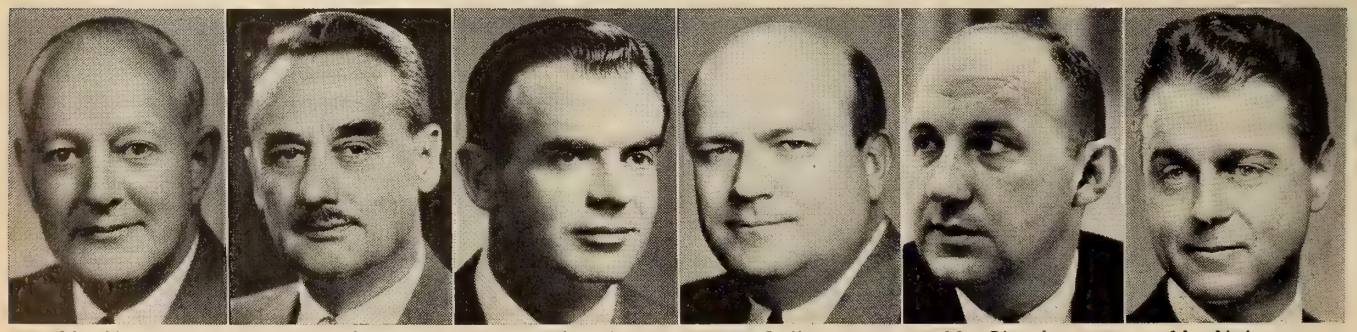
Two years later Mr. Nichols was appointed senior vice president and account supervisor on the Johns-Manville and St. Regis Paper Co. accounts. In 1960 he was elected to the agency board of directors, and was placed in charge of the account management division.

Joseph D. Nelson Jr. joined C&W as a vice president and account supervisor of the Jergens-Woodbury account in 1957. For 17 years before that he was with Stockton, West, Burkhart Inc., serving as president of the agency for the last two years of that time.

In 1959, Mr. Nelson was appointed a member of the management committee at C&W, and also was named director of the account management division, elected a senior vice president and made a member of the agency's executive committee.

Anthony C. (Tony) Chevins joined the creative department of C&W in 1951, and was made director of the department eight years later. He formerly was a copy writer at BBDO, working on such accounts as American Broadcasting Co. and Lucky Strike cigarettes. He's a member of the board of directors and the executive committee of C&W, and also serves on the management committee.

Edward H. Calhoun joined C&W in 1950 from Chicago, where he was di-



Mr. Newell | Mr. Cunningham | Mr. Nichols | Mr. Calhoun | Mr. Chevins | Mr. Nelson

"A STUPENDOUS FILM!

A-OKAY

HIGHEST RATING! VIVID...EXCITING...ABSORBING!"
–New York Daily News

RICHARD BURTON FREDRIC MARCH CLAIRE BLOOM

ALEXANDER THE GREAT



THE A-OKAY'S ... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

rector of sales, merchandising, advertising, publicity and promotion for three years for American Marietta, a paint and chemical corporation. Previously he was director of sales and advertising for K. C. Baking Co., and assistant advertising and merchandising manager of the John F. Jelke Co. (now Good Luck Division of Lever Bros.).

At C&W, Mr. Calhoun has been account supervisor for Folger's Coffee, Boyle Midway Division and the Whitehall Division of American Home Products. He is a member of the agency's board of directors and of its executive committees.

C&W's reorganization took in still another area. Robert W. Daily, executive vice president of West Coast operations, was elected to the board of directors. Edward G. Comstock and George McMoran, both senior vice presidents with the agency, continue as secretary and treasurer.

A spokesman for the agency emphatically denied that C&W's international division, which was established early this year, would be a victim of the current reorganization. He said there was "absolutely no truth" to reports that the agency would discontinue its plans for expansion in foreign areas.

Bulova's $1 million buy on NBC-TV

Bulova Watch Co. has spread a $1 million blanket of participations across NBC-TV's fall nighttime schedule, and additional buys are under consideration.

As Bulova's schedule stands currently, Sundays and Wednesdays are the only nights omitted from the prime-time orders for its consumer product advertising, all via Sullivan, Stauffer, Colwell & Bayles Inc., New York (watches, Accutron electronic timepiece, transistor radios, clock and table radios and portable stereo phonographs). The orders range across all night time periods and almost all types of tv program fare.

The six NBC-TV shows purchased to date are *National Velvet* (Mon.); *Laramie* and the *Dick Powell Show* (both Tue.); *The Outlaws* (Thur.); *International Showtime* (Fri.), and *Feature Films* (Sat.).

Except for two network specials last spring, Bulova has been a tv absentee in recent years. The company was one of tv's first commercial sponsors, with B-U-L-O-V-A time signals at $4 per announcement 20 years ago.



Beach taping nice work if you can get it

What looks like a leisurely day at the beach was just the opposite for the people pictured here, at Seabright, N. J., June 28. Videotape Productions of New York spent the day (8 a.m. to 4:30 p.m.) there to produce five one-minute commercials for the National Biscuit Co., in two different beach locations. It was the advertiser's first video-tape remote, and the tight production schedule even required the chartering of a helicopter for Carol Reed (holding package of Nabisco crackers), who was featured in the commercials. Miss Reed is the weather girl for WCBS-TV New York's 6 p.m. weather show, and the helicopter arrived at 4:30 p.m. to fly her back to the city in time for her show. Supervised by George Weber, McCann-Erickson (Nabisco's agency) producer (r, kneeling and hatted), the last commercial was completed as the helicopter and a high tide arrived simultaneously. (A model at far right is unidentified.) The commercials are appearing on NBC-TV's *Wagon Train* and *Concentration* and CBS-TV's weekday *Millionaire* series.

Get rich quick?

The average western advertising agency has increased its billings 22% since 1957, according to a survey of all advertising agencies in the western states conducted in May by John B. Knight Co., for the Western States Advertising Agencies Assn. But, in the same three-year period, gross agency profits have dropped 15.8%.

Median profit before taxes for the 78 agencies reporting was $9,288, which might be an eye-opener for those who envisage the advertising agency field as a get-rich-quick business. Yet 60% of the agencies reported increases in billings in 1960 as compared to 1959, with 20% reporting a decrease and 20% showing no change.

NBC seeks dismissal of $100,000 damage suit

NBC moved in New York Supreme Court last week to dismiss a $100,000 damage suit brought against it and two of its star performers, Jack Paar and Ralph Edwards, by a woman who once appeared on the Edwards' *This Is Your Life* program. Mrs. Elizabeth Hahn, of Connecticut, had charged that defamatory remarks were made about her when Mr. Edwards was on NBC-TV's *Jack Paar Show*.

Mrs. Hahn's husband, Abraham, also is suing NBC, charging that the *This Is Your Life* program had "falsely represented" his family life. Instead of being happily married as implied on the show, he said, he and his wife have been separated for six years and have started divorce proceedings.

In her complaint Mrs. Hahn said that Mr. Edwards referred to her as "a fraud and a phony" while he was a guest on the Paar show.

Chain saw chain

New tv venture for McCulloch Corp., Los Angeles, on behalf of advertiser's chain saws gets underway next Oct. 1. It will make use of approximately 90 markets located throughout U. S. excluding major markets in east (aimed for lumber-producting areas), will feature participations in *Royal Canadian Mounted Police* syndicated tv series in markets selected. Advertiser seeks tie-in with its distributors because of advertiser's limited tv budget. Agency is Fuller & Smith & Ross, Los Angeles, which has six men in field to facilitate buying and tie-ins.



Single camera operation shooting illustrates the simple and mobile operation that marks MGM Telestudio's on-location productions. The scene was one of nine that make up a 90-second Texaco commercial scheduled for presentation on NBC-TV's 'Huntley-Brinkley Show.'

TAPE FIRM GOES RURAL

MGM Telestudios rents farmhouse for summer as operational base for remote commercials

Commercials in the country—that's the pitch MGM Telestudios is giving its clients these days. For the MGM subsidiary, which produces taped commercials for tv, has gone rural for the summer and rented a 100-year-old, colonial-style farmhouse in New Hope, Pa.

Located in the heart of scenic and historic Bucks County, the seven -bedroom, fieldstone structure, which comes equipped with a combination housekeeper-cook, plus an outdoor swimming pool, serves as a base of operations for Telestudios' productions of taped commercials on location. It was chosen because it is within easy reach of several scenic areas—brooks, woods, fields, and hills—that are considered desirable settings for many tv commercials. Too, the interior of the house, and of several other homes in the vicinity, have provided Telestudios' clients with authentic and interesting settings for some of their messages.

Host of the house for the summer is George K. Gould, president and general manager of MGM Telestudios and a zealous advocate of taped-on-location commercials. He believes the era of location taping is here and that the future is "limitless."

Mr. Gould, who started Telestudios under his own ownership in 1957, the year Ampex introduced video tape, feels that tape has made long strides.

Quality ▪ "In the early days," he says, "video tape methods were sold to agencies as being quick and cheap. Now we're selling quality."

But the factor that has made the use of tape so advantageous in the production of spot commercials on location is one that his company developed and used first, Mr. Gould claims. He calls it the A and B technique, and points out that it was made possible by the use of Ampex's Inter-Sync, developed to prevent the roll in the tv picture when a program or commercial cuts from tape to film (BROADCASTING, Dec. 5, 1960, et seq).

Working out of the New Hope house, Telestudios does its on-location productions using a small and highly mobile operation. The firm is currently using two custom built trucks—prototypes of MGM Telestudio trucks to be finalized late this year—which carry all equipment necessary for on-location production. One truck contains a 50 kw generator (which Mr. Gould says is too much power for his needs) and everything else goes into the other vehicle.

Telestudio's top man says that his company can do two commercials—of varying lengths up to 60 seconds—in a normal 10-hour shooting day, seven hours of which are actual shooting time. Telestudios charges approximately $4,900 for a day's shooting in a package that includes use of the New Hope house, which can accommodate up to five agency people. Mr. Gould thinks Telestudios's price for the on-location package is "highly competitive" with a film package, and that the unit cost is actually a little lower.

The production firm is paying $2,500 for the use of the Pennsylvania farmhouse during July and August, and Mr. Gould indicates that Telestudios will be back again next year. He says that during the winter his company may move its operations "to a nice, warm, sunny place like Miami or Puerto Rico."

Mr. Gould estimates that the production of commercials is currently a $50 million business, with video tape getting about $7 million of it. The further development of the A and B technique, he feels, should encourage a large increase, from 20% to 25%, in video tapes' business within the next year or year and a half. He also indicates that if the volume of business is large enough, Telestudios, which now only tapes in monochrome, will go into the production of taped color commercials.

Telestudios maintains permanent studios at 1481 Broadway in New York.

Also in advertising...

Agencies' agency ▪ J-F Productions Inc., N. Y., has been formed by former advertising agency executives as a creative production firm to handle specialized assignments on a fee basis, and particularly for small agencies. Principals at J-F include Gene Foster, president, former vice president and art director at BBDO, and Jack Rome, director of the company's tv division. Mr. Rome was previously associated with Biow Adv., Leo Burnett Co., Mutual, and NTA film network. Located at 156 E. 52nd St. (telephone: Plaza 2-0993), the staff includes specialists in art, copy layout, package design, new business presentations, brochures, merchandising, premium promotion, tv and radio commercial creation and production. J-F offers to perform all agency functions except advertising placement.

Merger ▪ Russ Brown, theater publicist, and Claud Morris, who operates Claud E Morris & Assoc., Hollywood, have joined forces to form Morris-Brown & Assoc., that city. The new firm will handle creative graphic arts, advertising and publicity campaigns and merchandising ideas. It is headquartered at 6425 Hollywood Blvd.

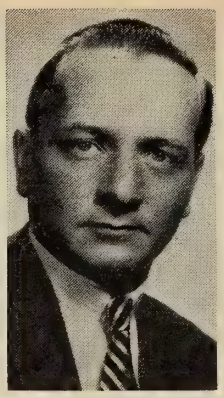
Establishes own firm ▪ Charles L. Burrow last week announced the establishment of his own station representative firm in Portland, Ore. Mr. Burrow, formerly with WBZ Boston and WBZA Springfield, said the new company, to be known as the Charles L. Burrow Co., will represent a select group of stations in the Portland area. The firm is located in the Alderway Building, Portland. Telephone: Capitol 3-6690.

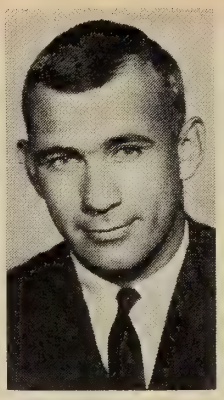
New office ▪ Advertising Time Sales Inc., formerly the broadcast division of the Branham Co., opens offices at 247 Park Ave., New York 17. Telephone is Murray Hill 7-5040. Thomas B. Campbell is president of the new firm.


Mr. Shaker


Mr. Jameson


Mr. Mulford


Mr. McElfresh


Mr. Osborn


Mr. Beesemyer

ABC-TV NATIONAL SALES TOOLS UP

Ready to open for business Aug. 15th with staff of 57

ABC-TV National Sales Inc. will open officially for business on Aug. 15 with a personnel staff of 57. Its tooling-up operations, moving at a fast pace for the past month, in the next few weeks include two full days of intensive indoctrination sessions at each of the five ABC-TV stations the new company will represent.

The whirlwind tempo at ABC-TV National Sales began on June 22 when formation of the new sales arm was announced. Theodore F. Shaker, president of the unit, noted last week that since that time, hundreds of prospective employes have been interviewed and 57 chosen; office space has been rented in New York, Chicago, Detroit, Los Angeles and San Francisco, and the schedule for the indoctrination meetings has been worked out with the five ABC-TV-owned tv stations.

Fast 'Tool-Up' ▪ Mr. Shaker said the "excitement" of building up a new sales organization has been communicated to all members of the staff, and, apparently, to broadcast personnel throughout the industry who had approached him and other executives for employment with the unit over the past month. He expressed the view that the short time it has taken ABC-TV to "tool-up" has been "probably the shortest in history for an organization of this size." As he spoke, carpenters and masons were at work building adjoining offices, and Mr. Shaker observed: "Even the construction men sense our urgency; they've been going like the devil for the past few days."

There have been some rapid and sudden changes in titular ranks at ABC-TV National Sales. Mr. Shaker, initially named vice president and general manager, was elected president last week; Edwin T. Jameson, who had joined the unit as general sales manager, added the title of vice president, as did D. Thomas Miller, central division manager (WEEK's HEADLINER, June 26). Robert Goldman, who was appointed business manager late last month, has now been given the title of treasurer.

Other sales executives named last week are Harrison E. Mulford Jr., formerly with NBC-TV, eastern sales manager; John A. McElfresh, previously with CBS Spot Sales, sales manager for Chicago office; Richard Beesemyer, recently sales manager of KNXT (TV) Los Angeles, sales manager of Los Angeles office, and James R. Osborn, general sales manager of KXTV (TV) Sacramento, Calif., sales manager of San Francisco office.

From Other Networks ▪ Mr. Shaker noted that sales and other personnel recruited by ABC-TV National Sales were drawn from the two other networks, stations and representative companies. He said: "Top management at ABC believe that in the future, the network will not have to go outside to fill executive posts at its various divisions; many of the people at the new unit are expected to go on to top jobs within the company."

Mr. Jameson, the top sales executive, pointed out that the one immediate objective is to "close the dollar gap between ABC-TV stations and those owned by NBC-TV and CBS-TV in the amount of national spot business placed."

The two-day indoctrination sessions begin in San Francisco on July 30 and end in New York on Aug. 11. Approximately 20 of the top officials at the new sales unit will meet with department heads of each station and will be briefed on salient and saleable characteristics of each market.

ABC-TV National Sales' new offices are at 663 Fifth Ave., New York; 360 N. Michigan Ave., Chicago; Madison Theatre Bldg., 1567 Broadway, Detroit; 1539 N. Vine St., Hollywood, and 277 Golden Gate Ave., San Francisco.

ABC-TV National Sales Inc. will represent the following network owned stations: WABC-TV New York, WXYZ-TV Detroit, KGO-TV San Francisco, WBKB (TV) Chicago, and KABC-TV Los Angeles.

RAB adds new feature to management meetings

A new element will be added this year to the Radio Advertising Bureau's annual management conferences. "Top-Management Selling," dealing with strategy and tactics of selling the heads of banks, retail stores, and other prospective advertisers, will be discussed at each of the eight regional meetings

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 13-19 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 13	**The Untouchables** (9:30 p.m.)	ABC-TV	17.2
Fri., July 14	**Way Out** (9:30 p.m.)	CBS-TV	17.3
	Twilight Zone (10 p.m.)	CBS-TV	17.3
	Person to Person (10:30 p.m.)	CBS-TV	17.3
Sat., July 15	**Miss Universe Pageant** (10 p.m.)	CBS-TV	34.7
Sun., July 16	**Candid Camera** (10 p.m.)	CBS-TV	21.1
Mon., July 17	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	18.9
Tue., July 18	**Alfred Hitchcock** (8:30 p.m.)	NBC-TV	11.1
Wed., July 19	**Hawaiian Eye** (9 p.m.)	ABC-TV	16.3

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to be held between Sept. 7 and Oct. 13.

Other topics to be covered in half-day sessions will be "Programming for Greater Audience," "Sales Management," "Managing Promotion," and "Station General Management." In all, at least 25 subjects will be covered during each half-day.

The conferences will be held in Haddonfield, N. J. (Sept. 7-8); White Sulphur Springs, W. Va. (Sept. 11-12); Sea Island, Ga. (Sept. 18-19); Dallas, Tex. (Sept. 21-22); Des Plaines, Ill. (Sept. 28-29); Omaha, Neb. (Oct. 5-6); Palo Alto, Calif. (Oct. 9-10), and in Detroit (Oct. 12-13).

Agency appointments...

▪ Jamieson Laboratories, Van Nuys, Calif., specializing in agricultural electronics, appoints The McCarty Co., Los Angeles, to handle advertising and public relations. A national promotional program, progressing through state-by-state markets, is planned.

▪ Capital Records Distributing Corp., Los Angeles, has appointed Carson/Roberts, that city, as agency for Angel Records. Appointment consolidates three Capitol accounts at C/R, which already handles advertising of Capitol Label Recordings and Capitol's electronics subsidiary, EMI/US.

▪ Lewis Research Labs appoints Frank B. Sawdon Adv., N. Y., as its advertising agency. Sparkcoal, charcoal igniter, one of Lewis' products, is now using spots on WABC-TV New York. An agency official said Sparkcoal's tv advertising will expand as its distribution expands.

▪ Cadbury-Fry Ltd., N. Y., American division of Cadbury Bros. Ltd. of England, chocolate manufacturers, has appointed Guild, Bascom & Bonfigli, N. Y.

▪ KUKA San Antonio, KUNO Corpus Christi, The Romero Drug Co. and the Dixie Meat Co., appoint Cusick-Schwerke & Wild, San Antonio.

▪ Rambler Dealers, Kansas City, appoint Merritt Owens Adv., that city, to handle all advertising and sales promotion.

▪ Dubonnet Aperitif (wines and vermouths), N. Y., appoints Norman, Craig & Kummell, N. Y., effective Sept. 1.

▪ Arthur Murray School of Dancing (New York) appoints Lambert & Feasley, that city. Media strategy has not been set.

▪ Dulany Foods Inc., Fruitland, Md., packers of frozen fruit, vegetables and specialties, appoints Smith/Greenland, N. Y., as its advertising agency. Billings expected to be around $250,000.

Network television gross time billings

Source: TvB/LNA-BAR

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$12,876,050	$16,197,190	+25.8	$ 65,001,870	$ 79,403,040	+22.2
CBS-TV	23,209,917	22,253,355	— 4.1	116,288,277	111,152.326	— 4.4
NBC-TV	19,414,264	23,229,565	+19.7	102,033,075	113,419,579	+11.2
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

Month by month 1961

	ABC	CBS	NBC	Total
January	$15 898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63.614,951
April*	15,791,220	21,989,913	22,003,383	59,784.516
May	16,197,170	22,253,355	23,229,565	61,680,110

*April 1961 figures revised.

By day parts

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,860,393	$20,202,283	+27.4	$ 84,496,662	$101,701,884	+20.4
Mon.-Fri.	13,416,107	17,509,320	+30.5	69,197,439	85,066,805	+22.9
Sat.-Sun.	2,444,286	2,692,963	+10.2	15,299,223	16,635,079	+ 8.7
Nighttime	39,639,838	41,477,827	+ 4.6	198,826,560	202,273,061	+ 1.7
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

BRA ADS ON NBC-TV

Policy change lands $4 million account

NBC-TV, which earlier this month lifted long-standing restrictions against bra and girdle advertising, grabbed off an estimated $4 million worth of International Latex business last week. International Latex Corp., New York, manufacturer of Playtex bras and girdles, will spend the money on a network saturation campaign that will include participations on seven NBC-TV nighttime programs and one morning program. It marks the first breakthrough of a foundation garment firm into prime-time network programming.

Six of the Latex nighttime buys, the first of which starts in September, consist of alternate-week minutes. The 27-week campaign includes sponsorship on NBC-TV's new Saturday night, two-hour, prime-time, feature-film series *Saturday Night At The Movies* (9-11 p.m.), starting Sept. 23 and continuing through Dec. 2.

Other NBC-TV programs in which Latex will appear on an alternate week minutes basis are: *Thriller* (Mon., 10-11 p.m.), Sept. 18 through Dec. 11; *Robert Taylor-The Detectives* (Fri., 8:30-9:30 p.m.), Dec. 22 through March 1, 1962; *Outlaws* (Thur., 7:30-8:30 p.m.), Dec. 14 through April 5; *Cain's Hundred* (Tue., 10-11 p.m.), Oct. 10 through March 27; and *87th Precinct* (Mon., 9-10 p.m.), Oct. 9 through Nov. 27.

In addition Latex has bought 28 program spots on NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m.), from Sept. 18 through March 28, and 18 program spots on the network's *Jack Paar Show* (Mon.-Thur., 11:15 p.m.-1 a.m.) from Sept. 18 through March 21.

The concentrated campaign will promote the Playtex "Living" Bra, the Golden Playtex girdle, and three new cotton bras. Reach McClinton & Co., N. Y., is the advertising agency that handles the Latex bra account and Ted Bates & Co. is the agency for the girdle account.

Business briefly...

Seeman Bros., N. Y., is conducting a New York metropolitan area spot campaign for White Rose Tea, using spots on WNTA-TV, WNEW and WMCA.

Bell Telephone System and **Associated Bell** companies are using 30-second radio spots on the four major networks for the summer vacation period. The spots, which have been running since early June, are placed through N. W. Ayer & Son, N. Y.

Best Foods, Div. of Corn Products Co., New York, will launch an introductory network and spot tv campaign for its Knorr Soups beginning Sept. 17. Campaign includes daytime participations on all three networks and spots in eastern and central markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

Nationwide Insurance Co., Columbus, Ohio, today (Monday) begins an intensive two month, $350,000 advertising campaign on automobile insurance. The theme will be based on a recently-completed survey showing that 90% of Nationwide's 2¼ million policyholders renew their coverages with the company. Major emphasis will be on spot radio with 237 stations taking part during prime time.

Avery-Knodel acquires rapid telephone system

An innovation in telephonic communication has been installed by a New York station representative firm to provide both agency buyers and stations with faster servicing of availabilities and confirmation of schedules.

Avery-Knodel said last week it is the first station rep to acquire the leased wire telephone service called Wide Area Telephone Service. The installation gives the company instantaneous and almost continuous telephone contact with represented stations in more than half of the U. S. Far west and south western states will be added when the service is extended to those areas. New York, as the originating state, always will be omitted from the service.

Thomas J. White, vice president of Avery-Knodel, explained that the service offers a one-way, non-reversible line which is available 24 hours a day. The monthly fee, he said, is $1,700, more than what the company has been paying for regular monthly long-distance service, but he said that the increased cost is worthwhile from the standpoint of better station service as well as lessening the monthly cost of sending wires and twx service. Mr. White said the only problem encountered since the service was installed two weeks ago is the matter of spacing calls so that all rep salesmen don't decide to make calls at the same time.

VIDEODEX

JUNE 1-7, 1961

		% TV homes	No. TV homes (000)
1.	Gunsmoke	28.1	12,700
2.	Have Gun, Will Travel	27.7	12,400
3.	Untouchables	27.4	12,100
4.	Candid Camera	27.0	12,100
5.	Garry Moore	26.2	11,600
6.	Andy Griffith	26.1	11,700
7.	Wagon Train	26.0	11,600
8.	Perry Como	25.4	11,300
9.	Ed Sullivan	25.2	11,200
10.	My Three Sons	25.1	11,100

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New RAB fact booklet now being distributed

Radio Advertising Bureau last week laid claim to the "largest collection of facts on radio ever assembled," all published in a 40-page pocket-sized booklet entitled "Radio Facts Pocket-Piece." Now in distribution to RAB member stations, the compilation of data reflects "radio's growth as an information, entertainment and advertising medium," Miles David, RAB vice president, said.

RAB cites evidence of radio's increased size-of-audience as follows:

During 1960, 20.3 million radio sets were sold in the U. S., more than twice the number sold as recently as 1954, when sales totalled 10.1 million sets.

Auto radio sets in use are up 252.2% since 1949 (42.6 million in use on Jan. 1, 1961, vs. 12.1 million on the same date in 1949).

Annual portable set sales are up 380.8% since 1949 (8.6 million sold in 1960, vs. 1.7 million in 1949).

To point out the substantial growth in the number of people reached daily by radio, RAB's booklet includes Sindlinger figures for the period April 1960-March 31, 1961, showing an average daily reach of 76.2 million, compared to 68.9 million in the like period of 1957-58. The 11% increase is only part of the "reach" story, RAB said, because the average weekly reach total would be much higher.

AFA merger committee

John P. Cunningham of Cunningham & Walsh, chairman of Advertising Federation of America, and two past chairmen, James S. Fish of General Mills and Robert Feemster of the *Wall Street Journal*, will serve as an AFA special committee to study the feasibility of the proposed merger of AFA with Advertising Assn. of the West. The committee will also consider methods by which the merger might be accomplished, if approved. It will report to the AFA board at its meeting next February.

AAW has appointed a similar committee to study the merger proposal; this committee will report back to its own board, also in February.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Elliott, Unger & Elliott, 414 West 54th St., NYC

Polaroid Corp. (Polaroid Cameras), one 60, live, tape. Larry Goldwasser prod. mgr. Agency: Doyle Dane Bernbach; Nick Schreckinger and Joe Daley a.e.s, Joan Wolf prod. mgr.

Scudder Food Products (Laura Scudder's Potato Chips), two 60s, two 20s, two 10s, live, film. Mike Elliott prod. mgr. Agency: Doyle Dane Bernbach; Fred Dossenbach, a.e., Bob Warner prod. mgr.

Farkas Films Inc., 383 3rd Ave., NYC

West End Brewing Co. (Utica Club Beer), one 60, one 30, live, film. Faye Robison prod mgr. Agency: Doyle Dane Bernbach; John MacManus a.e., Bob Warner prod. mgr.

Films Five Inc., 18 East 50th St., NYC 22

Delco Products Div., General Motors Corp. (Delco Batteries), one 15, live-animation, film. Jacques Dufour prod. mgr. Agency: Campbell-Ewald; A. J. Miranda prod. mgr.

MGM Telestudios Inc., 1481 Broadway, NYC

H. J. Heinz Co. (grocery products), one 60, live, tape. George Gould prod. mgr. Agency: Maxon Inc.; Tony Russo prod. mgr.

Kellogg Co. (Special K and Variety Pack), three 60s, live, tape. George Gould prod. mgr. Agency: Leo Burnett; Hooper White a.e., Walter Sachs prod. mgr.

Lever Brothers (Whisk), three 60s, live, tape. George Gould prod. mgr. Agency: BBDO; Bob Sowers a.e., Ev Hart prod. mgr.

Texaco (Havoline Oil), one 90, live, tape. George Gould prod. mgr. Agency: Cunningham & Walsh; Thomas Ryan a.e., Fred Carney. Approx. cost $4,900.

Sande & Greene Inc., 8400 Sunset Blvd., Hollywood 46

American Bakeries (Merita Bread), seven, 20s and 30s, animation, film. Bob Sande prod. mgr. Agency: Tucker & Wayne; Leigh Kelly a.e. and prod. mgr.

Telepix Inc., 1515 N. Western Ave., Hollywood 27

Toyota Motor Co. (Toyopet Automobile) two 60s, two 20s, live on film. Ed Haldeman prod. mgr., Jim Simmons exec. prod. Agency: Compton Adv.; Tom Lowey a.e.; Don Rosenquest prod. mgr. Approx. cost $10,000.

Rep appointments...

- WDLP Panama City, Fla.: Gill-Perna Inc.
- WHNB-TV Hartford, Conn.: Kettell-Carter as New England sales representative.
- WWSR St. Albans and WSNO Barre, both Vermont: Breen & Ward, N. Y.
- WIST Charlotte, N. C., and WORD Spartanburg, S. C.: Advertising Time Sales Inc., N. Y.
- KWHK Hutchinson, Kan.: Spot Time Sales Inc., N. Y., as national sales representative, effective Sept. 1.

Also in advertising...

New name ▪ Robinson, Fenwick & Haynes, Los Angeles agency, has changed its name to Robinson & Haynes. David Fenwick has left the agency and is now a vp of Donahue & Coe, L. A.

Move completed ▪ North Adv. Inc., N. Y., formerly located at 16 E. 40th St., has moved to larger quarters at 770 Lexington Ave., N. Y., 20. Telephone: Templeton 8-8700.



PERSPECTIVE ON GREATNESS is a favorite choice from coast to coast! New York—sold! Los Angeles—sold! Detroit—sold! Boston, Milwaukee, Houston, Denver, Memphis, Hartford, Rockford, Amarillo, Phoenix, Sacramento—all sold! "PERSPECTIVE ON GREATNESS"...a new concept in documentaries! Thirteen hour-long specials featuring actual on-the-scene filmed highlights in the lives of such famous figures as Al Smith, General MacArthur, Lindbergh, the Duke and Duchess of Windsor, DeGaulle, and more. Plus new footage from Hearst Metrotone cameramen throughout the world. Great shows for important local advertisers! And a practical, easy-to-store source of material on famous people—hour-long shows to run when needed.

A Great New HEARST METROTONE Production

BCG

FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N.Y. MU 7-0870



there's no question in Pittsburgh

Only KDKA-TV delivers 48.9% share

KDKA-TV has 17 of the top 20 progra

has been Number 1 in 30 straight

...

of audience[†]! Only

ms[‡], & only KDKA-TV

ittsburgh ARB's[*]!!!

KDKA-TV

CBS in Pittsburgh

Westinghouse Broadcasting Company, Incorporated

Represented nationally by **TvAR**

†‡ Pittsburgh ARB, June, '61

*Jan. '56 through June, '61

NAB pulls plug on Voice of Democracy

14-YEAR-OLD HIGH SCHOOL SCRIPT WRITING CONTEST CANCELLED

Broadcasting's vaunted Voice of Democracy contest was abandoned by its father last week and left on the doorstep of another. There were murmurs of "shame" from some of the father's kin when the news got around (CLOSED CIRCUIT, July 17) and there are strong indications that the opposition to the abandonment may grow in volume.

NAB announced that it, and the Electronic Industries Assn., a founding co-sponsor, are withdrawing from active sponsorship of the 14-year-old radio scriptwriting contest for high school students.

The NAB statement said that the contest had been offered to the Veterans of Foreign Wars. VFW became a co-sponsor of the VOD contest in 1958; before that the Junior Chamber of Commerce was the third co-sponsor.

A VFW spokesman said last week that the veterans' organization desires to continue the contest and is looking for co-sponsors to help foot the bill. The total bill yearly is estimated at $25,000. VFW is willing to underwrite up to $10,000 of this cost, it was explained.

VFW also asked that broadcasters continue to cooperate in the contest. NAB said that both it and EIA would endorse the contest and assist in the transitional stage from three national sponsors to a single one.

Oppose Cancellation ▪ The first objection came from the Georgia Assn. of Broadcasters. George Patton, president of the Georgia group, wrote NAB President LeRoy Collins, ". . . we oppose the planned decision to discontinue co-sponsorship of the Voice of Democracy contest with the VFW. On the one hand we promise more public service through our industry, while you, the spokesman for the industry, cancel a worthwhile project."

Mr. Patton, WBML Macon, Ga., also criticized NAB's handling of the proposed cancellation. No NAB member was given any indication of the intention to withdraw, he said, or any opportunity to express an opinion.

The GAB statement said that James L. Howe, WIRA Ft. Pierce, Fla., NAB's Fifth District director, had not been advised of the proposal to sever connections with the contest. Mr. Howe opposes the move, the GAB statement said. NAB told state presidents of its decision July 17.

NAB has reported that it was asked by the VFW that no statement be issued until the VFW board of directors decided on the future of the contest. This, the GAB said, "still does not free NAB from the responsibility of communicating to its members and state associations its intentions. We should have heard something on this six weeks ago."

In response to NAB's position that lack of interest among broadcasters this year prompted the decision to withdraw; that only 23 out of 48 state organizations signed up to participate, the GAB indicated this could be a reflection on NAB's failure to push the contest.

GAB, the statement said, has notified the Georgia VFW that it will continue to cooperate in holding the statewide VOD contest.

Miller Sorry ▪ Judge Justin Miller, the NAB president under whose tenure the Voice contest was begun, said he was sorry to see it go since it seemed a highly desirable project. Judge Miller's comment:

"Not knowing the considerations which went into the determination to abandon the Voice of Democracy program it is hard to make any intelligent comment concerning it. As one of the original sponsors of the program and as one with a continuing interest in it, personally I am sorry to see it go. It has always seemed to me a highly desirable project, one calculated to stimulate the interest of high school students in government and in ways of improving it at a time certainly when there is great need for such stimulation."

Other broadcasters and those allied with the industry expressed their regrets at the decision and their doubts as to the wisdom of withdrawing from the contest at this time.

The NAB statement, issued July 20, said the decision to withdraw from active sponsorship was made after much consideration.

Gov. Collins explained that the NAB is currently undergoing a reorganization which calls for stepped up government relations, a re-direction of public relations and much more emphasis on the radio and tv codes and research. All of these, he added, will require a re-direction of staff efforts and reallocation of available association funds.

"We are greatly pleased that the VFW is giving consideration to continuing the contest," he said. "Should the VFW accept the national sponsorship, broadcasting stations will have the opportunity to participate in the Voice of Democracy very effectively,



National finalists of the 1960-61 Voice of Democracy contest pose with Associate Supreme Court Justice Tom Clark at the awards luncheon in Washington last February. The winners (l to r): William C. S. Mays III, Providence, R. I.; Carol Ogata, Pahoa, Hawaii, the national winner; Justice Clark; Briony Sharman, Troy, N. Y., Joseph G. Quill Jr., Raynham, Mass.

and, of course, we will all be happy for them to do so."

Gov. Collins indicated that NAB hoped in the near future to develop a new youth program "which will attract much greater public and broadcaster interest." He added that this will not be competitive with the VOD, if carried forward by VFW.

No details were given as to what the new program might be.

An EIA spokesman said that the organization had been for some time dissatisfied with its role in the VOD contest. It has been mainly a broadcasters' promotion, he said, and they, and the VFW, received the lion's share of the credit.

The NAB decision to withdraw was made July 7 and then communicated to EIA, it is understood. At the root of the decision, it's believed, was the unwillingness of some state associations to shoulder their share of the work.

Only 23 out of 48 state associations signed up to participate this year, NAB said. It's also estimated that the contest was costing NAB $20,000 a year—$11,252 in actual cash outlay, and more than $8,000 in manpower, mail, etc.

Postwar Baby ▪ Brainchild of Robert K. Richards when he was public relations chief of NAB, the Voice of Democracy contest was begun in 1947. Mr. Richards is now a public relations counsellor. It was first operated in conjunction with EIA and the Junior Chamber of Commerce. In 1958 the Jaycees bowed out, and VFW came in as a co-sponsor. At that time, too, the state broadcaster associations took over the grass roots work. It has always had the endorsement of the National Education Assn. and U. S. Office of Education.

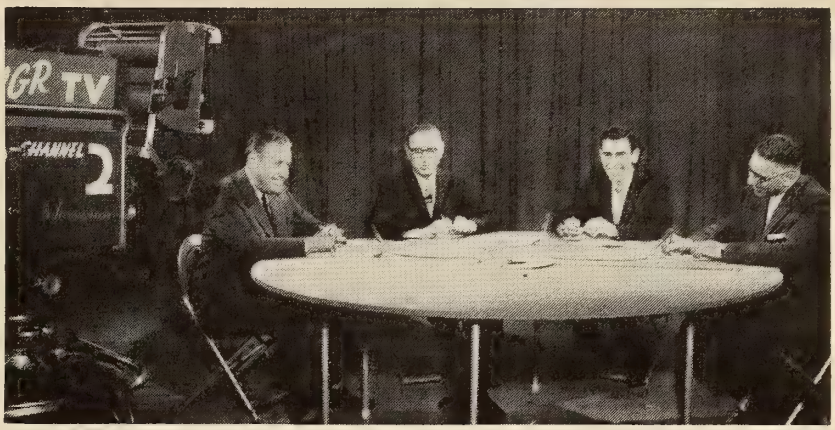
Although the total number of high school students who participated cannot be estimated, there have been over 700 state winners in the 14 years of VOD's life. On the national level, there have been 56 national winners. Since 1957 the individual state winners have been brought to Washington and feted by the broadcasting industry, the VFW and EIA. Highlight of the Washington trip was a luncheon at which members of Congress and other high federal officials were guests.

Before 1957 only the four national winners were brought to Washington.

The four awards carried stipends beginning with $1,500 for the top winner, underwritten by NAB; $1,000 for second place, $750 for third place and $500 for fourth place. The last three sums were advanced by VFW. EIA gave the winners tv receivers.

The 1960 contest cost NAB $11,252 in cash outlay plus another $8,000 in manpower, mail, etc.; EIA $10,000 and VFW, $2,900.

Of the 56 national winners, several have gone into radio-tv work. Charles Kuralt, a 1949 winner, is now with CBS News. Robert Shanks, a 1950 winner, is associated with the *Jack Paar Show*, Robert A. Burnett, a 1951 winner, is an announcer-salesman with KADY St. Louis.



Participants in WGR-TV's special program were (l to r) Charles J. McDonough, president of the Buffalo Trial Lawyer's Assn.; Dr. Samuel Yochelson; Lou German, 'Speak UP' program moderator, and Frank N. Felicetta, Buffalo police commissioner.

Tv persuades suspect to surrender

WRG-TV Buffalo, N. Y., helped solve a kidnapping-murder case which had Buffalo terrorized for 11 days, during the latter part of June and early days of July. The case concerned the kidnapping and drowning of 3½-year-old Andrew Ashley on June 22 by an unknown woman.

On July 2, the station, sensing the impact of the crime, and as a service to an alarmed public, programmed a special news program, part of its regular *Speak Up* series. Among authoritative guests who appeared on the program to discuss the crime was Dr. Samuel Yochelson, medical director of the Jewish Family Service of Buffalo, and recently appointed director of criminal research at St. Elizabeth's Hospital in Washington, D. C.

Dr. Yochelson made a personal appeal to the murderess to give herself up. As a direct result of the appeal 15-year-old Chyrel Lee Jolls voluntarily surrendered to police, but said she would speak of the crime only to Dr. Yochelson. The girl confessed to the kidnapping and is now undergoing psychiatric examination preliminary to legal action.

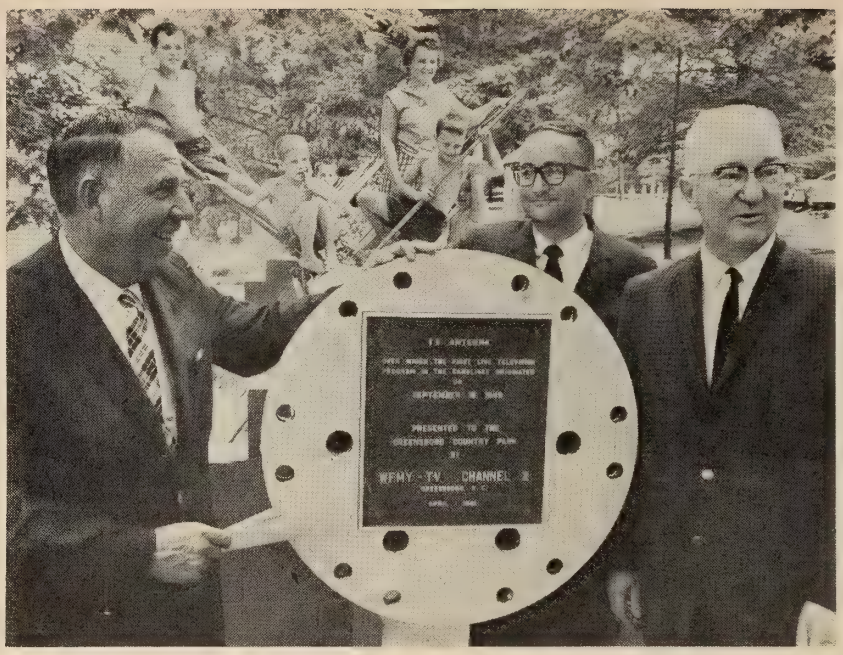
WGR-TV, a Transcontinent Tv Corp. station, was given formal on-the-air credit by Buffalo Police Commissioner Frank N. Felicetta, for its assistance in bringing about the girl's capture and her confession.

Mutual claims gains in its audience size

MBS-affiliated stations throughout the country last week were alerting station representatives and local agencies and advertisers to a network presentation that claimed that Mutual was the only radio network to make a substantial gain in average audience listening for the first five months of 1961.

Mutual stations acted following an announcement by network president Robert F. Hurleigh on July 13 of Mutual's audience growth pattern, which, he said, has moved the company into third place ahead of ABC Radio and into contention for second place with CBS Radio. Using A. C. Nielsen Co. figures for the first five months of 1961 and 1960 as yardsticks, Mr. Hurleigh said that average audience figures (7 a.m. to 6 p.m.) showed that only Mutual made a substantial gain in audience size (plus 23%) and that NBC lost 3%, CBS lost 23% and ABC gained 4%.

Mr. Hurleigh's remarks were carried by closed circuit to MBS affiliates. He praised them for "marked local audience gains" which, he said, "are being reflected by the Nielsen figures for the entire Mutual Network." He attributed the gain largely to Mutual's programming formula, which permits integration of network service into local programming. Other factors he cited were the addition of name personalities to



New use found for old tv antennas

Children using the facilities of Greensboro Country Park, N. C., have found a 2-ton tv antenna to be quite the enjoyable plaything. Sixty-feet long and equipped with twelve batwings, the antenna lies in a horizontal position and is used as a jungle gym. The antenna, over which WFMY-TV Greensboro transmitted its first telecast in 1949, was formally presented to Oka Hester, (l) Greensboro park and recreation director, by Gaines Kelly, (r) general manager of WFMY-TV. Since the station moved its operations in January 1955, the antenna has been stored until appropriate use for it could be found. Doyle Thompson, (c) chief engineer, watches the proceedings.

MBS' staff, including Arlene Francis, Tony Marvin, Leo Durocher and Galen Drake; the affiliation of higher-power stations with the network, and expansion in the company's news, special events and public affairs departments.

Under questioning, Mr. Hurleigh said Mutual is not operating at a profit yet, and expressed belief that only one radio network—NBC—is now "in the black." He reported, however, that business at Mutual is running about 5½% over 1960 and said he is "very optimistic" about the rest of 1961.

About half fm stations plan stereo programs

Almost 50% of the nation's fm broadcasters plan to broadcast stereo programs—but more than 35% said they had no plans to join the sound-in-depth contingent.

These are the basic results of an NAB survey on the plans for stereo broadcasting by fm broadcasters.

The survey was based on a questionnaire mailed to 594 fm stations which are members of the association. On July 13, 381 responses were received. These showed that:

- 185 stations reported they plan to engage in stereo broadcasting. Two are already broadcasting stereo; 77 others said they plan to begin in 1961; 44 said they planned to commence in 1962 and seven, in later years. 140 stations said they did not plan to broadcast stereo, 32 were undecided and 24 said they were broadcasting stereo via am-fm, but did not indicate what their plans were for fm stereo operations.
- Stereo broadcasting will occupy anywhere from two hours weekly to a maximum of between 90 and 130 hours weekly (according to eight of the respondents).
- One of the main questions in the minds of fm broadcasters is the availability of equipment. Another is the small number of homes equipped to pick up broadcast stereo.

CBS News department expanded, reorganized

CBS News expanded and reorganized its news information and special services department last week. The information unit, which is responsible for maintaining CBS News liaison with all network operating divisions, now also has jurisdiction over news and public affairs research and transcripts, and is in charge of the news department's special projects library.

The expansion adds 15 people to the department, all of whom report to Josef C. Dine, CBS-TV information and special services director. As part of the realignment, May Dowell, manager of the CBS News Special Projects Dept., has been promoted to director of CBS News Special Projects. In this post she succeeds William C. Akerman, who resigned to join the State Dept. (WEEK'S HEADLINER, July 17).

It also was reported that Ernest Leiser will become assistant general manager of CBS-TV News, effective Sept. 1. Mr. Leiser formerly worked for several years as head of the CBS News Bureau in West Germany.

Currently he reports on the network's daily morning program, *World News Round-Up* (8-8:15 a.m.).

KQBY aimed too high, says chagrined Gordon

KQBY San Francisco, being sold to Frank Atlass and wife for $750,000 (CHANGING HANDS, July 3), went silent July 16 pending FCC action on its transfer application.

Sherwood R. Gordon, owner of KQBY, said he is closing down the station to cut losses. Mr. Gordon, who also owns KSDO San Diego and KBUZ-AM-FM Phoenix, blamed the plight of KQBY on rating services. He claims that KQBY has cost him a quarter of a million dollars.

He said the station failed in the "Hooper-Pulse-Nielsen rating rat race," although it delivered the community leaders of thought.

Mr. Gordon bought what was KOBY last year for $700,000. He changed it into a quality music, news and editorializing station.

News of the sale, Mr. Gordon said, has aroused his audience. He said the station has been receiving 300-400 telephone calls a day from listeners who express their sorrow at his plight. His mail has reached over 3,000 pieces, he said. Newspaper columnists and editorial writers have also reacted, he said.

Metropolitan news setup

Metropolitan Broadcasting is establishing national news headquarters in Washington on Aug. 1 to provide the company's five tv and three radio stations with the latest in-depth coverage of news from that city. Martin Weldon, Metropolitan's news and special events director, will head the operation and will make his headquarters at WTTG (TV), company-owned outlet in Washington. Programming also will be available to WRUL New York, the short-wave radio station of Worldwide Broadcasting, a division of Metromedia Inc., parent company of Metropolitan.

New RCA Cartridge Tape System with "TRIP CUE"

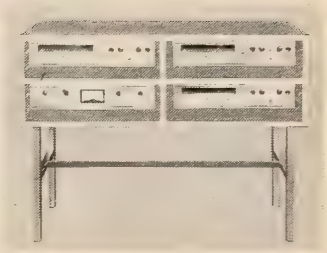


Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design...Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. XD-22, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

AFTRA STRIKERS PUT ON SQUEEZE

Announcers seek agreement with IBEW on picketing

More than a hundred Los Angeles area radio and tv announcers voted unanimously last week to ask the Los Angeles chapter of American Federation of Tv and Radio Artists to drop its ban relieving members from being required to respect the picket lines of other unions where the announcers work.

The motion for the vote to eliminate the rule, which has been in every AFTRA contract since the chapter was established some 20 years ago, came spontaneously from the floor and was not suggested by the union's executives, it was stated at a news conference following the meeting, which had been called to inform the members of the progress of the strike against KFWB (BROADCASTING, July 17). The strike is also the first the L.A. local ever called against a radio station.

The proposal was referred to the board of the local for approval. "Specifically," said a news release issued by the union, "this would be an appeal to the International Brotherhood of Electrical Workers, that represents the engineers of the station, to respect AFTRA's picket lines with the pledge that AFTRA would respect theirs."

After approval by the board, the proposal will then have to be negotiated into the contracts with the radio stations of the area. Those with the 17 independent stations expired April 30 and a new agreement is now being negotiated, although no meetings have been held with the group since the strike was called against KFWB. At last Monday's meeting, the staff announcers present stated their willingness to take strike action against all the stations if that is necessary to secure its inclusion in the contracts.

Under the proposed new clause, AFTRA members could not be prohibited from respecting the picket lines of other unions at their stations, provided the strikes of these other unions are sanctioned by the Los Angeles County Labor Council, representing all AFL-CIO unions in the area. An AFTRA petition asking that its strike against KFWB receive such sanction is pending before the council.

Late last week, the strike was still in progress against KFWB and the engineers were still at their jobs at the station, despite the AFTRA picket lines in front of its doors. The station, its mikes manned by supervisory personnel, was continuing to operate as usual. On Wednesday afternoon, the KFWB management reported that not a single advertiser on the station had canceled his advertising because of the AFTRA strike. On the contrary, 17 new advertisers had been signed in the eight days since the strike had begun at noon of July 11.

Nor were there any signs of an early end to the strike. Both sides expressed a willingness to sit down and talk, if called on to do so, but neither seemed inclined to do the calling. Claude McCue, executive secretary of the local, is in Detroit attending the union's national convention. Before he left he said he felt that it was up to Robert Purcell, president of Crowell-Collier Broadcasting Corp., owner-operator of KFWB, to bring about a resumption in negotiations. He expressed a willingness to return "on a moment's notice," if called on to do so. The KFWB management expressed the view that they had made a liberal offer for a new contract and that there was nothing more to be said until the union chose either to accept it or to make a counter offer.

Meanwhile, Mr. McCue filed strike-breaking charges against five AFTRA members with the board, which has summoned them to appear Aug. 2 before the directors sitting as a trial board. The five are:

- Jim Hawthorne, program director



Veterans' day in Washington

The two most seasoned network representatives in Washington starred last Thursday at a testimonial luncheon.

One was master of ceremonies and the other the honored guest.

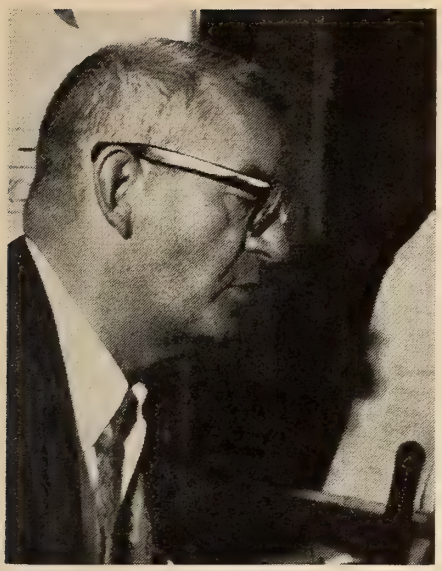
The guest was Earl H. Gammons (at right in picture above), Washington vice president of CBS from 1942 to 1955 and now consultant to the network and other broadcasting interests including Storer Broadcasting Co.

The m.c. was Frank M. (Scoop) Russell (at left), Washington vice president for NBC from 1929 to 1959 and now consultant to that network and other broadcast interests.

Some 200 representatives of Congress, the Supreme Court, the FCC, other agencies of government, broadcasting and the federal communications bar attended the luncheon in the Mayflower hotel. It was a combined testimonial and premature birthday party (Mr. Gammons was to be 68 yesterday, July 23).

Featured speakers included Ted Koop, now the CBS Washington vice president and Paul Porter, CBS Washington attorney at the time Mr. Gammons moved from the managership of WCCO Minneapolis, then owned by the network, to take up Washington residence. Mr. Porter later became FCC chairman and is now a Washington attorney.

Mr. Russell presented Mr. Gammons with several mementos including a book containing some 75 testimonial letters from political figures including Dwight D. Eisenhower. Mr. Russell said the letters were unique in Washington literature. Not one was written by a ghost.



Robert M. Purcell, president of Crowell-Collier Broadcasting Corp. has been taking a daily news shift at KFWB during the AFTRA strike.

of KFWB and an officer of Crowell-Collier Broadcasting Corp. Mr. Hawthorne had also been doing a daily weather show on KTTV (TV) Los Angeles, but he gave up that employment at the time of the strike and was called to devote full time to KFWB, the station reported.

- B. Mitchell Reed, a disc jockey at KFWB who was sent to another Crowell-Collier station, KDWB Minneapolis-St. Paul, before the strike began. AFTRA has no jurisdiction at KDWB, which has no contract with the union.
- Charles Blore, vice president in charge of programming for the Crowell-Collier stations, which include KEWB Oakland-San Francisco in addition to KFWB and KDWB.
- Bill Angel, assistant to Mr. Blore.
- Don French, program director of KEWB, the Oakland-San Francisco station.

These five executives are taking their turns at the KFWB microphones, replacing the striking disc jockeys.

Radio listeners get up early in San Diego

San Diegans are early risers and early radio listeners, according to a Pulse survey made earlier this year with 1,000 adults in San Diego county. The results have been published in brochure form by (KFMB San Diego (a Transcontinent Tv Corp. station). The study shows that most adults turn their radios on between 7 and 8 a.m., but that the 6-7 a.m. tune-in is almost as large as that at 7-8 a.m. and larger than during the two-hour 8-10 a.m. period. Similarly, more San Diego adults turn their radios on between 5 and 6 in the morning than in the 10-11 a.m. hour.

The chief reason for the morning tune-in is to get the news, the survey reveals, with music in second place with about two-thirds as many listeners for this reason. News accounted for 60.3% of the tune-ins and music for virtually all the rest, except for a small minority who tuned in for weather or time checks. Questions as to which San Diego station is usually dialed for news showed that KFMB and the other radio network affiliates are the most popular stations for news, but that the "top 40" stations rank well above the "soft music" stations as news sources.

The survey also shows that the network stations—with their "talk" programming—are more actively listened to than the music stations, with more people reporting they hear all of what announcers say on these stations. The "top 40" stations top the "soft music" stations in this respect, indicating that perhaps the latter are tuned in at low level for background music.

OVERWHELMING DOMINANCE*

of KNOE-TV proves merit of balanced programming



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)
Monday-Friday		
Sign on-9 AM	120.0%	70.3%
9 AM-12 Noon	89.5%	232.9%
Sign on-Noon	116.2%	161.5%
Noon-3 PM	95.7%	326.3%
3 PM-6 PM	26.9%	109.0%
Noon-6-PM	53.8%	172.7%
6 PM-10 PM	32.7%	105.8%
10 PM-Midnight	40.3%	101.2%
6 PM-Midnight	33.3%	104.9%
Saturday		
Sign on-6 PM	58.1%	111.1%
6 PM-10 PM	42.6%	159.7%
10 PM-Midnight	248.3%	504.2%
6 PM-Midnight	63.5%	198.4%
Sunday		
Sign on-6 PM	69.5%	259.2%
6 PM-10 PM	100.5%	203.2%
10 PM-Midnight	473.3%	1830.3%
6 PM-Midnight	115.5%	136.7%
Sunday-Saturday		
6 PM-10 PM	42.1%	124.7%
10 PM-Midnight	91.8%	195.3%
6 PM-Midnight	46.9%	132.2%
9 AM-Midnight	54.8%	154.3%

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes
Monday-Friday	
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV Channel 8 Monroe, Louisiana

CBS ★ ABC

A James A. Noe Station

Represented by H-R Television, Inc.

The only commercial TV station licensed in Monroe

KING-FM steps away from stepchild status

How to get mileage out of fm? Give it the full treatment. This is what KING Seattle did beginning early this month when it cut away its fm station from duplication of the am schedule and inaugurated broadly diversified programming.

Beginning July 3, KING-FM began operating eight hours daily (4 p.m. to midnight) with such offerings as BBC's *Third* and *Light* programs, Broadcasting Foundation of America, NBC and CBC presentations. Other programs are produced locally. Included each week are two-hour dramatic presentations, five nightly newscasts and the more normal half-hour comedy and drama, public affairs and cultural discussion programs. Music, long-hair, jazz and folk, still plays a prominent role in the new schedule.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KLEO Wichita, Kan., and KQEO Albuquerque, N. M.: Sold by K. R. Greenwood and associates to George A. Bolas and group for $665,000, of which $365,000 is for KLEO and $300,000 for KQEO. Mr. Bolas, a Chicago advertising executive, is president of the buying company, Swamco Broadcasting Corp., which last May received FCC permission to acquire KIOA Des Moines Iowa, for $600,000. Gilbert C. Swanson, Omaha, Neb., businessman, is chairman of Swamco; Mr. Bolas is president. Mr. Greenwood, president of Dandy Broadcasting Corp., will become executive vice president of Swamco, Mr. Bolas announced. KLEO is a fulltime station on 1480 kc with 5 kw daytime and 1 kw nighttime. KQEO is fulltime on 920 kc with 1 kw daytime and 500 w night. Mr. Greenwood and his associates, Lee Vaughn and Merritt Owens, formerly owned KDEO El Cajon, Calif. Broker in the Wichita and Albuquerque transactions was Blackburn & Co.

▪ WBNY Buffalo, N. Y.: Sold by Nathan Straus and family to Gordon and Barton McLendon for $650,000. McLendons own WYSL-AM-FM in Buffalo, and have reached a tentative agreement to sell the WYSL facilities (1 kw day on 1080 kc) to comply with the FCC's duopoly regulation which forbids a single broadcaster from owning more than one station in a community. McLendon stations also include KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; WAKY Louisville, Ky., and KABL San Francisco, Calif. The Straus' bought WBNY in 1959 for a total consideration of $610,000. WBNY is 250 w fulltime on 1400 kc. It has applied for 1 kw power.

▪ KTUL Tulsa, Okla.: Sold by John T. Griffin and associates to Raymond Ruff and Charles A. Sammons for $450,000. The buyers own KTRN Wichita Falls, Tex. Mr. Sammons is a multiple owner of community antenna systems and headquarters in Dallas. The Griffin group retains KTUL-TV Tulsa, KATV (TV) Little Rock and owns 50% of KWTV (TV) Oklahoma City. KTUL is 5 kw fulltime on 1430 kc. Hamilton-Landis was the broker on the sale.

▪ KCKC San Bernardino, Calif.: Sold by C. R. Cheek, trustee for MVW Radio Corp., to Fred H. Gottfurcht, Beverly Hills investment banker, for $135,000 in bankruptcy sale. KCKC operates on 1300 kc with 500 w fulltime.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 72).

▪ KLAK Lakewood, Colo.: Sold by Maurice J. and Julia W. DaVolt and Edythe G. Walker to Edward Smith Scott for $310,000. Mr. Scott is a radio-tv producer and personality. He was mayor of Englewood, Colo., and is presently a member of the Arapahoe County Board of Commissioners.

▪ KSYD Wichita Falls, Tex.: Sold by Sydney A. Grayson to R. E. Lee Glasgow and Bob H. Walker for $300,000. Mr. Glasgow has interests in WACO-AM-FM Waco, WTAW College Station-Bryan and KAND Corsicana, all Texas. Mr. Walker owns 51% of KWBA Baytown, Tex.

KBS stations heard in 85% of counties

Affiliated stations of the Keystone Broadcasting System reach listeners in 2,547 (83%) of the nation's 3,069 counties, according to a KBS survey.

Sidney J. Wolf, president of Keystone, commenting on the "grass roots" study, stressed the increasing importance of radio selling aimed at the local level —"the real and pinpointed point of persuasion.

"We reach even deeper than the 83% into those counties which comprise the bulk of the small town and rural areas. These are the so-termed C and D coun-

our clients are our best advertisements

In negotiating for broadcast properties, the reputation of a broker is your best protection. Hundreds of satisfied Blackburn clients provide eloquent proof of the reliability of our service. No lists are sent out; each sale is handled individually. Our knowledge of the market protects you from the hazards of negotiating on your own.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
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James W. Blackburn Jack V. Harvey Joseph M. Sitrick RCA Building FEderal 3-9270	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird John G. Williams JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

ties (less than 100,000 in population)," he said.

While television may have taken the lead as the national air medium, depending on one's definition of the word national, according to Mr. Wolf, radio continues to have a pronounced and unique national character and does a superb job for advertisers.

Keystone stations by population breakdown: A counties (over 500,000 population)—19 stations; B counties (100,000-500,000)—106; C counties (30,000-100,000) — 418; D counties (under 30,000)—553. And 29 stations have duplicate home counties.

According to the report, Keystone stations reach 55% of all people in the U.S., more than 98 million of an estimated 179.3 million persons.

BERATING RATINGS

Brown suggests broadcasters make own audience counts

Broadcasters should set up their own circulation bureau, Walter J. Brown, president of WSPA-AM-FM-TV Spartanburg, S. C., told his fellow broadcasters last week in a keynote speech to the South Carolina Broadcasters Assn. meeting at Myrtle Beach, S. C.

Referring to what he called the "numbers game in tv," Mr. Brown said he doesn't believe in ratings: "the samples are too small and the margin for error too great."

He also decried what he described as advertising agency time buyers' practice of using the ratings on programs to determine cost per thousand without regard to a station's image or the quality of its audience.

"I don't see why broadcasters can't be as smart as newspaper publishers and set up their own bureau of circulation," Mr. Brown said. "I am firmly convinced that unless there is a new system for buying broadcast time in this country, we will never stabilize broadcasting and we shall continue to live in a jungle of rating warfare . . ."

In other points, Mr. Brown—

▪ Claimed that news stories and documentaries about the racial situation in the South are slanted and called on southern broadcasters to convince their networks and news services that "they should not be overly influenced by these minority blocs who are being pampered as they peddle their vendettas against the South."

▪ Charged that the good being brought to children by tv is overlooked, while the bad is whipped into sensational stories by newspapers attempting to "cripple broadcasting and get back the advertising dollars they have lost to a new competing media."

▪ Urged broadcasters to editorialize, but warned that the ownership and management must take an active hand in preparing the editorials.

▪ Expressed concern about the FCC's interest in programming as opening the possibility of the "camel getting his nose under the tent and wrecking the covering protection of free broadcasting."

The commissioners may not want to censor programs, Mr. Brown declared, but "whatever power the commission may adopt over programming will not be exercised by the members of the commission but by lesser people in government, many of whom will crave the power to have a hand in programming to promote their own political or sociological ideas."

More, Better News ▪ The South Carolina association also heard Howard H. Bell, NAB vice president, urge broadcasters to upgrade their reporting staffs and techniques. Broadcasters, he said, face a challenge to provide the facts and knowledge "that will help us understand and cope with the problems we face in our communities and beyond our borders."

The South Carolinians also heard FCC Commissioner Robert T. Bartley call on stations to "recapture" control over programming from networks. He also urged that network affiliated stations carry more public affairs shows offered by their networks.

United to buy Friendly Group

United Printers & Publishers Inc., Boston, makers of greeting cards, gift wrapping paper, party goods and specialty items, is planning to buy the Friendly Group stations, which include 12 broadcasting properties—five am, two fm, and five tv stations—for $1,350,000 and transfer of an estimated 175,000 shares of company stock. This was disclosed in United's proxy statement which was mailed July 12 to stockholders in advance of the annual meeting to be held in Dedham, Mass. on Aug. 3.

The stockholders are being asked to approve the acquisition of WSTV Inc., Steubenville, Ohio, and WPIT Inc., Pittsburgh, Pa., the two broadcasting companies that make up the Friendly Group stations. WSTV Inc. owns and operates WSTV-AM-FM-TV Steubenville; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. WPIT Inc. owns and operates WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga. WSTV Inc. earned $134,254 after taxes last year. Net earnings after taxes for

"No Brokers, Please!"

. . . is no insurance of saving money when buying or selling a radio or television station. Unless, of course, you are an expert on station values, tax laws and negotiations. Your insurance of knowledgeable dealings comes through working with someone who is. We immodestly recommend . . .

HAMILTON-LANDIS
AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers
RADIO • TV • CATV • NEWSPAPERS
NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.
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EXecutive 3-3456

CHICAGO
Richard A. Shaheen
Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

WPIT Inc. in 1960 amounted to $25,-861.

The proposed agreement calls for the transfer of a maximum of 175,000 shares of United stock for all the 1,540 shares of WSTV Inc. outstanding, which is valued at $3.5 million.

The agreement with WPIT Inc. provides that United will purchase all the 721 shares of outstanding stock of the broadcasting company for a total purchase price of $1,350,000. United will pay 29%, or approximately $355,000, of the purchase price in cash, and will issue notes for the balance, payable over a five-year period.

Some of the officers, directors and stockholders of United also are substantial stockholders and officers and directors of the Friendly stations.

Louis Berkman and Jack N. Berkman, through various companies they own or control, own about 220,000 shares, or some 40%, of United common stock. Louis Berkman is chairman of the board, treasurer and director of United, senior vice president and director of WSTV Inc. and executive vice president and director of WPIT Inc. Jack Berkman is vice chairman of the board of United, president and director of WSTV Inc., and chairman of the board and director of WPIT Inc.

John J. Laux, executive vice president and general manager of WSTV Inc,. president and director of WPIT Inc.; and managing director of the Friendly Groups, owns 1,200 shares, or .22 per cent of United common stock. Mr. Laux is up for election as a director of United at the annual meeting on Aug. 3.

United is a publicly-owned company whose stock is sold over-the-counter. It has marketing outlets in Mexico, the United Kingdom, France and Germany, and other countries.

Storer net-income report shows drop

Storer Broadcasting Co. last week reported earnings for the six months ended June 30 with net operating income after taxes amounting to 82 cents per share compared with $1.14 for the same period in 1960. Net income after taxes was $2,032,500 compared with 1960's $2,820,939.

Net income for the second quarter of 1961 amounted to $977,083 (39 cents per share) as against last year's second quarter figures of $1,397,860 (56 cents per share).

Per share earnings are based on a total of 2,474,950 shares of common and class B common stock outstanding at June 30, 1961.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadelphia; WGBS Miami; WWVA Wheeling, W. Va.; KGBS Los Angeles. Storer also owns the Miami Beach Sun Publishing Co.

Collins calls for 'professionals'

NAB President LeRoy Collins called on broadcasters to become professionals —assuming all the responsibilities that implies.

In a talk to the graduating class of the NAB Executive Development Seminar at Harvard on Friday, Gov. Collins said that recognized professional status for broadcasters requires competence, ethics, and "a high sense of public service responsibility."

"The teacher who is concerned solely with salary—the doctor whose primary aim is to collect fees—the lawyer who regards his work merely as a stepping stone to fame—are not true professionals. Neither are broadcasters who may be similarly motivated," Gov. Collins said.

The brickbats being thrown at broadcasting, the NAB president said, have meaning for broadcasters; "It means that people care about broadcasting. What we do, how we run our businesses and how we act are really important to them.

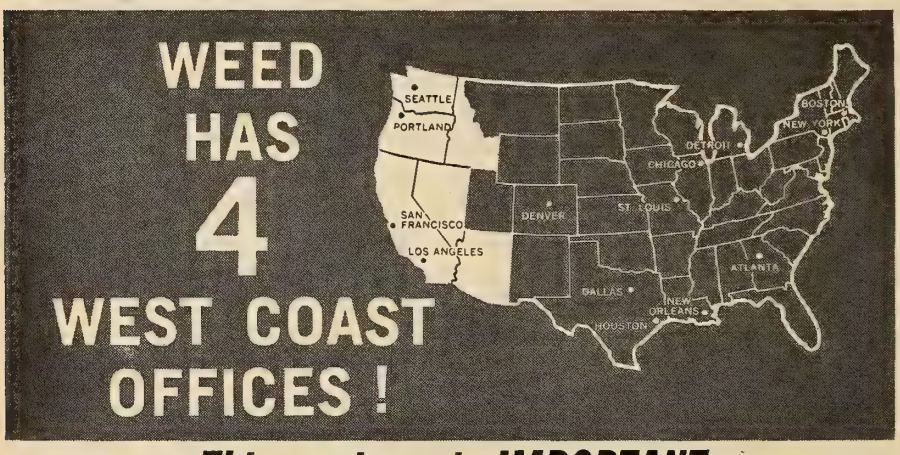
"Would any of us really want to be in a business nobody cared about, even if it were more peaceful and somewhat easier on the nerves?"

Kansas tribunal critical of radio trial coverage

A ruling by the Kansas Supreme Court which found fault with a tape recording by KJCK Junction City, Kan., of a kidnap case arraignment, has been protested by the president of the Kansas Assn. of Radio Broadcasters, Thad H. Sandstrom, manager of WIBW-AM-TV Topeka.

The state supreme court sharply criticized the Geary County district court for allowing the KJCK recording. The reprimand came in a ruling July 8 that reversed the lower court's conviction of defendant Eddie Cox—on grounds apart from the broadcast—and that ordered a new trial.

Mr. Sandstrom said broadcasters are aware of their obligation not to interfere in any way with court procedure or decorum and with modern broadcast techniques can cover any proceeding in a completely unobtrusive manner. He observed that "A basic foundation of our judicial system is that it shall be public."



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results on the West Coast.



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For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

FCC plagued by balky witnesses

BISMARCK, N.D., REVOCATION PROCEEDING OFF TO SLOW START

A seeming epidemic of witness trouble plagued the FCC Broadcast Bureau last week as it attempted to prove the license of KBOM Bismarck-Mandan, N.D., should be revoked because its licensee had conspired to effect an unauthorized transfer of control of the station. Unlike renewal hearings, revocation proceedings place the burden of proof on the commission.

One witness was called to the stand three times on as many days and left without ever testifying. Another witness persisted in evading questions by FCC attorneys Virgil Tacy and James F. Marten. They asked Hearing Examiner Charles Frederick to declare the witness hostile, to which request the examiner agreed after first warning the witness.

Yet another witness, John K. Harris, former manager and president of KBOM, the subject of much testimony, never appeared. FCC counsel gave no indication they knew his whereabouts, but when KBOM counsel Thomas Sullivan applied for a subpoena for the witness, Messrs. Tacy and Marten told the hearing examiner that Mr. Harris had been in Bismarck for the past two days and had just left on a plane for Yuma, Ariz. The FCC attorneys did say they did not wish to call Mr. Harris but denied having kept him "under wraps."

The main issue in the hearing (which continues this week) is whether the licensee corporation, Mandan Radio Assn., through sale of stock not reported to the FCC, changed ownership since July 1, 1956. Over the protests of KBOM's attorney, Mr. Tacy offered volumes of station bookkeeping into the hearing record. The FCC counsel charged that there were numerous irregularities in the station's reports.

Hostile Witness ▪ Charles E. Kempel, Minot, N.D., major stockholder and former director of Mandan Radio Assn., was questioned about his 1956 purchase of the assets and liabilities of MRA. He said he had bought the stock to help his son-in-law John Harris and Richard C. Johnson become established in business with the agreement they should pay for their equity over a period of time. He said he turned over responsibility for filing FCC reports to Mr. Harris and to Mr. Johnson, who followed Mr. Harris as manager from 1958 until Feb. 6, 1961. Mr. Kempel said he had asked Mr. Harris to resign as manager late in 1957 because of his "incompetence."

Under further questioning, Mr. Kempel kept referring FCC counsel to the record which he said "speaks for itself." Mr. Marten asked the examiner to declare Mr. Kempel a "hostile witness." Under such a ruling a witness is no longer the witness of the party calling him and may be cross-examined, asked leading questions or impeached.

Finally, having directed Mr. Kempel to be more direct in answering questions, Examiner Frederick did rule him to be a hostile witness.

A July 30, 1956, FCC ownership report disclosed only the names of Messrs. Kempel, Harris and Johnson. The Broadcast Bureau attorneys introduced an exhibit of an ownership report filed at that time with the state securities commission which listed two additional stockholders. The attorneys said they would show transfers of stock to 20 other persons and their wives that had never been reported to the FCC.

Point of Privilege ▪ Mr. Johnson was called to the stand by the bureau Monday and Tuesday. On both occasions he said he would testify under a point of privilege provided in the Communications Act, which grants immunity to those testifying before the commission under compulsion. Mr. Tacy did not wish to hear the testimony under those conditions. When Mr. Johnson waived the immunity Thursday and offered to testify, the FCC attorneys conferred briefly and said they would not call him to the stand until they had an opportunity to question him outside the hearing. This proved unsatisfactory to Mr. Johnson.

J. Philip Smith, attorney for the FCC Complaints & Compliance Div., testified he had gone to the station on Sept. 19, 1960, and asked Mr. Johnson why the corporation's minutes did not record a series of stock transactions carried in KBOM's most recent FCC ownership report.

Mr. Johnson, according to the FCC investigator, said he had discovered the irregularities after becoming station manager in 1958 and feared that if he told the FCC before it had renewed the station's license, the renewal would be "unmercifully held up" and that KBOM might "get into hot water" with the commission. Mr. Smith said the station manager told him that his plan was to wait until renewal was granted and then to "bare all" to the commission.

Under cross examination Mr. Smith said he had not discussed KBOM's reporting situation with any of the stockholders other than Messrs. Johnson and Kempel.

Thursday's witnesses, produced by KBOM counsel, testified to the character of the principals of Mandan Radio

'You can't regulate taste, curiosity or morals'

John W. Guider, president of WMTW-TV, N. H., was praised in the U. S. Senate last week for a speech in which he warned that it is both vain and dangerous for the government to attempt to regulate public taste.

In the speech, delivered before the Portland, Me., Rotary Club, Mr. Guider charged that the government is attempting to do this by threatening not to renew licenses and by requiring program formats to conform to Washington's idea of "what the public should see and hear."

"But . . . you cannot regulate taste or intellectual curiosity any more than you can morals," he said. "We tried to regulate morals with the Great Experiment, [prohibition] and it proved to be a colossal failure."

Censorship, he warned, is a serious threat, even through prior control over programming by government is not involved. "Threats that station licenses may not be renewed unless stations conform to the current thinking in Washington . . . is censorship by fear of subsequent punishment," he said.

Sen. Styles Bridges (R-N. H.), who inserted the speech in the *Congressional Record*, called it "an excellent analysis of the problems and dangers of one man or group of men setting" tv standards for 180 million Americans.

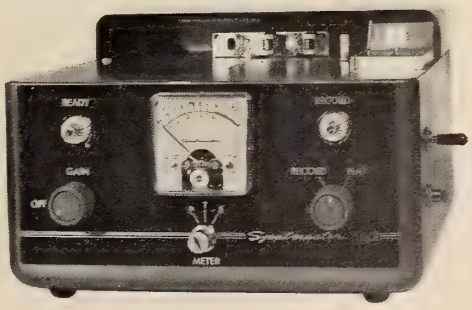
Another request that government go slow in seeking to impose additional controls on the broadcasting industry was voiced last week by Rep. Robert W. Hemphill (D-S.C.). He predicted more stringent government controls would mean greater expense to the public, poorer programs, and additional bureaucratic red tape.

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Assn. and praised KBOM's programming and public service. Some dozen witnesses, including businessmen, civic officials, educators and religious leaders testified that KBOM has an excellent record of community service.

Mr. Tacy objected frequently that this testimony was immaterial since the station's programming was not at issue in the hearing.

In line with what appears to be FCC policy in hearings held in the community served, Mr. Frederick admitted the testimony.

USIA asks clearance for audio-visual aids

The U.S. Information Agency has asked Congress to lift tariffs and quantitative restrictions on certain audio-visual materials shipped to this country by 20 free world countries.

The legislation is needed to complete U.S. participation in an agreement signed, along with the 20 other nations involved, shortly after World War II.

Under the agreement, the signatories can ship to each other, free of tariffs or quantitative restrictions, audio visual materials of an "educational, scientific or cultural character."

The USIA is designated as this country's "attesting officer," with the role of determining whether the audio visual materials shipped from here meet the agreement's test for getting preferential customs treatment.

ACT IV: ENTER PASTORE

Senate communications subcommittee sets hearings on space communications, frequency allocations

Congressional determination to put its stamp on the national space communications policy still to be developed was indicated anew last week with the disclosure that the Senate Communications (Pastore) Subcommittee will hold hearings on the subject sometime next month.

The senate group—latest in a series of congressional committees to get into the space field—plans to examine not only space communications policy, but the related question of frequency allocations.

Serving as a springboard for the allocations inquiry will be a resolution (SJ Res 32) introduced early in the session by Sen. Vance Hartke (D-Ind.). The legislation proposes the creation of a five-man commission to study and report on the manner in which the radio spectrum is allocated among government agencies.

At the time he introduced the resolution, Sen. Hartke said it is "deplorable" that the U. S. has neither a high-level agency to resolve conflicts among government and non-government users nor a national communications policy. Subcommittee members are known to share Sen. Hartke's views.

The House Side ▪ The House Commerce Committee, meanwhile, begins three days of hearings tomorrow (Tuesday) on space communications. Witnesses will be drawn from the FCC, the Justice Dept.'s antitrust division, the State and Defense Depts., the National Aeronautics and Space Agency, and the Office of Civil and Defense Mobilization.

Next week, it will be the Senate Small Business Committee's turn for hearings on the same subject (BROADCASTING, July 17). The House Science & Astronautics Committee also held hearings which ended last Monday.

A recommendation on one of the major determinations to be made in the formulation of national space communications policy—the role to be played by private industry—reportedly has been given to President Kennedy by his National Space and Aeronautics Council.

But there are conflicting versions of what the recommendation was. One says the council favors government ownership; others, that it favors private enterprise participation, along the lines

The FCC regains some ground from FAA

Two federal regulatory agencies put their heads together last week and as a result the FCC and tall tower applicants gained a small bit of ground. The FCC and Federal Aviation Agency issued a joint statement Friday (July 21) noting that certain agreements had been reached on the latter's new tall tower rules which became effective July 15 (BROADCASTING, July 10).

Primary FAA concessions were (1) inclusion in the new rules of a statement that the FAA regulations do not affect the jurisdiction of the FCC over the radio-tv industry, and (2) deletion of the FAA requirement that new tower applicants submit their plans to the aviation agency 30 days before filing an application with the FCC.

Under the joint agreement, broadcasters would be able to notify the FAA of tower proposals simultaneously with the filing of an application with the FCC. The two agencies, in turn, adopted procedures for coordinating consideration of the application.

The new FAA rules authorize that agency to establish antenna farms but no such farm will be specified which would interfere with the statutory responsibility of the FCC, last week's joint announcement said. Further agreements have been reached "to insure that the coordination of new FAA regulations on tall structures with FCC requirements would not result in any unnecessary restrictions on persons who propose structures . . . which may project upward into the navigable airspace," the notice stated.

After the new FAA rules were announced, the commission insisted on a conference with the agency to preserve the FCC's authority in the field. It was felt that the FCC has the final statutory authority in the area covered by the FAA rules and that the latter does not have the power enunciated without a congressional mandate.

The commission, however, received no support from Sen. A. S. Mike Monroney (D-Okla.), the man who wrote the Federal Aviation Act. He said last week that the act gives the FAA authority to make rules regarding radio towers and other obstructions which reach up into "navigable air space." And this includes, under the act's definition, "air space needed to insure safety in take-off and landing of aircraft."

The FCC appointed a three-commissioner committee headed by Robert T. Bartley, to negotiate with the FAA. Friday's joint announcement was a culmination of talks between the two agencies.

Still remaining in the FAA rules, however, and troublesome to broadcasters are the exclusion of the aeronautical rules from protectors of the Administrative Procedures Act and the provision that a "no hazard" tower determinations will be effective for only 18 months. Both the Assn. of Maximum Service Telecasters and the Electronics Industry Assn. have asked the FAA to reconsider the new rules.

of the joint venture scheme being considered by the FCC and NASA to permit private companies to operate the proposed system.

Disclaimer ▪ When clarification was sought from White House News Secretary Pierre Salinger, he disclaimed knowledge of the council's action.

If a top-level decision has been made, it wasn't evident in the testimony of several administration figures who expressed differing points of view in appearances before the House Science & Astronautics Committee, which concluded its hearings on space communications last week.

John H. Rubel, assistant secretary of Defense, said his department will cooperate with NASA in encouraging private industry to develop and establish an operational communications satellite system.

But Philip J. Farley, a special assistant to Secretary of State Dean Rusk, and U. S. Information Agency chief Edward R. Murrow expressed doubts that the traditional private enterprise approach is applicable to space age communications.

Neither commented directly on who should operate the system. But both said the system must be "global," open to all nations. And "novel arrangements," said Mr. Farley, "may well be needed to deal with novel technology."

Interest Private? ▪ Mr. Murrow said that "industry may have little interest in communications with Upper Volta, as there may be no profit forthcoming for years. Yet is it right that Upper Volta have as much potential use of the system as the United States. And if it is not the aim of private industry to serve the lean as well as the lucrative, then it must be the aim of government."

The apparent lack of a national policy on the private-vs.-government ownership question caused several members of Congress to express concern that private interests might achieve a monopoly in space communications activities.

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust and Monopoly Subcommittee, urged FCC Chairman Newton N. Minow and Lee Loevinger, the Justice Dept.'s antitrust boss, to see to it that the space communication system is developed in strict conformity with antitrust principles.

Rep. Chet Holifield (D-Calif.) bluntly charged that American Telephone & Telegraph is seeking a monopoly in the field. He called on Congress and the executive department to formulate a policy for space-age regulation of communications facilities.

Going farther than either of his Democratic colleagues was Rep. John E. Moss (D-Calif.). He said ownership of the space communications system should be "vested in Uncle Sam," not thrown open "to possible monopoly by one or more of the giant communications corporations."

Virtue hath its reward

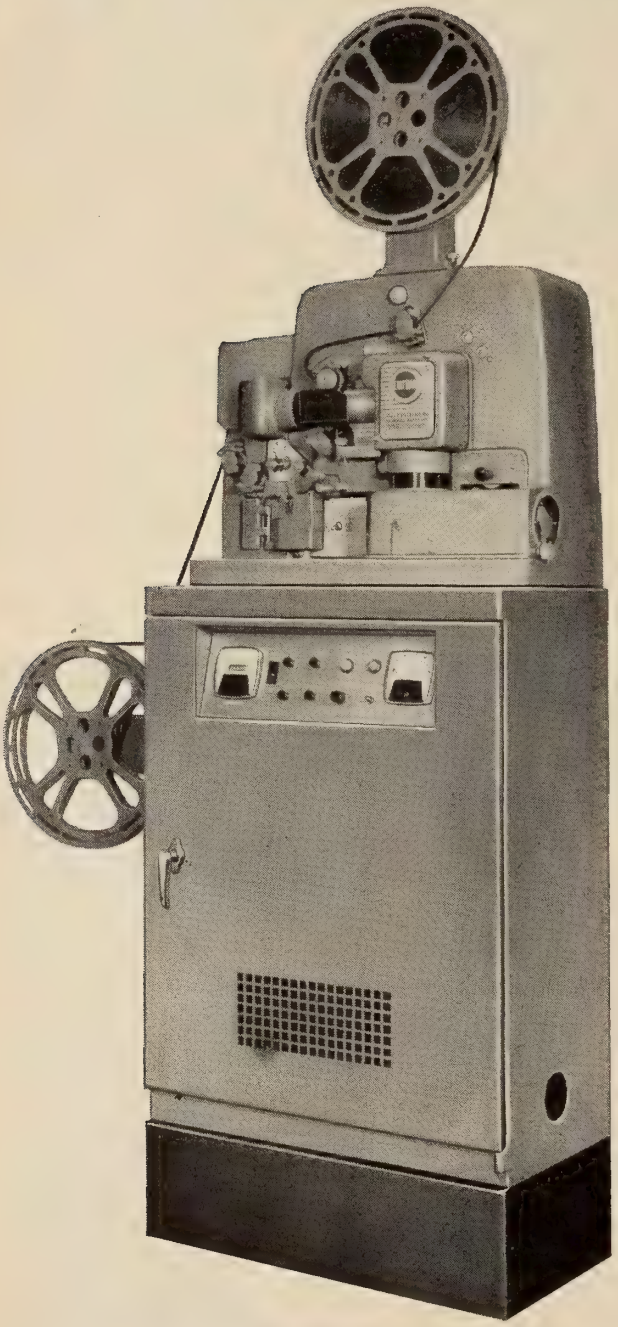
There are 196 radio and tv stations throughout the country pleased that the FCC has delegated certain of its powers.

These are the first stations to be granted license renewals by the Broadcast Bureau. Under a new provision, the bureau is empowered to pass on such matters as modifications, renewals and transfers which are uncontested and routine in nature, not involving policy-making or departures from existing rules (BROADCASTING, July 10).

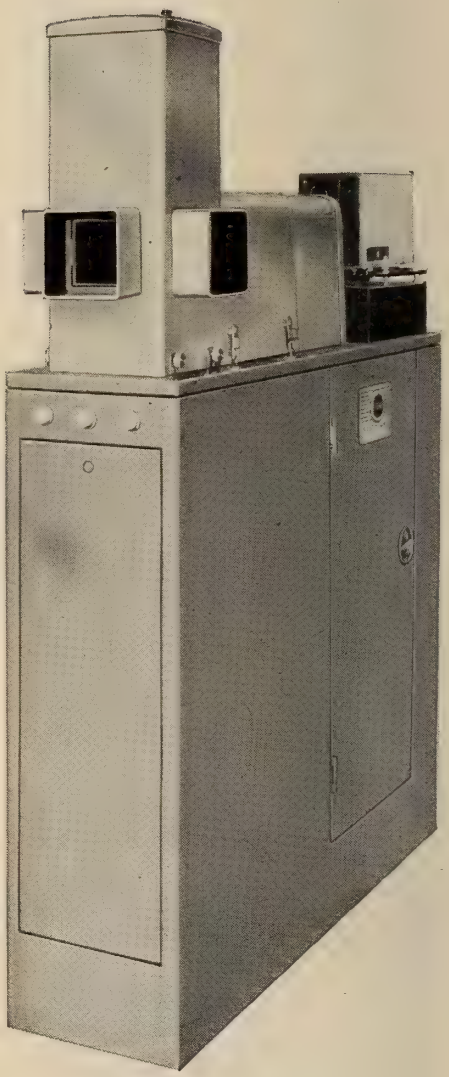
For a listing of these stations, which have been saved the trouble of action by the full commission, see next week's FOR THE RECORD.



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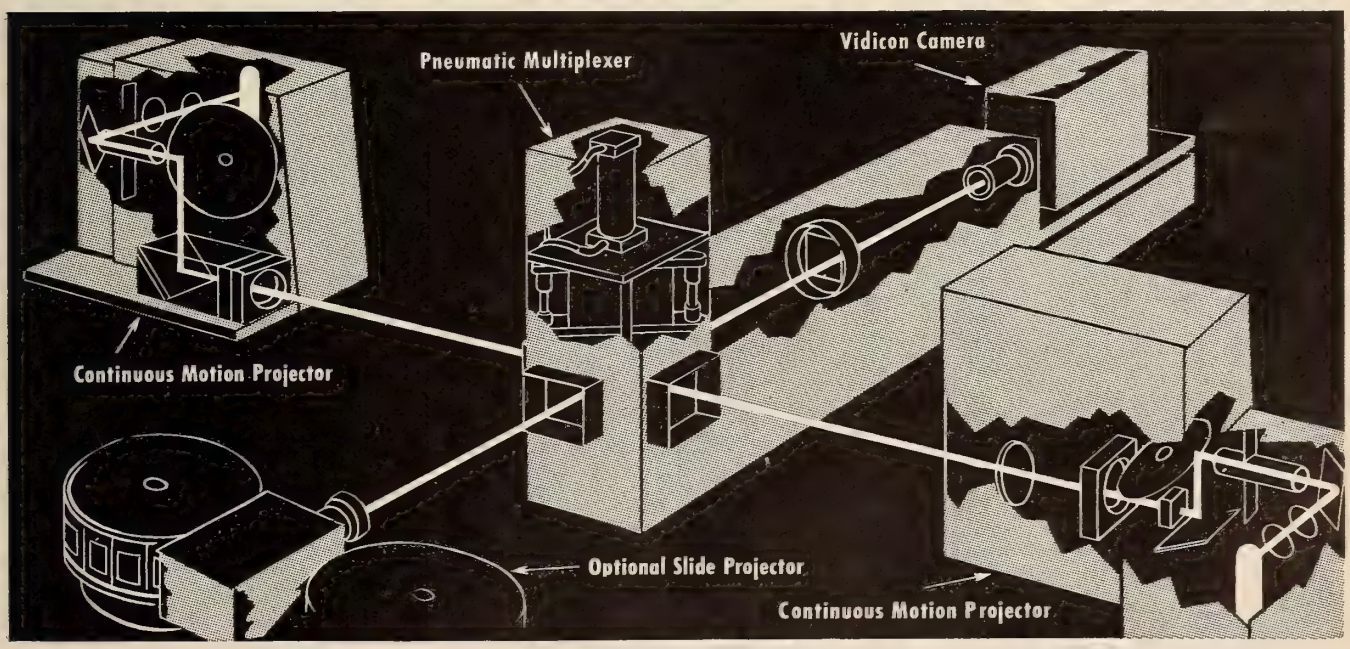
Type PF-10B Continuous Motion Projector. A unique "skew-ray" plate in the optical system breaks up the collimated light beam into random rays that illuminate film defects such as scratches from so many angles that they virtually disappear. Continuous motion projection eliminates the intermittent film advance mechanism that, when faulty, can cause picture unsteadiness and shorten film life. All controls are located on the front of the pedestal on a swing-out door for easy accessibility. The pedestal also houses the exciter power supply. A variac controls the lamp voltage.



Type PF-11-A Pneumatic Multiplexer is manufactured for General Electric by Eastman Kodak Company to relay the optimum image from film and slide projectors to the vidicon camera. Pneumatically operated high efficiency front surface mirrors travel in their own plane and normal to the optical axis. This unique mirror mechanism and a very rugged base cabinet result in a stable and accurate relay system. The mirror switching system can be controlled at the unit or from remote operating positions.

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The new General Electric Film Center is designed to transmit high resolution pictures from any standard TV film or 2 x 2 slide. The Film Camera Channel Type PE-21-A features superior signal-to-noise ratio, outstanding resolution, and the ability to adjust for light variations of 100 to 1. The system provides maximum reliability with one-man operation. The continuous motion projectors will accommodate both optical and magnetic sound tracks on 16 mm film, and remote controls can be operated from several different locations. Inputs are directed to the vidicon camera through a fast-action pneumatic mirror assembly in the multiplexer, which may be operated manually at the bench or electrically from remote locations.



For complete details of the economy, efficiency and superior performance this new Film Center can bring to your station, write to Broadcast Equipment, Section 4871, General Electric Co., Lynchburg, Virginia. In Canada: Canadian General Electric, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric, 150 E. 42nd St., N.Y. 17, N.Y.

GENERAL ELECTRIC

'Deceitful conduct' charged to KLFT

The "pattern of perfidious and deceitful conduct" displayed by Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., "warrants only one sanction—that is the revocation of the license of KLFT," the FCC Broadcast Bureau claimed last week in its proposed findings to Hearing Examiner Jay Kyle. The license revocation hearing was held in New Orleans in May on charges of willful and repeated technical violations by the station and alleged misrepresentations made by Mr. Theriot to the FCC (BROADCASTING, May 29).

Indeed Mr. Theriot had shown "a lack of attention to the requirements of commission rules," his own lawyer agreed in his findings, but added that an appropriate penalty would be a short-term license renewal.

KLFT's attorney argued that to deprive Golden Meadow of its sole community communications medium (there are no papers published there) would be unfair to the public. The Broadcast Bureau said Golden Meadow residents could tune in New Orleans stations and could get the weather warnings heretofore provided by KLFT from Coast Guard sources.

The bureau charged that KLFT had no first-class radio-telephone operator on duty from July 18, 1959 until April 17, 1961. During this period an FCC field representative had warned licensee Theriot repeatedly that he was violating FCC rules, the bureau said.

Engineer Issue ▪ The FCC field inspector referred several engineers to KLFT; Mr. Theriot told one of them that he wasn't going to employ a first-class operator and that "he would prefer shutting down the station before he would," according to bureau findings. The bureau further charged that he had given an involved runaround to a local resident seeking an engineering job; had borrowed his operator's license and photostated it, telling the engineer he woud check with the FCC whether the license was valid. No such check was received at any FCC office, the bureau said. (KLFT findings said Mr. Theriot had checked with the engineer's previous employer and had decided not to hire him after getting a bad reference.)

When an FCC field representative checked at the station he was told by employes that George Roundtree was the station's engineer and that he had performed maintenance during the past few days. The employes later rescinded their statements and said they had made them under Mr. Theriot's instructions. Mr. Roundtree was employed by a radio service company in Houma, La., (50 miles away) and serviced KLFT only as a representative of that company, the bureau charged. He was paid $50 per month to "post his license" at the station, but was not required to perform duties for this money, the bureau asserted.

KLFT's attorney agreed that Mr. Theriot had, in good faith, instructed employes that Mr. Roundtree was the station's engineer. "Unfortunately for Theriot's interests, however, the same employes attempted to embellish on this statement when confronted by FCC inspectors, and were later forced to retract their detailed statements."

Postponement

A one-month postponement of the dates for comments and oral argument in the court-remanded option-time rulemaking was granted by the FCC last week at the request of affiliates of the three tv networks (BROADCASTING, July 10).

Comments now are due Oct. 6 (extended from Sept. 7) and the oral argument is scheduled for Oct. 27 (from Sept. 28). The commission had asked the court to return the case to the FCC for further agency consideration.

FCC, Wilson protest Miami ch. 10 delay

Both the FCC and L. B. Wilson Inc., holding an FCC permit for Miami ch. 10, have protested to the U. S. Court of Appeals in Washington against a request by National Airlines for a stay of that court's July 6 ruling.

The court upheld the FCC's determination to revoke the 1957 grant to National Airlines and to disqualify that company, plus North Dade Video Inc., another applicant, and to grant the Miami vhf outlet to L. B. Wilson. (BROADCASTING, July 10). National Airlines asked the court to stay its decision because it is planning to ask the U. S. Supreme Court for permission to appeal (BROADCASTING, July 10).

The FCC said a stay should not be granted because an applicant (National Airlines) found guilty of conduct amounting to fraud "should not be permitted to reap the fruits of that fraud." There is no substantial liklihood, the FCC said, that the Supreme Court will grant *certiorari* or reverse the appeals court.

L. B. Wilson Inc. said it is ready to

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Cantonese or Mandarin

KRON-TV San Francisco will soon offer a translation system better than subtitles to its Chinese-speaking viewers. The FCC July 19 granted the tv outlet's sister fm operation authorization to use a subchannel, when not employed for transmission of background music, for broadcasting running Chinese translations of the audio portions of its programs.

begin broadcasting 15 days after the FCC says the word. The company said National Airlines should not be permitted to profit from its transgressions. An affidavit by Thomas A. Welstead, vice president of the company, included in the L. B. Wilson pleading indicated that over $1 million has been spent on building WLBW-TV and over $215,000 expended to maintain it on a standby basis over the last nine months. It costs more than $18,000 a month to maintain the facility on a standby basis, Mr. Welstead said. He said WLBW-TV has assurances of an ABC affiliation whenever it begins operating and that it has commitments to hire 39 of the 63-member staff of National Airlines' WPST-TV, the present ch. 10 station.

Congress resumes activity on FCC reform

SENATE, HOUSE COMMITTEES APPROVE SIMILAR BILLS

FCC-reorganization legislation to give the commission the flexibility it says it needs began moving through Congress again last week after temporary delay by the July 4 holiday.

The Senate Commerce Committee approved without objection the bill (S-2034) introduced by Sen. John O. Pastore (D-R.I.), and sent it to the floor. And the House Commerce Committee, which had previously approved a virtually identical bill (HR 7856) sponsored by its chairman, Rep. Oren Harris (D-Ark.), filed its approving report with the House on Monday.

The House bill, however, still has to clear the Rules Committee before it can reach the floor for debate. The sometimes balky Rules Committee is expected to hold a hearing on the matter within the next two weeks.

Both the Senate and the House bills, introduced after the House killed President Kennedy's FCC-reorganization plan (BROADCASTING, July 19) follow closely recommendations submitted by the commission. But although the Senate Commerce Committee revised the language of the Pastore bill to make it agree more with the House version, differences remain.

The House bill would permit the FCC to rule out in advance the possibility of review for certain types of minor cases. The right of appeal in these cases would be limited to filing exceptions to initial decisions.

The Pastore bill would permit parties to any case to seek review. But both bills allow the commission to exercise discretion in granting review.

In addition, while both bills permit the commission to delegate any of its functions to individual commissioners or employes, the Pastore legislation requires only that the delegation of authority—or its withdrawal—be effected by a majority vote of the commissioners participating. The Harris bill requires that the action be taken by a majority of the commissioners "holding office."

The Commerce Committee kept this section of the Pastore bill intact at the request of FCC Chairman Newton N. Minow. In a letter to the committee, he said that, with one or more members of the commission often absent on official business, the requirement that a constitutional majority be mustered would prove too restrictive.



Revolt against FCC program controls

HYDE HINTS NAB SHIRKED EXPLANATION; IDAHO BLASTS COLLINS STAND

The Idaho Broadcasters Assn. last week officially disapproved the stand of the NAB and its president, LeRoy Collins, endorsing the FCC's proposed new program forms.

And, at the same IBA meeting which expressed official disapproval of the NAB action, FCC Commissioner Rosel H. Hyde told the broadcasters of his home state that industry spokesmen have not made radio-tv's position adequately understood. Commissioner Hyde also spoke out against the increased regulatory activities of the government along lines normally found only in the regulation of public utilities and in areas bordering on censorship.

Gale (Gub) Mix of KRPL Moscow, outgoing IBA president, said: "We don't go along with the NAB stand at all." The Idaho association, after hearing a luncheon address by James McKnight of the NAB's Los Angeles office, officially condemned the NAB position (BROADCASTING, July 17). State broadcasters were urged to contact the NAB, FCC and members of Congress expressing opposition to the new program reporting forms (BROADCASTING, July 10).

Commissioner Hyde reviewed recent official government actions, statements and policy declarations all looking toward more federal regulation of broadcasting. Pointing out the FCC now rules on the "legitimate and prudent" expenses of applicants seeking to drop out, he said this is the first instance where expenditures in a broadcast enterprise have been made a matter of government regulation. "The concept, of course, is familiar in public utility regulation," Commissioner Hyde stated.

Utility; Censors ▪ Referring to the new program forms, he said: "Detailed reporting and accounting are characteristics of utility regulation. It is said that efforts by others to employ microscopic detail inspired the observation of Justice Holmes that 'delusive exactness is a course of fallacy throughout the law'."

He said the executive, legislative and the FCC itself are rapidly placing the agency in a position of regulating programming fare. "I think it is unfortunate that the public is being led to look to the FCC for fulfillment of its program interest," Commissioner Hyde stated. And, he maintained, advocates of this new trend have never considered whether close government supervision can give better results than a free enterprise system.

"It is particularly disturbing in the face of the clear declaration of policy [against censorship] in the Communications Act," he stressed. Citing several other prohibitions against censorship by the commission, Commissioner Hyde asked: "What possibility could we have of untoward regulation or interference in programming without doing violence to law? Perhaps there is such a thing as subtle violence. . . . The unattractive office of censor can be made to appear as guardian of integrity."

The commissioner said that broadcasters will make promises designed to satisfy the programming wishes of the commission. "It does not take much imagination to find elements of prior restraint in such a system," he said. "I believe that in more thorough and temperate consideration of the fundamental issue, we may find that broadcasting's greatest opportunity and potential lies in the application of free enterprise principles, free of censorship.

"I should like to see the Communications Act interpreted in a forward-

Poop sheet on FCC's 'Rover Boys'

"Don't forget that the FCC has gotten additional money for more inspectors and *they are determined to inspect.*"

So warns a special committee of the Idaho Broadcasters Assn. which has prepared and circulated a memorandum designed to help member stations prepare for FCC renewal inspections. The five-page document covers every phase of broadcast operations from the condition of employe rest rooms to the proper maintenance of towers.

In addition to the above, here are some direct quotes from the IBA advice sheet:

"Keep your mouth shut and . . . DO NOT VOLUNTEER ANY INFORMATION UNLESS ASKED A DIRECT QUESTION. You will talk yourself into a deeper hole by trying to talk yourself out of a smaller one."

"They will want to know—the minute they walk in the door—whether you are a member of the state association."

"If you have [rebroadcast a program from another station], you'd better pray you've got written permission from the originating station ON FILE. Don't try to talk your way out of this one. . . . You can't outsmart them on this. They will nail you for an infraction AND DISHONESTY."

"They are murder on program and transmitter logs."

"Is your Conelrad alert system in perfect operating condition? It better be."

"If you have ever given anything away over the air you're in for a long grilling session."

"Don't kid yourself on this one [payola], either. They mean ANYTHING by way of under the table benefits."

"If any of those third tickets have lapsed you had better do something about it the minute you put this down."

"They will go over your political broadcast activity with a fine tooth comb. . . . You better have a full file. . . ."

"They will ask in the community and if the community reaction or image differs from what you state it to be—LOOK OUT."

"They will double check your answer if they have reason to suspect it—and they indicate a reason to *suspect everything.*"

"They will check your station for employe comfort facilities and with the employes as well as looking for themselves."

"They just hit one station and the manager said to pass this on: 'It is a white glove inspection of your equipment. You had better take a vacuum cleaner to your transmitter and other equipment then polish it up so it looks like new—Even take the tubes out and polish them.' *He wasn't kidding.*"

"You can bet you'll get [at least one citation]."

"If the team hits your station YOU ARE IN BAD SHAPE."

"Just got another call—says to look out for logs that are made up too far ahead or too far behind. LOG IT WHEN DONE."

looking manner—the kind of interpretation which has made constitutional principles effective in meeting the requirements of our country from its beginning to its present status of world leadership."

Commissioner Hyde stressed that broadcasters should have the freedom and discretion essential to creative endeavor and to meet ever-changing conditions. "According to precedent, a conclusion may include an exhortation or a charge," he said. "I make the suggestion with concern for the future of broadcasting that operators of stations haven't made their positions adequately understood . . . or that their demonstration of the advantages of the free enterprise system should have improved attention. Perhaps both of these matters warrant further serious attention."

Duane Wolfe of KCTD Caldwell was elected president of IBA, succeeding Mr. Mix, at last week's meeting in Salmon. Henry Fletcher, KSEI Pocatello, was elected vice president and Ed Brainard, KORT Grangeville, secretary-treasurer. Next year's meeting will be held in Pocatello.

CCBS urges FCC: ignore 50kw request

Clear Channel Broadcasting Service last week asked the FCC to ignore the request of three limited-time Class II stations for 50 kw power and nighttime operation (BROADCASTING, July 17). Stations are KFAX San Francisco, KGBS Los Angeles and KXL Portland, Ore.

CCBS said the stations' comments were untimely filed and should not be accepted by the commission. In addition the organization said the comments were "without merit" and, if considered, should be rejected.

The three stations' situation is not "unique" as they claim, CCBS stated; any number of stations could advance similar arguments. Furthermore population increase in the communities served by the three stations would not justify their request because the purpose of the clear-channel proceeding is to provide service to "white" or underserved areas, CCBS maintained. These areas can be served only through improvement of the quality and power of nighttime skywave service, CCBS claimed, and the stations' proposal would reduce rather than improve such service.

Westinghouse Broadcasting Co. also filed opposition at the commission, charging that the stations' request is "not entitled to consideration at the present status of the record at this docket." WBC said the petitioners should have their request returned with leave to refile it, if appropriate, at a later date.

Political funds bills sidetracked in Senate

Hope faded completely last week for passage this year of legislation to ease the burden of radio-tv costs for candidates campaigning for federal office.

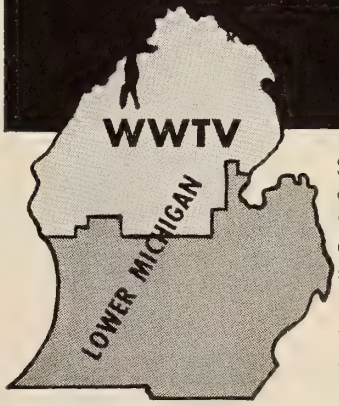
The Senate Elections Subcommittee, which held hearings on two such bills, was reported ready to shelve both.

One (S 227), offered by Sen. Mike Mansfield (D-Mont.), would require the government to pay up to $1 million for the radio and television time of major party presidential candidates. Minority party candidates would get $100,000.

The other (S-1555), introduced by Sen. Maurine Neuberger (D-Ore.) would provide federal payments to defray part of the cost of broadcast time of any candidate for federal office.

The subcommittee is considering a bill to raise ceilings on campaign expenditures, require public disclosures of contributions and provide a 50% tax credit on political contributions of up to $10. The legislation (S 604) is co-sponsored by Sen. Kenneth Keating (R-N. Y.) and Edward V. Long (D-Mo.).

WWTV-AREA SERVICE STATIONS SELL 76% MORE THAN DELAWARE'S!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Service stations in Northern Lower Michigan—36 counties served by WWTV, Cadillac - Traverse City—cash-in on 76% more sales of gasoline and other automotive service products than all the stations in Delaware*!

Hence Northern Lower Michigan is important to you, and so is WWTV. WWTV *alone* reaches an area served by 12 daily newspapers and 18 local radio stations. Furthermore, WWTV delivers more homes than Station "B" in each of 200 weekday quarter hours surveyed, 8 a.m.-6 p.m. (NSI, Cadillac-Traverse City, Oct. 17-Nov. 13, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV - area service station sales are $79.7 million. Delaware's are only $45.4 million.*

The Felzer Stations

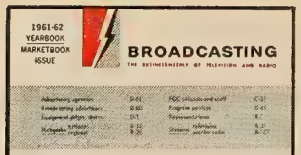
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
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TV and Radio

THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook – whose 27th annual edition will be out September 1 – is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over – **"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .**

(Matter of fact, in a recent survey of decision-makers at the Top 50

JUROR #1



"SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

Lee Rich
Senior V.P.
in Charge of Media
& Programming
Benton & Bowles
New York

JUROR #2



"NO REFERENCE SOURCE HANDIER"

"There is no reference source I have found handier in my years in broadcasting. I always keep it in my desk and keep one at home because in a minute I get in touch with talent, packagers, network executives and other agency people I have known for a long time."

Jules Bundgus
Senior TV Supervisor
Ted Bates
New York

JUROR #5



"NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

Hildred Sanders
V.P. in Charge of
Radio & Television
Honig-Cooper &
Harrington
Los Angeles

JUROR #6



"ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual."

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V.P., Director of
Media Activities
Tatham-Laird
Chicago

JUROR #9



"WEALTH OF DATA AND INFORMATION"

"The BROADCASTING Yearbook contains a wealth of data and information that is invaluable in conducting TV and radio business both on the network and local levels."

Harold A. Smith
V.P., Program & Merchandising Manager
Needham, Louis &
Brorby
Chicago

JUROR #10



"KEEP AT HAND THROUGHOUT YEAR"

"We at BBDO find the BROADCASTING Yearbook an invaluable reference which we keep at hand throughout the year. By listing the facilities and other pertinent data for every radio and television station in every market, it is helpful in our day-to-day buying activities."

Herb Maneloveg
V.P. & Media Director
Batten, Barton,
Durstine & Osborn
New York

PACKED (as usual) WITH MORE FACTS THAN ANY OTHER SOURCE BOOK

• Complete directory of all U.S. television and radio stations. • Lists of station and network personnel; ownership and facilities information. • Broadcast regulations, code. • Facts, figures, history of the broadcasting business. • Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations. • Data on Canadian, Mexican and Caribbean broadcasters, foreign language stations within the U.S. • "The Dimensions of Broadcasting"– key facts about television and radio.

AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business – all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information! It's the ideal place to present **your own facts,** amplifying those which broadcasting's busiest people will be checking, month after month, in the 1961-62 BROADCASTING Yearbook.

IS UNANIMOUS...

agencies – where nearly 1½ billion dollars of TV and radio business is transacted annually – BROADCASTING Yearbook is adjudged **first choice by more than 2-to-1** over the next-best reference yearbook of broadcast media facts! And **by 3½-to-1** over the No. 3 annual!)

BROADCASTING Yearbook for 1961-62 will again offer the most comprehensive round-up of information on today's broadcast media available anywhere. Like previous editions, it will enjoy a full and useful life in offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

JUROR #3



"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

Edward Fitzgerald
Media Director
J. Walter Thompson
Chicago

JUROR #4



"EFFECTIVE COMBINATION"

"The week's news in BROADCASTING, the year's facts in the BROADCASTING Yearbook, together make an effective combination for keeping abreast with radio and TV developments throughout the nation..."

George W. Allen
Manager,
Hollywood Office
Guild, Bascom &
Bonfigli

JUROR #7



"GREAT USE IN UNCOVERING INFORMATION"

"I find the BROADCASTING Yearbook of great use in uncovering information about stations and their personnel, rate structure, and coverage potential."

Philip Archer
Media Supervisor
Knox-Reeves
Advertising
Minneapolis

JUROR #8



"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

Arthur S. Pardoll
Associate
Media Director
Foote, Cone & Belding
New York

JUROR #11



"PERMANENT PART OF BUSINESS LIBRARY"

"I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library."

Harry K. Renfro
V.P. and Manager of
Radio & Media Dept.
D'Arcy Advertising
St. Louis

JUROR #12



"INDEED A VALUABLE REFERENCE TOOL"

"The BROADCASTING Yearbook furnishes vital information regarding stations as well as all aspects of the broadcast field. It is indeed a valuable reference tool."

Genevieve Lemper
Chief Broadcast
Buyer
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Chicago

FOR CONTINUOUS PERFORMANCE and maximum exposure among the people who really count in TV-radio advertising, you can't find a better place than BROADCASTING Yearbook to tell your own story. This year's edition will be made even handier to use with special insert dividers between sections, tabbed for swifter reference.

Same rates, same page size, same space units prevail as for regular issues of BROADCASTING. **Guaranteed circulation:** 18,000 copies. **Final deadline for plates: July** 29. NOW is the time for action. Reserve the position you want — **TODAY** — before somebody else gets it!

BROADCASTING YEARBOOK

1735 DeSales Street, N.W., Washington 6, D. C.

New York—Chicago—Hollywood

Congressmen oppose clear channel plan

HOUSE, SENATE BILLS WOULD BLOCK FCC PROPOSALS

A bipartisan attack on the FCC's proposal to duplicate 13 of the 25 remaining clear-channel stations went off on schedule last week as five members of Congress introduced legislation to block the move.

The proposals—three in the House and one co-sponsored bill in the Senate—would prohibit the FCC from licensing more than one station to operate at night on any of the present 25 class I-A clear-channel frequencies.

The three House bills (HR-8210, HR-8211 and HR-8288) were introduced by members of the House Commerce Committee, which has jurisdiction over the FCC. They are Reps. John J. Flynt, Jr. (D-Ga.), John D. Dingell (D-Mich.) and John B. Bennett (R-Mich.).

The Senate bill (S-2290) was co-sponsored by Sens. Homer Capehart (R-Ind.) and Herman Talmadge (D-Ga.). Plans for the move in Congress came to light after a Senate speech by Sen. Paul Douglas (D-Ill.) criticizing the FCC proposal (BROADCASTING, July 17).

More Power for Clears ▪ In addition to barring the FCC from implementing the duplication proposal it announced last month (BROADCASTING, June 19), the Bennett and Dingell bills would require the commission to authorize clear-channel stations to operate on power "in excess" of the 50 kw presently permitted by FCC rules.

The commission is now empowered to grant all U. S. stations increased power; that it hasn't done so is believed due to a 1938 Senate resolution expressing that chamber's view that the 50 kw limit should be maintained.

In statements that for the most part were identical, Rep. Bennett and Sen. Capehart said that keeping the remaining clear channels intact and increasing the power of clear-channel stations is "the only" way of improving radio service to rural areas.

They said this is shown "conclusively" in FCC hearings held in 1938 in 1945.

Rural Loss ▪ The proposed FCC action, they said, "will lead to more service to cities which are already well served and to less service to the rural and remote areas which are now underserved."

They charged that the proposed FCC action would "create an impossible roadblock" to the use of higher power by class I-A stations and "lead to a further degradation of service to rural areas."

The legislators also used arguments involving the national defense and international considerations.

They said they are "convinced" it would benefit the military to keep the present I-A and I-B clear-channel frequencies intact and to authorize higher power for all class I-A stations.

And "our [foreign] neighbors," they said, "could not be stopped from using our class I frequencies in their countries should we choose to desecrate their use in our own."



Rep. Bennett Rep. Dingell Rep. Flynt Sen. Capehart Sen. Talmadge

WTVW (TV) rebuffed in ch. 7 struggle

WTVW (TV) Evansville, Ind., lost a major battle last week in its four-year fight to retain its right to operate on ch. 7 instead of on ch. 31—as ordered by the FCC in a February 1957 deintermixture decision.

Hearing Examiner Jay A. Kyle issued an initial decision recommending that ch. 7 be shifted to Louisville, as the commission proposed, and that WTVW be required to move to ch. 31. Mr. Kyle said there is a much greater need for the vhf channel in Louisville (28th market), which has two commercial vhfs, than Evansville (108th market), which has WTVW and two uhf stations in operation.

At the same time, the examiner found that WTVW "has achieved a record of remarkably significant programming [and] has made a distinct contribution to the community life of Evansville." He rejected the station's contention that it would be ruined financially by a required shift to ch. 31 in the Evansville area.

Operating in the Indiana city are WFIE-TV (ch. 14) and WEHT (TV) (ch. 50). Mr. Kyle felt addition of ch. 7 at Louisville will result in advantages to ABC-TV which, he said, has been "starved out of that city because of the lack of an outlet." The terrain around Evansville is ideally suited for uhf propagation, he said.

The case began in 1957 with the FCC's order making Evansville all-uhf and intermittent hearings on the WTVW shift were held through Feb. 21 of this year.

Reconsideration plea by WHDH-TV denied

The FCC last week denied a petition by WHDH-TV (ch. 5) Boston for reconsideration of the commission's order vacating the 1957 grant to Boston and ordering further comparative evaluation of the three applicants.

WHDH-TV's contentions (BROADCASTING, July 3) "ignore the nature of the court remand" which ordered the commission to re-evaluate the applicants on the basis of the record, including *ex parte* revelations, the FCC said. The commission also refused to reopen the record, as requested by WHDH-TV, or to permit the station to introduce evidence relating to its ch. 5 operation the past three years.

The commission said that the present proceeding would not be underway except for the misconduct of WHDH-TV and to allow such evidence to be presented would "indirectly be permitting it to profit from such misconduct. It would not seem to require discussion to demonstrate the inequity of such a situation."

WHDH-TV last week asked the commission to dismiss the competing ch. 5 application of Greater Boston Tv Corp. following the sale of a 2.77% interest by Richard Maguire to John Quincy. WHDH-TV maintained that this constitutes a "significant change" in GBT because Mr. Maguire was the prime organizer of the application.

WHDH-TV also maintained that GBT made much of the fact that each of its 36 stockholders owned an equal amount (2.77%) but now there are only 35, and Mr. Quincy owns twice as much stock (5.55%) as the remaining 34 stockholders. Mr. Maguire's withdrawal destroys the usefulness of the existing hearing record, WHDH-TV said.

The third applicant for ch. 5 is Massachusetts Bay Telecasters.

WITT hearing moved to own community

Amid a flurry of petitions and objections last week, FCC Chief Hearing Examiner James Cunningham approved the Broadcast Bureau's request to move the site of the license renewal proceeding against WITT Lewisburg, Pa., from Washington, D. C., to the station's own community (AT DEADLINE, July 17). The attorney for the station had opposed the move, holding that preparation of his case in Washington, where he has offices and access to FCC files, would be difficult enough and the move to Lewisburg would place an extra burden on him.

Since the Broadcast Bureau has argued repeatedly against delay of the case into September, it finds itself committed to a hearing during the FCC's vacation month, August, contrary to the FCC's expressed general policy against such proceedings during that month. The hearing is scheduled tentatively to start July 31.

The issues will include alleged unauthorized transfer of control of WITT and misrepresentations by WITT to the FCC.

The bureau last week asked the FCC to deny WITT's request for a bill of particulars, citing the commission's refusal of a bill to KWK St. Louis, and claiming the bureau has been willing to discuss the charges against WITT in prehearing conference. The bureau also opposed three other WITT requests: to turn the proceeding from a renewal to a revocation proceeding; to place the burden of going forward with evidence upon the Broadcast Bureau; to clarify or revise the issues.

Bigger Conelrad seen in Kennedy reshuffle

President Kennedy last week reshuffled the civilian defense activities of the United States.

He abolished the Office of Civil & Defense Mobilization and placed the bulk of its civil defense activities under the Department of Defense.

Censorship and telecommunications remain under the White House roof in a new staff Office of Emergency Planning (CLOSED CIRCUIT, July 17).

Among the missions given to the Secretary of Defense is one to maintain communications and a warning system for civil defense.

This is taken to mean that the Conelrad program, under review by the Joint Chiefs of Staff (BROADCASTING, April 10), will probably be retained —and perhaps even expanded.

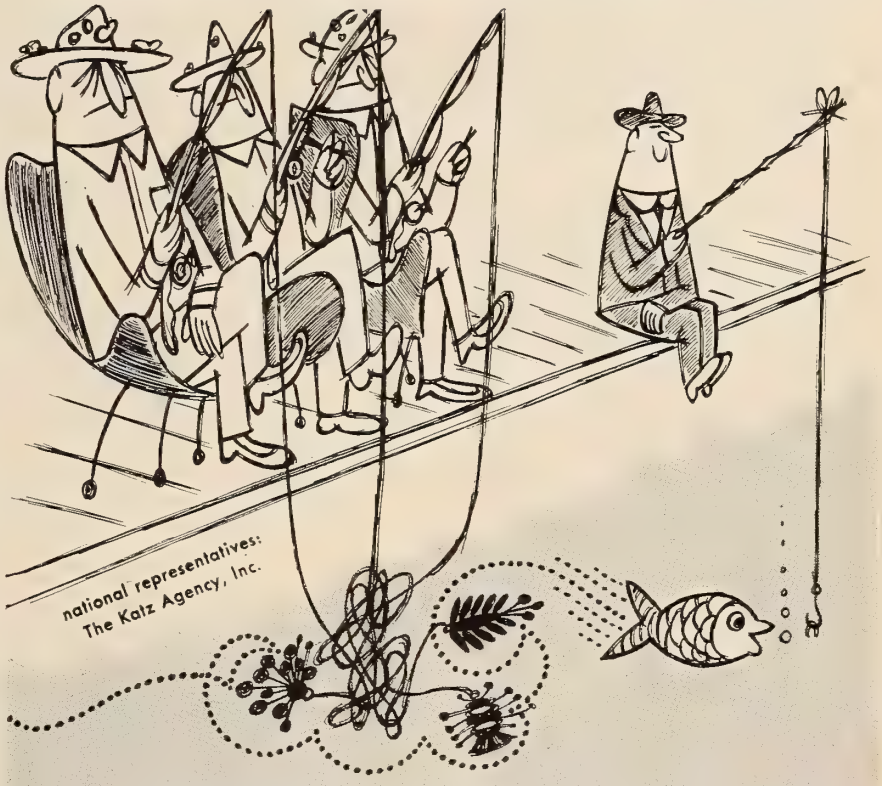
Retained in the White House is an Office of Emergency Planning, which will handle planning and coordination. Frank B. Ellis, present OCDM director, is scheduled to head this office. He will retain his present responsibilities for telecommunications and censorship.

The President's executive order becomes effective August 1.

WOOD-TV circumventing FCC, charges WILX-TV

An "emergency" plea that the FCC prevent WOOD-TV Grand Rapids, Mich., from dismantling its tv tower site north of that city was entered last week by WILX-TV Onandaga, Mich., which had protested WOOD-TV's original move of its tower to the south. The case was carried to the U. S. Court of Appeals, which found the FCC had erred in permitting the move because this left some areas without tv coverage (BROADCASTING, July 17).

Four days after the court remanded the case to the commission, WILX-TV claimed, WOOD-TV started to dismantle its northern site. WILX-TV charged this action was an attempt of the Grand Rapids station to foil the FCC, since that agency could not order a tower re-erected in just a few days.



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KEWB

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CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

DAYTIMERS ASK INTERFERENCE TEST

Livesay suggests trial after hostile Hill questioning

Daytime am stations received little encouragement last week that Congress would be any more sympathetic this year than in the past to their request for permission to extend their broadcast hours.

The House Communications Subcommittee held a three-day hearing on legislation to permit daytimers to broadcast from 6 a.m. to 6 p.m. regardless of the hours of sunrise and sunset. But at the hearing's conclusion, even the author of one of the seven identical bills under consideration privately conceded that the votes for sending legislation to the parent Commerce Committee weren't available.

As in the past, opposition to the proposal was expressed by the FCC, which was represented by James E. Barr, assistant chief of the Broadcast Bureau; and the Clear Channel Broadcasting Service. John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., represented the CCBS as chairman of its engineering committee.

In addition, sharp opposition was indicated by some of the subcommittee members who subjected J. Ray Livesay, board chairman of the Daytime Broadcasters Assn. and the only witness appearing in behalf of the legislation, to rugged questioning.

More Loss Than Gain ▪ The FCC and CCBS statements argued that the interference caused unlimited-time stations by daytimers operating during nighttime hours would far outweigh the additional service daytimers could render their local areas. About half the 3,700 am stations are daytime-only.

They also maintained the proposed legislation would conflict with U. S. international agreements involving broadcasting. The FCC said the North American Regional Broadcasting Agreement and a bi-lateral agreement with Mexico are predicated on present U. S. regulations involving daytime-only broadcasting.

The CCBS even felt the hours of future daytime stations should be restricted more than present daytimers, since already the "present operation . . . causes objectionable interference during post-sunrise and pre-sunset hours."

The CCBS had its own recommendation for improving nighttime service to rural areas—increase the operating power of clear-channel stations above the presently authorized 50 kw.

Mr. Livesay, the owner of WLBH Mattoon, Ill., argued that, in opposing the legislation, the FCC is "putting too much reliance" on engineering data and not enough on the radio-programming needs of local areas which, he said, are best served by local stations.

The subcommittee's two California members, Rep. J. Arthur Younger (R) and John E. Moss (D) took a dim view of Mr. Livesay's arguments. Rep. Younger said the DBA representative is, in effect, "accusing the FCC of making prejudicial decisions."

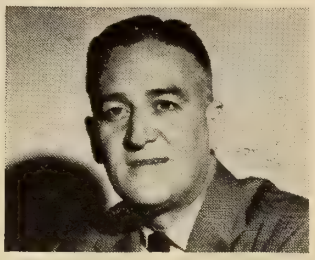
If the FCC is acting in such a manner, he went on, "it's a matter for congressional investigation. But it's not Congress' function" to direct the commission to take actions contrary to decisions that are based on engineering studies.

Moss Repeats ▪ Rep. Moss, taking a similar line, said Mr. Livesay is asking the subcommittee "to substitute a political judgment for an engineering judgment where these [daytime] stations are concerned." He indicated he is not ready to disregard the FCC's recommendations.

After a few minutes of this double-barreled treatment, Mr. Livesay retreated to a request that the subcommittee recommend "a fair and inclusive test" to determine whether daytimers broadcasting 6 a.m. to 6 p.m. during the winter would create serious interference to unlimited-time stations.

And he readily endorsed a suggestion that the proposed legislation be amended to provide for a temporary, 1-year extension of daytimers' hours.

What does EDWARD FITZGERALD say about BROADCASTING YEARBOOK?*



"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

* Media Director J. Walter Thompson Chicago

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Moline ch. 8 parties charge FCC inconsistent

In the face of three recent FCC decisions stressing the importance of surveying local program needs, the commission's announced plan to grant ch. 8 Moline, Ill., to Moline Tv Corp. is "wholly incredible" if the agency understood the record, three other ch. 8 applicants charged last week.

Citing (1) the decision denying an Elizabeth, N. J., fm application (BROADCASTING, July 3), (2) the revised program forms and (3) the FCC policy statement in the KORD Pasco, Wash., case (BROADCASTING, July 3), the three applicants said: "It would seem abundantly clear that the most clear-cut and emphatic" of the FCC's current policies is the requirement that local program needs be determined.

Yet, the petitioners charged, the commission has proposed to grant ch. 8 to

Moline tv, the only one of five applicants which made no effort to determine local program needs. The record is clear that Moline deliberately adopted such a policy and that its president, Frank P. Schreiber, described such local surveys as "worthless" and "eyewash," Community Telecasting Corp., Midland Broadcasting Co. and Illiway Tv Inc. said.

Staff instructions proposing a grant to Moline tv were issued by the commission June 29 (BROADCASTING, July 3)—the same day the Elizabeth fm application was denied. An initial decision had favored a grant to Community. The fifth applicant for the channel is Tel-View News Inc.

From the Chairman ▪ The petitioners pointed out that FCC Chairman Newton N. Minow has "repeatedly emphasized" that applicants must determine local program needs and has been given wide publicity in his statements. They asked that these statements and the commission's three recent decisions be compared with the lack of knowledge by Moline principals of local needs and local civic, religious and educational leaders.

"Petitioners sincerely believe that when the commission . . . adopts two decisions and a rulemaking proposal which cannot be squared with a grant to Moline Tv, it is obvious that the instructions in this case were issued without a full understanding of the record evidence," the applicants said. Therefore, they pleaded, a reargument of the case is necessary prior to a final grant to protect all the parties involved.

If the commission did understand the record when the instructions were given, Illiway, Community and Midland said, only one other conclusion is possible—"That the vote was not based on the record evidence but upon a distortion of the evidence and the commission's established criteria in a fashion that justice could not condone."

Since Moline Tv did not make a survey of local needs, its programming plans are skeletal in nature and the type proposal "that any communications lawyer could draft, singlehanded, without ever having seen the community involved," the petitioners charged. They pointed out that the examiner described Moline's proposals as leaving "much to conjecture."

EQUIPMENT & ENGINEERING

STEREO'S FUTURE PROGNOSTICATED

It's seen as potentially bright if handled properly

The fall market potential in fm stereo receivers and color tv sets captured the attention of the annual convention of the National Assn. of Music Merchants in Chicago last week. The 60-year old national trade show attracted over 10,000 retail buyers who placed orders for everything musical from church organs, pianos and miscellaneous musical gear to G. LeBlanc Corp.'s e-flat flugelhorn.

Several speakers, including FCC Comr. Robert E. Lee, sounded warnings that fm stereo could die aborning if manufacturers failed to build sufficient quality into their product equal to the transmission standards and the public's present high expectations for fm.

Both major and minor manufacturers and marketers of radio-tv sets, phonographs and tape recorders exhibited at the music show. Japanese and German importers, sprinkled through last year's show, made a heavy impression this year, including Sony's tiny portable television set (BROADCASTING, July 10).

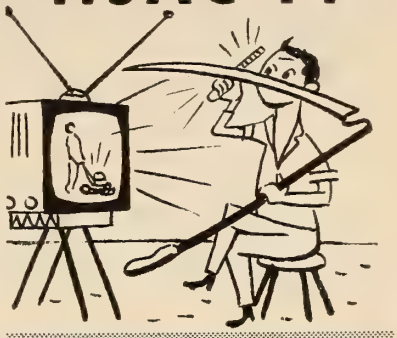
Especially noticed were import models of transistorized am-fm pocket radios and small am-fm portables, many in the $69-79 range and some to be sold by U.S. manufacturers under their own brand names. The big console lines stressed the growing trend to fine furniture. RCA introduced its new fm stereo adapter to sell for $29.95 which will fit all its line of phonograph consoles with am-fm tuners that were introduced earlier this year and most models introduced in recent previous years.

Color-tv interest was stimulated by reports of still more entries in the color manufacturing and marketing field, including Sylvania's announcement early in the week and fall introductions planned by Delmonico International (using Japanese chassis with RCA picture tube), and Canada's Dominion Electrohome Industries Ltd. (using RCA chassis, tube). Latter intends to invade U. S. market with high-priced cabinet line.

Observers at the show felt that by next year every console radio or phonograph would have fm stereo and that within the next two to three years nearly every table model radio would be an am-fm combination set. The emphasis appeared to be on the surge of promotion and interest in fm and how it could be made profitable.

The show talk on "fm stereo" (the

What they see on WJAC-TV



THEY BUY!



Perhaps you're not mowed down by statistics, but it's important to know that both ARB and Nielsen consistently rate WJAC-TV Number One in the Johnstown-Altoona market.

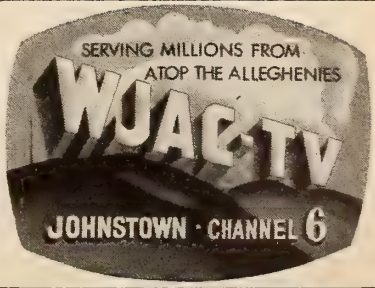
What's more important is the fact that the people represented in those statistics are customers who buy the things they see advertised on WJAC-TV.

Just watch your sales figures grow like weeds when you showcase your product on the station purchasing people watch--WJAC-TV!

For Complete Details, Contact:

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Go with Day-Glo

ABC engineers call a two-year experiment in paint on the WABC New York transmitter in Lodi, N. J., an "unqualified success," both in terms of airplane safety and cost. In 1959, ABC received FCC approval to paint the uppermost 100 feet of the 650-foot transmitter with special Day-Glo orange fluorescent paint. No sign of wear has been detected, while the remainder of the tower, painted with standard paint, will soon require repainting. Though special FCC approval is required, Frank Marx, ABC vice president in charge of engineering, has recommended the use of Day-Glo to ABC Radio affiliates. (Day-Glo is a product of Switzer Bros. Inc., Cleveland.)

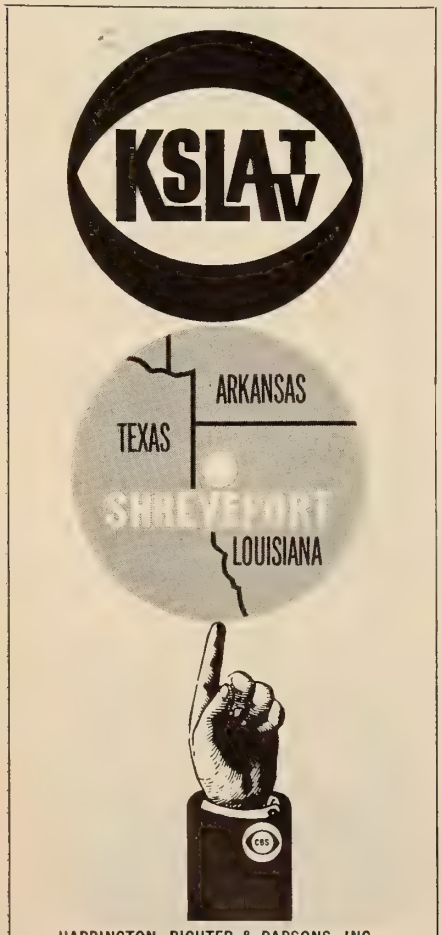
term now preferred, with "multiplex" to be omitted to avoid further confusing the public) was spurred by demonstration broadcasts by WKFM (FM) Chicago and Zenith's WEFM (FM) there as well as by a symposium sponsored by Electronic Industries Assn. which featured FCC Comr. Lee and John F. Meagher, NAB's vice president for radio. EIA also introduced its new mass-distribution booklet on fm stereo which contains a brief introduction by FCC Chairman Newton Minow.

"A serious word of caution is very well in order to this particular group," Comr. Lee said. "The commission is requiring the stations broadcasting this new technique to adhere to very high standards in order to provide the public with the type of service that they are entitled to expect from this new and probably relatively expensive equipment.

"All of this will go to naught if the receiving equipment does not match those high standards," Comr. Lee said. He hoped the "heat of competition will not result in killing the goose that will lay a beautiful golden egg."

As for proposals to advance some form of stereo broadcasting in the regular am radio band, Comr. Lee let it be known he does not favor any such idea. It would take years of study and the frequency is inappropriate, he said, and "to put it bluntly, I can certainly say that I for one am in no mood to even study let alone approve stereo in the am band. I believe it would be contrary to the public interest if the term stereo were to be attached to less than high audio quality."

Mr. Meagher reported on NAB's survey of station fm stereo plans (see page 34).



HARRINGTON, RIGHTER & PARSONS, INC.,
national representatives

GE develops fm unit for news gathering

General Electric Co., Lynchburg, Va., today (Monday) is announcing the availability of a new personal portable two-way radio that can be used to cover news and special events. It is described as the smallest, lightest and most compact vhf-fm man-carried communications unit to be marketed to date with transmitter and receiver in a single case.

The sets will be manufactured for high band frequencies (132-174 mc) with 1 kw transmitter RF power output. Called the Voice Commander, the new unit is 9.5 inches high, 5.3 inches wide and 1.7 inches deep. It weighs slightly more than four pounds. More information is available by writing to the company.

RCA sales, earnings up for second 1961 quarter

RCA's second quarter earnings rose 10% above the 1960 quarter on a sales increase of 4%, the company announced Friday (July 21).

Profits after federal income taxes amounted to $5.6 million during the second quarter, compared with $5.1 million in the 1960 quarter. Sales of products and services reached a second-quarter record of $360.1 million, compared with $345.8 million in the like period a year ago. Earnings per share of common stock were 29 cents, the same as a year ago.

In the first half of 1961, RCA sales totaled $721.8 million compared with $707 million in the corresponding 1960 period. Profits after taxes were $17.7 million, compared with $18.1 million during last year's first half. Per share earnings amounted to 97 cents, as against $1.14 on a smaller number of shares outstanding in 1960.

Technical topics...

U. S. rep ▪ The English Electric Valve Co. Ltd., Chelmsford, England, has appointed Calvert Electronics, N. Y., as U. S. distributor for all its products other than television camera tubes.

Fm stereo exhibit ▪ Manufacturers of high fidelity components will show new fm stereo equipment to the public at the New York High Fidelity Music Show Sept. 13-17 at the Trade Show Bldg. It will be among the first exhibits of such equipment since the FCC's approval last April of the General Electric-Zenith system of fm stereo broadcasting. More than $6 million worth of hi-fi components will be exhibited.

RCA awarded government contract ▪ RCA received a $423,967 government contract last week to study ways of minimizing radio frequency interference problems. RCA's aerospace communications and controls division, defense electronic products, will handle the research and development contract which comes under the U. S. Dept. of Defense radio frequency compatibility program. A feasibility study will be made by RCA to evaluate the compatibility of electronic equipment in specified electromagnet environments.

Closing down ▪ Sylvania Electric Products Inc. will discontinue operations at its receiving tube plant in Shawnee, Okla., by the end of the year. The company said the closing was forced by a number of economic factors including reduced demand for receiving tubes because of increased use of semi-conductor devices in electronic equipment. Sylvania, which is a subsidiary of General Telephone & Electronics Corp., also operates receiving tube plants in Emporium, Brookville and Altoona, Pa., and in Burlington, Iowa.

Three new additions ▪ The development of three additional all-glass base novar receiving tubes was announced last week by RCA. The tubes, with a pin-circle diameter of 0.687 of an inch, are the RCA-6BC3, RCA-17BH3 and RCA-22BH3.

General Artists to be Desilu sales agent

ARNAZ BLAMES WGA STRIKE FOR LOWER NET PROFIT

General Artists Corp. has become network sales agent for Desilu Productions, Desilu president Desi Arnaz announced Tuesday (July 18) at the annual stockholders meeting of the tv program organization. Expressing the feeling that "the sales staff for our new and residual product should be more closely alligned to the market, the networks, potential sponsors of tv shows and the advertising agencies who recommend such sponsorship to their major accounts," Mr. Arnaz said that leaving that end of the business up to GAC "will enable us to properly concentrate on the most important jobs of creativity and programming."

GAC is expected to announce today (July 24) that producer Don Sharpe, who has been closely allied with Desi Arnaz on various tv productions, will join GAC in a top television capacity. GAC has scheduled a reception in New York today to introduce Mr. Sharpe and announce details of his new assignment.

Mr. Arnaz touched briefly on the net profits after taxes of $319,146 for the fiscal year ended April 29, 1961, equal to 28 cents a share, contrasted to 70 cents a share earnings for the previous year, already covered in his letter to stockholders in the annual report. What happened, he explained, was the strike of the Writers Guild of America which tied up tv production for the first half of 1960, increased operating costs as a result of new union contracts, write-offs of development costs of new tv shows not yet sold and a substantial reduction in the production of syndicated shows.

Ready for Quality ▪ Turning to the future, he said that the public is ready for quality programming like *Playhouse 90, I Love Lucy* and other programs of the kind that made tv great ("unfortunately not what we've had in the past couple of years") and he pledged that Desilu is ready to provide this kind of program fare. The company's board passed the regular quarterly dividend of 15 cents a share in May, he said, because "Desilu's management team feels that the assets of the company, including its available cash, should be utilized to the greatest possible extent at this time to create top quality entertainment. . . ."

Fewer Pilots ▪ Last season Desilu made only two pilots in place of the usual six or eight, Mr. Arnaz reported, because of the unsettled state of the market. *The Untouchables* has been renewed for another season on ABC-TV and a minimum of 10 story properties are being readied for pilot production, he said.

New Areas ▪ Desilu is also "seriously considering setting up its own foreign and domestic distribution organization," Mr. Arnaz told the stockholders. The company has a substantial backlog of programs ready for residual use but has been holding back waiting for the world market to develop.

Pay tv, which he said "is just around the corner for millions of tv viewers," offers special advantages to Desilu, which, with its three studios and 35

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 24-28, 31, Aug. 1-2 (10:30-11 a.m.) **Play Your Hunch,** part.

July 24-28, 31, Aug. 1-2 (11-11:30 a.m.) **The Price Is Right,** part.

July 24-28, 31, Aug. 1-2 (12:30-12:55 p.m.) **It Could Be You,** part.

July 24-28, 31, Aug. 1-2 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 24-28, 31, Aug. 1-2 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 24, 31 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

July 26, Aug. 2 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 26, Aug. 2 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 27 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 28 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 29 (9:30-10 a.m.) **Pip The Piper.** General Mills through Dancer-Fitzgerald-Sample.

July 29 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 29 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 29 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 30 (6-6:30 p.m.) **Meet the Press,** co-op.

July 30 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 30 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

July 31 (2:45 p.m. to conclusion) **31st All-Star Baseball Game,** Gillette through Maxon, Chrysler through Leo Burnett.

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WSLS-FM, Roanoke, Virginia

"We use Programatic on a 14-hour daily basis Monday through Saturday...just slightly less on Sunday. Programatic helps reduce overall costs while maintaining our FM programming quality. In fact, we at the Shenandoah Life Station find Programatic enables us to offer a wide variety of eminently listenable music in the best taste."

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Corinthian stations to continue 'Doerfer Plan'

The Corinthian tv stations next fall will continue with public-affairs "Doerfer-Plan" programs in prime time although CBS-TV, with which the stations are affiliated, apparently will discontinue the practice of turning back a half-hour of option time on a once-a-month basis. CBS-TV's reasoning appears to be tied in with its plan to expand public-affairs programming on the network.

In Doerfer Plan programming, toward which all three tv networks have subscribed the past season, a half-hour goes back about every third or fourth week to stations to showcase a local public-affairs effort.

Prior to the CBS-TV affiliates meeting last spring, it's generally known, the network made a check among affiliates on whether they wished to have the once-a-month half-hour again in the coming season.

The Corinthian decision apparently stems from C. Wrede Petersmeyer's request of the five owned stations in late May that they let him know of their reactions to his belief that the stations ought to continue to produce half-hour public affairs shows and these be worked into a regular, once-per-month scheduling.

As it has been worked out, the stations will schedule their shows in prime time, preempting a network program (or syndicated program in some cases), but probably at different times each month to avoid preempting any one advertiser more than once in a season.

In the past season, CBS-TV turned back to stations a half-hour (Thursdays, 10:30-11 p.m.) once each month but in the 1961-62 period plans to provide an hour-long *CBS Reports* each week.

Peak Periods ▪ It's reported that the stations polled by Mr. Petersmeyer, who is president of Corinthian, have indicated they may consider spotting many of the shows in the peak viewing periods (8-10:30 p.m.).

Corinthian feels that continued local production of these shows will prove to be worth the effort, particularly because of the stations' past experience. Mr. Petersmeyer, for example, has pointed to the fact that this type of programming in prime time has been stimulating to the stations' staffs and desirable to the stations, to tv as a medium and to the communities of which the stations are important parts.

The Corinthian analysis of the situation:

▪ The stations as a group have had a "living laboratory" in which they've been able to test their abilities to showcase ambitious local program efforts.

▪ They've found that stations have access to a wealth of source material.

▪ That the stations can often get the quality as well as quantity necessary in such programming.

▪ That manpower can be made available at most stations but that management must give this particular area a chance to develop.

It's apparent also that Corinthian is thinking of the prime-time public-affairs programming in still another light: by moving the show around the schedule from month to month it will enable the station to pick its competitive slot (as against network shows). This advantage would be to build the audience and also make such a series more saleable.

But primarily the Corinthian goal is to produce results in the area, enhancing the stations' standing within the community. Corinthian stations are KHOU-TV Houston, WANE-TV Fort Wayne, WISH-TV Indianapolis, KOTV (TV) Tulsa and KXTV (TV) Sacramento.



One of KHOU-TV Houston's efforts this year demonstrated battle tactics unloading procedure in 'The Ellington Field Story.'

sound stages, will be able to provide pay tv with the vast amount of programming it will require. The profit potentials, he stated, "are staggering."

Film sales...

The Passing Parade (MGM-TV): Sold to WPIX (TV) New York. Now on 22 stations.

Consult Dr. Brothers (ABC Films): Sold to KPTV (TV) Portland; KOB-TV Albuquerque; WGAL-TV Lancaster, Pa.; KXLY-TV Spokane; KTAR-TV Phoenix; KMJ-TV Fresno, and KGUN-TV Tucson. Now in 42 markets.

Deputy Dawg (CBS Films): Renewed by H. W. Lay Co., Atlanta, for second year in 46 southeastern markets and Metropolitan Broadcasting for WNEW-TV New York; WTTG (TV) Washington, D. C.; WTVH (TV) Peoria, Ill.; KOVR (TV) Stockton, Calif., and WTVP (TV) Decatur, Ill. Now in 58 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KGW-TV Portland; KREM-TV Spokane, and KOGO-TV San Diego. Now in 32 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WGAL-TV Lancaster; KTBC-TV Austin, and KRGV-TV Weslaco, Tex. Now in 98 markets.

$9.3 million CBS football pact held illegal

OTHER PLANS SEEN ENDANGERED BY JUDGE'S RULING

U.S. District Court Judge Allan K. Grim ruled in Philadelphia last week that the National Football League's record $9.3 million, two-year "package plan" contract with CBS-TV (BROADCASTING, May 1) violates a decision he handed down Dec. 12, 1953, and therefore is in violation of the antitrust laws.

The Dept. of Justice questioned the legality of the new NFL-CBS deal which gave the network the right to telecast the 98-game schedule of the league's 14 teams. It was in response to this opposition that Judge Grim made his decision.

Under the terms of the NFL-CBS contract, each of the league's teams would receive for its rights slightly more than $332,000 this year and next. In 1960 the 13 teams of that time negotiated individually, and the result was an unbalanced distribution of finances ranging from $75,000 to the Western Division champion Green Bay Packers to more than $225,000 to the Pittsburgh Steelers, an "also ran" team in the Eastern Division.

Rival Package ▪ The rival American Football League, operating an eight-team league in its first season last year, has a five year, $11 million package plan with ABC-TV. Judge Grim did not refer to this agreement.

"By this agreement (selling of the pooled television rights in a package)," the ruling said, "the member clubs . . . have eliminated competition among themselves in the sale of television rights to their games.

"Clearly, this restricts the individual clubs from determining from which areas the telecasts of their games may be made, since the defendents [the NFL] have by their contract given to CBS the power to determine which games shall be telecast and where."

NFL Comment ▪ Pete Rozelle, National Football Commissioner, attacked the ruling in a statement:

"This decision will have far-reaching effect on televised sports events. The National Football League contract is the same type that has been employed by other sports leagues and heretofore has gone unchallenged. (Mr. Rozelle was alluding to the AFL "package" and a similar one between the National Basketball League and NBC-TV).

"I am keenly disappointed with this decision, and we are consulting our attorneys as to the possible future course of action."

Network Silent ▪ CBS refused to comment on the action pending a study of the various legal aspects.

How powerful is the television aspect of pro football? Commissioner Joe Foss of the American Football League said earlier this year that his fledgling league exists solely as a result of its contract with ABC-TV. "Pro football, he said, "survived without television, but the sport's period of expansion, solvency and growth is directly equated to its entrance into the field of television."

Not affected by Judge Grim's ruling are the NFL championship game and runner-up game rights which were plucked off earlier this year by NBC-TV in a $1.23 million, two-year pact.

Program notes...

Jungle series ▪ Banner Films Inc., New York, has acquired world-wide distribution rights to the *Jungle Girl* series from the estate of Edgar Rice Burroughs. Produced by Republic Pictures, the 15-episode series includes one segment running 28 minutes. Others are 18 minutes apiece.

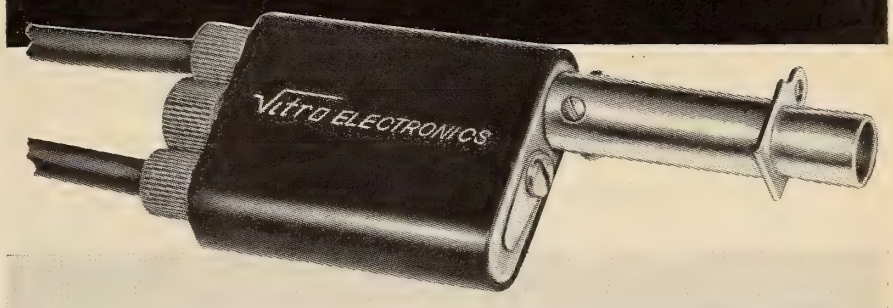
New GAC division ▪ Preminger-Stuart-Feins Agency, personal representative of writers, directors, producers and other creative behind-the-camera personnel, on July 31 becomes the literary division of General Artists Corp. The entire personnel of P-S-F, headed by Ingo Preminger and including Malcolm Stuart, Bernard Feins and Sam Adams, will join GAC. Martin Shapiro, active

Cochran makes choice

The decision facing CBS-TV newscaster Ron Cochran was whether to remain a member of the network's news department, or quit and become a performer. Mr. Cochran chose the latter alternative last week. Beginning Oct. 11, he will be host-narrator for CBS-TV's *Armstrong Circle Theatre,* a documentary series which will be starting its 11th consecutive season on the air. Mr. Cochran replaces another CBS-TV newscaster, Douglas Edwards, who left the show last season after 10 years.

The network's rule forbidding members of the news department to appear on non-CBS news shows brought about his resignation.

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NEMS-CLARKE TYPE 999*



This self-normalling jack is for use in applications where a "normal-through" condition is known to be of a semi-permanent nature. It accepts a Nems-Clarke 966-A or 967 series patch cord plug for sampling or temporary re-routing. So used, the rear jack connection is automatically terminated to 70 or 50 ohm impedance. Removal of plug or patch card automatically restores "normal-through" condition. VSWR of less than 1.25:1 at frequencies up to 260 mc. is guaranteed. Minimum interload capacitance is achieved by wide electrical separation of parallel conductors, bringing the figure well below 60 db down at 260 mc.

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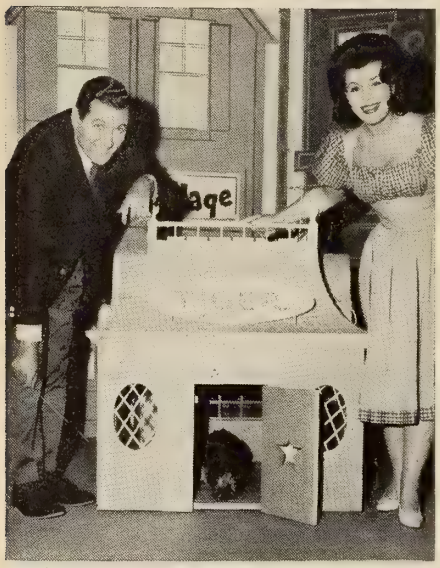
Game shows making strong comeback

FORMAT GAINS POPULARITY DESPITE STRINGENT NETWORK CONTROLS

"Game shows," the tv baby that almost went out with the bath water when the quiz scandals broke two years ago, are on the rise again. But they're being scheduled primarily in daytime, and precautions are being taken by the networks to police the programs and keep merchandise and money prizes at comparatively modest levels.

A check by BROADCASTING last week showed the following:

▪ CBS-TV, which dropped all game programs in the wake of the television quiz scandals in the winter of 1959, is back in the field in a substantial way with four daytime programs—*Your Surprise Package, Double Exposure, Video Village* and *Face the Facts* (with a Saturday-only version of *Video Village,* aimed at the children's audience, to start shortly).



Assisting star Jan Murray on his NBC-TV daytime game show, 'The Jan Murray Show,' is Micki Marlo, the program's hostess.

▪ ABC-TV, which had utilized few game programs up to 1959, currently carries five—*Camouflage, Seven Keys, Number, Please, Who Do You Trust* and *Queen For a Day.*

NBC-TV continued to schedule a full complement of game programs even after the quiz scandals but, a spokesman pointed out, controls at the network level are stringent to eliminate any possible criticism.

NBC-TV now schedules *Concentration, The Price Is Right, Say When, It Could Be You, Play Your Hunch, Truth Or Consequences* and *The Jan Murray Show,* with *Price* and *Concentration* also seen in nighttime versions once a week.

Network officials stressed there is a distinct difference between a game show (which offers merchandise or money to a contestant who participates in a game), a quiz program (which usually offers large sums of money for the right answers), and a panel show (which spotlights the panel, rather than the contestant). They added that game programs never were tainted in any way but that CBS-TV and ABC-TV became reluctant to schedule them because of the climate of opinion which evolved from the quiz scandals.

Networks also were sensitive to criticism which charged that they did not control the acquisition and distribution of merchandise and the length of the "plugs" for products offered on the programs. Shortly after the quiz scandals, the networks established units to "police" programs that offered prizes. Control was asserted by the networks in these ways:

▪ They now acquire the merchandise themselves, either directly from manufacturers or through a so-called prize agency and direct the distribution of merchandise to winning contestants. This move was aimed at eliminating criticism that the producer and/or the prize agency kept duplicate prizes for



Monty Hall and Eileen Barton are the personalities on CBS-TV's 'Video Village' daytime game show, which will add a Saturday children's version.

---

in GAC's television department for the past two years, will also join the new literary division.

New studios ▪ Tele-Visual Aids, Miami, has opened a new 500-square-foot studio, complete with sound stage, sound control room and editing facilities. The firm specializes in audio-visual services for television, industry and education. It is headed by Bernard Blynder, president.

Giant schedule ▪ Metropolitan Broadcasting's WNEW New York will carry the complete 19-game schedule of the New York football Giants this fall. A lineup of four sponsors is expected to be announced shortly. The station's exclusive New York area radio coverage will begin Aug. 12, the first of five preseason games. The regular schedule includes seven home games which will not be covered by local tv (WCBS-TV New York) and seven out-of-town games. WNEW has a two-year deal, with options, with the pro-football team. Announcers will be Joe Hasel, sports editor of WNEW, and Al DeRogatis, former Giants' player.

1962-63 entry ▪ Screen Gems Inc. reports that Clarence Greene and Russell Rouse, who produced *Tightrope* for SG, are preparing a new half-hour tv film program, *The Seekers,* for the 1962-63 season. The series will depict the adventures encountered by a group of scientists undertaking the solution of problems which their clients cannot solve.

Opening for business ▪ Taynod Productions, N. Y., has been formed by Sherril Taylor and Jory Nordland as a tv program packaging and production company. New York office will be established in September at 330 E. 46th St. The company will produce half-hour *Kuklapolitans,* which have been scheduled for NBC-TV next fall, and is preparing another half-hour tape show, *Dear Abby,* featuring lovelorn columnist Abigail Van Buren. Other offices will be opened in Chicago and Los Angeles. Mr. Taylor formerly was radio-tv senior group supervisor with J. Walter Thompson Co., Chicago; Mr. Nordland has been a radio-tv producer with various companies.

First series ▪ Project III Enterprises, N. Y., independent tv production firm, is planning its first series, *All That Jazz,* hour-long situation comedy to be fi-

themselves. Networks claim they buy the prizes but receive a reduced rate because of a modified "plug."

▪ The plug itself, in conformity with Section 317 of the Communications Act, is brief and devoid of descriptive phrases.

▪ Network staffers work closely together with the outside producer on selection of contestants, devising of questions and in program production coordination.

▪ Producers sign warrants that they will not reveal the questions to any contestants or 'rig' the programs in any way.

Jerry Hammer, president of Jerry Hammer Productions, which packages ABC-TV's *Camouflage,* agrees with network officials when they say that game shows will not over-run the schedules in the future but will nevertheless play an important role. He points out that the programs which have come on the air in the past five or six months all have stressed "visual appeal, fun and entertainment, rather than big prizes, which were more common two years ago." There must be an element of participation in the games by the home audience as well as the contestant and the studio audience, Mr. Hammer asserts.

'Program Balance' ▪ Mr. Hammer believes that game programs supply a balance to daytime schedules, providing the audience with a varied diet—dramatic serials, off-network programs as well as game shows. Their acceptance by the audience, he said, is verified by the ratings, with *Camouflage* tuned in each day by more than 3 million homes.

Network officials supported Mr. Hammer's view on program balance. Larry White, vice president and director of daytime programs for CBS-TV, stressed that this consideration was the crucial one in persuading the network to place "Video Village" on the schedule last summer and to add the three other game programs in the spring of this year.



Host Don Morrow assists a contestant on 'Camouflage,' one of ABC-TV's recently-instituted game shows, which is based upon the indentification of objects hidden with a camouflage drawing.

Robert Aaron, director of NBC-TV's daytime programs, expressed the view that the network's daytime lineup, which includes seven game shows each morning and early afternoon, followed by daytime serials and re-runs of popular network shows, achieves a "program balance and variety that will appeal to a wide segment of our viewers, mainly women."

Producers of game shows feel there is a growing market for their productions abroad, and claim the outlook is bright right now in Canada. Screen Gems Inc. recently sold a game program, *Showdown,* to CTV, the new Canadian network, and SG has engaged producers Alfred Crown and Dan Enright to create new game shows and other programs for the company. A second SG game entry also is headed for showing in Canada next fall.

The bright picture in game shows was dampened by a warning from an official of a leading prize agency who told BROADCASTING:

"Now that game programs are coming back, a few of the 'prize guys' who operated freely a few years ago are coming 'out of the woodwork.' Though networks have tightened their controls considerably, there are still some ways by which people can make a quick buck. The networks must be ever vigilant and guard against doing any business with merchandisers with dubious reputations."

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nanced and distributed by MGM-TV. Project III plans to deliver three hour-long series and three half-hour series during the next tv season.

Fargo color ▪ NBC-TV has added *Tales of Wells Fargo* to its schedule of color programs for the 1961-62 season. The program, produced at Revue Studios, is entering its fifth season on television. In addition, it is being lengthened to an hour and will introduce five additional characters to be featured with Dale Robertson, the series' star.

OCDM show ▪ Stations desiring *Retrospect,* film series offered by the Office of Civil and Defense Mobilization, may be in for a short wait. The popular series, offered eight weeks ago by OCDM's radio-tv division, already has had in excess of 200 requests. The program, with CBS-TV's Douglas Edwards as host, features such famous newsreel footage as the Berlin Airlift, Cuba in Turmoil, Pearl Harbor and documentaries on Churchill, Mussolini, Gandhi, and baseball and movie stars. Prints are furnished free but stations are required to carry the complete series of 13 programs.

New Ford show ▪ Tennessee Ernie Ford, whose program was sponsored by Ford Div., Ford Motor Co. on NBC-TV, will star in a daily daytime program on ABC-TV in 1962, according to Giraud Chester, ABC vice president in charge of tv daytime programming. *The Tennessee Ernie Ford Show,* half-hour musical variety program to be broadcast at a daytime hour to be announced, may originate from KGO-TV San Francisco. The program will be produced for ABC-TV by Betford Corp.

ETV series ▪ Mark Damen, special projects producer for WQED (TV), Pittsburgh's etv station, will visit every European country except Spain, producing a five-program series, *Of Sixes and Sevens.* The series, a study of the European economic community, will be distributed nationally by National Educational Television.

'Street' sales ▪ Public Affairs Radio Inc., N. Y., received orders from 10 stations for its daily two-and-one-half minute business and financial news feature, *This is Wall Street.* Stations and sponsors, all member firms of the New York Stock Exchange, include: KABL San Francisco, Kidder, Peabody; WPAT New York, Hayden, Stone; WNAC Boston, Goodbody; WBRK Pittsfield,

Advisory council guides programming

The Community Advisory Council of WBAL-AM-FM-TV Baltimore, established last September to help the station produce programming more suited to the community needs, is showing its teeth.

Results of the council's efforts will become reality this September when the station presents "Minus 1,000,000," the first of nine monthly documentaries. This particular one deals with teenagers who drop out of high school prior to graduation. The documentaries, in varying lengths according to subject, are part of the station's *Perspective* series.

WBAL-TV this fall also will present a weekly newsreel of the activities of the youth in its area to be prepared, written, filmed and presented by teenagers. The station also will present a weekly program featuring outstanding musical and dramatic talent.

The council is composed of 14 prominent civic, religious and educational leaders in the station's coverage area.

Mass., Goodbody; WHEC Rochester, N. Y., Bonbright; WHYS Ocala, Fla., A. M. Kidder; WLBZ Bangor, Me., Hornblower & Weeks; WLOL Minneapolis, Paine, Webber, Jackson & Curtis; KFMK Houston, E. F. Hutton, and KDAL Duluth, Minn., Paine, Webber, Jackson & Curtis.

Time change ▪ *WCBS-TV Views the Press,* the New York station's weekly program featuring an analysis of newspapers, will shift to Saturdays at 7:15-7:30 p.m. NYT, beginning July 29. It will stay in that time period until the end of September when the 15-minute series returns to its regular time, 3:45 p.m. Sundays.

UAA films sold in 20 markets

The *A-OKAY's from UAA,* in their first twenty days of television release, have been sold in 20 markets, together representing a gross volume of over $1 million, United Artists Assoc. reports.

Markets buying the 32 United Artists features in the past week include Buffalo, Providence, Philadelphia, St. Louis, Denver and Phoenix.

Films include *Twelve Angry Men, Paths of Glory,* and *Paris Holiday.*

New bowling league aims for television coverage

The new National Bowling League, which will feature a regular schedule of inter-city matches commencing in October, is aiming for tv exposure. According to the NBL's Los Angeles office (1239 North Highland Ave.), Sports Network of New York has been commissioned to make a television pilot of the league's first exhibition match inside a league stadium at Kansas City today (July 24).

League Commissioner Dick Charles said that sportscaster Chick Hearn will handle the commentary, Douglas Laurence will produce the pilot and Phil Shuken will write.

Ten cities, including New York and Los Angeles, will have franchises in the NBL, which envisions a structure comparable to professional football and baseball leagues. League is to meet five nights a week for 26 weeks starting Oct. 13.

Mr. Charles said that several networks and sponsors have expressed an interest in the new NBL and that he had a goal of "well over 100 tv stations by the end of the first playing season."

Mr. Charles headquarters in the Curtis Bldg., 2301 North Akard St., Dallas, Tex.

INTERNATIONAL

ABC INTERNATIONAL INVADES PANAMA

Will assist local company in building tv station

ABC International's next tv station affiliation in Latin America will be in Panama City. An agreement between ABC International and Televisora Nacional, S.A., announced Wednesday (July 18), calls for the latter to construct the new station, with assistance from ABC. Televisora is assigned channels 2 and 6 for coverage throughout Panama, where current tv set circulation is said to exceed 25,000.

In addition to engineering, financial and administrative assistance, ABC will also act as program purchasing agent and sales representative for the Panama station, which is expected to start operations by the end of 1961. ABC International's other Latin American affiliations are the five-station VeneVision Network in Venezuela; Buenos Aires, Argentina; Guatemala City, Guatemala; San Jose, Costa Rica; San Salvador, El Salvador; Tegucigalpa, Honduras; Managua, Nicaragua, and Guayaquil, Ecuador. Elsewhere, ABC is affiliated with tv stations in Adelaide and Brisbane, Australia, and with a new station under construction in Beirut, Lebanon.



Pro football on pay tv

Trans Canada Telemeter, franchiseholder for the Telemeter pay tv system, will present the second of two preseason football games of the Toronto Argonauts Aug. 2, at a cost of $1.50 to each of the 5,800 subscribers electing to watch it. The first game was seen last Thursday (July 20).

Both games originate from the Canadian National Exhibition Stadium in Toronto.

German tv set sales drop

West German television set manufacturers have announced a cut back in production, because of large inventories at all levels. Figures for May 1961 reveal a decrease of 38,000 units compared with a corresponding period in 1960.

Radio production spiraled by some

72,000 units, a factor not related to the television situation, it was reported. A general saturation of the German markets and the start of adverse trends in the export fields were listed as contributors to the tv set decline.

Product comparisons ruled out by ITA

The British Advertising Assn. has recommended that manufacturers be allowed freedom to explain specific product advantages in television advertising. The recommendation was made after a recent ruling by Independent Television Authority that comparisons be stopped.

The BAA holds that product comparison is a strong selling point. The association also informed the Pilkington Committee (a committee established by the British Postmaster General to make an intensive study on television there and determine its future) by official memorandum of its "uncompromising" position against the new advertising tax established in England.

CAB radio tape exchange

Tapes of outstanding radio broadcasts will be exchanged by members of the Canadian Assn. of Broadcasters under a new plan approved at a recent meeting of the CAB board of directors in Winnipeg. CAB President Don Jamieson said only radio shows will be exchanged at first; exchanges may follow among private tv stations as well. He said the exchange system should help stations raise their Canadian content with the best productions of private radio programming.

No trend away from CBC-TV

Mass withdrawals from the CBC-TV network will not result on account of ruling by the Board of Broadcast Governors last week releasing CHCH-TV Hamilton, Ontario, and CJSS-TV Cornwall, Ontario, from their affiliation. The two stations were the only holdouts when CBC introduced a two-year contract at the start of 1961. Other CBC affiliates are committed to the network during the contract period, and under present regulations may not belong at the same time to the new private CTV network.

German governments buy tv

The West German Laender Governments announced last week that they had agreed to purchase Freies Fernsehen GmbH. and all its properties for about $4.5 million. Freies Fernsehen, a private television company, has been producing programs on tape and film in anticipation of a future television license from the government which was denied.

The company is equipped with modern production facilities including American video tape recording units and mobile studios.

German Laender plan to use the facilities and the large program library for television stations of their own. They intend to establish a Laender Network this year or early in 1962.

Bigger program revenue seen from overseas sales

Revenue from the sales of U.S. television programs abroad should run between $35 million and $43 million in 1961 and can reach $50 million in 1962, John G. McCarthy, president of the Television Program Export Assn. reported last week.

Mr. McCarthy made these estimates to the U. S. government for use by American representatives to the current Geneva negotiations on tariff and trade. He pointed out that the rise in business to $50 million can be attained next year if restrictions in the United Kingdom and Brazil are lessened.

He offered the following breakdown on revenue for 1961: Continental Europe, Africa and the Near and Middle East—$3-$4 million; United Kingdom, Canada, Australia and other English-speaking markets—$23-29 million; Latin America—$5-$6 million, and the Far East—$3.75-$4 million.

Nova Scotia liquor ads

Tv and radio stations in the Maritime province of Nova Scotia will be able to carry liquor advertising beginning Sept. 1, under liberalized regulations announced by the provincial liquor commission. But ads will not be allowed on tv before 9 p.m., and no brewer or distiller will be allowed to sponsor more than 90 minutes on any one station per week. This time limit may be extended to permit complete coverage of specific sports or cultural events. Family and drinking scenes, bottles and glasses are forbidden, but advertisers can show bottle labels, trademarks, brand names, slogans, recipes and descriptions of merits of their product within the "limit of good taste."

Abroad in brief...

New show ▪ Housefurnishings Guild of Canada, Toronto, plans a 13-week tv series on interior design, likely to be carried over the new Canadian CTV network.

Summer fare ▪ Westminster Paper Co. has signed *Bringing Up Buddy,* U.S.-produced show on the CBC English Network's summer schedule, for 13 weeks.

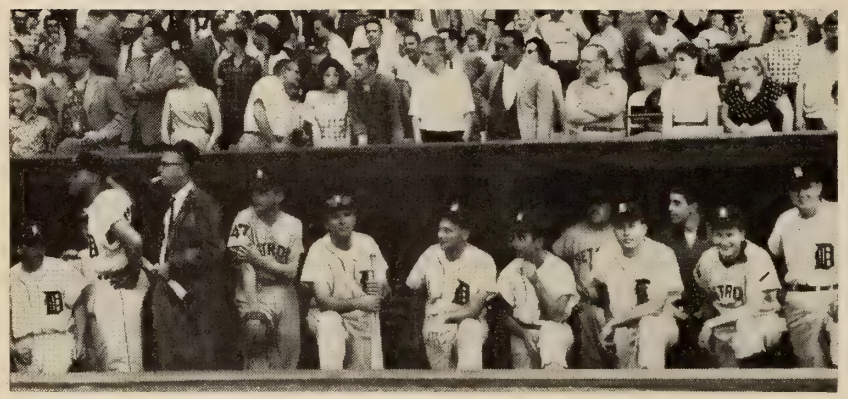
Football buy ▪ British-American Oil Co. announced it will co-sponsor Canadian football broadcasts from coast-to-coast this year using both radio and tv. Tv co-sponsor will be Dow Brewery Co. Ltd. where brewery advertising is permitted. Radio co-sponsors are not yet known.

New agency ▪ Remington Rand Ltd., Toronto, has moved its electric shaver account to Young & Rubicam, Toronto, from Cockfield Brown Ltd., Toronto, effective Sept. 11. Young & Rubicam handles the account in the United States.

New office ▪ McConnell, Eastman & Co. Ltd., advertising agency, is opening its eighth Canadian office in Saint John, New Brunswick, at the end of July. New branch will be headed by Cletus Lunney. Other branches are in Toronto, Montreal, London, Ont., Winnipeg, Calgary, Edmonton and Vancouver.

Reps appointed ▪ The NAC Camera Service Co., Tokyo, and Brockliss-Simplex, Paris and Brussels, have been named far eastern and French-Belgian sales representatives, respectively, for Telescript CSP, N. Y., designers and suppliers of electronic devices and television prompting equipment.





Who's on first in Detroit?

Any resemblance between the Detroit Tigers fighting for the American League pennant and the assembled lot pictured above is purely the figment of a promoter's imagination. The sporting lot above are Detroit djs and sportscasters who produced 20 minutes of hilarity between games at a Detroit-New York doubleheader. 50% of the gate receipts were turned over to the Knorr Foundation building fund for Hillsdale College in honor of the late Fred Knorr, Knorr stations, who was scalded fatally in Florida early this year.

Standing (l to r): Mark Avery, WJBK; Doug Lacy, WCHB; Don Wattrick, WXYZ; Ben Johnson, WEXL; Paul Winter, WXYZ; J. P. McCarthy, WJR-TV; Johnny Ginger, WXYZ-TV; Chuck Lewis, WPON; Lee Alan, WKMH; Harvey Kaye, WJBK; Jack Riggs and Jac LeGoff, both CKLW. Knorr stations are WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson; WSAM-AM-FM Saginaw and WELL Battle Creek, all Michigan.

Radio course teaches safe boating practices

More than 100 youngsters, ages 10-14, are studying for their Coast Guard boating certificates via a Sunday-morning program launched June 25 on WGLI Babylon, N. Y. Titled *Young Boatman's Safety Course,* the seven-week, half-hour series is presented as an experiment in cooperation with the New York Conservation Dept. and the Coast Guard Auxiliary Massapequa (Long Island) Flotilla 13-2.

Previously, youngsters who studied for the certificate to operate motorboats in the state attended classroom sessions. Participants in the WGLI series will be qualified to take the Coast Guard test. The course, (8-8:30 a.m.), first of its kind in the state, is conducted by an officer of the Coast Guard auxiliary. The State Conservation Dept. will make the taped lessons available to any station requesting them, and WGLI will repeat the course next January to prepare young boatmen for next summer's boating season.

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Hollywood stars help launch new CHUM d. j.

To introduce new announcer Bob McAdorey, CHUM Toronto staged a Hollywood Day in which five stars became CHUM disc jockeys for a day. While CHUM regulars leisured, Jim Backus (with Mr. Magoo), Jane Morgan, Pat Boone, Mitzi Gaynor and Bill (Jose Jimnez) Dana entertained the listening audience via pre-recorded tape.

Returning to their posts the five CHUM regulars put Mr. McAdorey through a 16-hour audition marathon, then unanimously accepted him as a member of their staff.

While fun pretty much was the keynote of the day, CHUM officials often think of the star-studded dj cast and the larger-than-usual audience that day.

New York viewing guide

The three network-owned tv stations in New York are cooperating in the publication of a monthly bulletin, titled *Previews,* providing details of scheduled educational, religious, news, informational, music, interview, discussion and special programs. Following the example of stations in some 25 other markets, WABC-TV, WCBS-TV and WNBC-TV, all New York, have set up a joint mailing list. The project stems from the Television Information Office's proposal in April 1960 that stations promote their quality programs through special guides. *Previews* started with the July listings. New York's other four tv stations were asked to cooperate in the venture but declined for various reasons.

Graduation day at WTMJ-TV

WTMJ-TV Milwaukee graduated 317 persons July 9 who successfully passed examination at the conclusion of a series of first-aid-instruction telecasts aired by the station since April in cooperation with the American Red Cross. A three-hour exam was held at WTMJ-TV's auditorium studio. Of 1,671 who registered for the tv course, 345 appeared for the final exam, 317 passing.

Drumbeats...

Soldiers' choice ▪ *Expedition: Colorado,* a tv documentary series produced by ABC-TV affiliate KBTV (TV) Denver, has been selected by the U. S. Dept. of Defense for showing to military personnel around the world. The series, produced in conjunction with Colorado educational institutions, was one of 71 local *Expedition!* series produced by the network's affiliates.

Old radios ▪ As part of CFAC Radio Week in Calgary, Alberta, the radio

station asked listeners to lend it any receivers dating back to 1931 or earlier, then displayed the old models in a downtown store window from which the daytime schedule was being specially broadcast. Visitors were asked to guess which model was oldest, and first three correct answers drawn at the end of the week got 10 lp recordings. The oldest factory-built model in the contest was a Westinghouse Aeriola of about 1921 vintage.

Floating luncheon ▪ Timebuyers of Chicago advertising agencies were taken for a ride Wednesday for a two-hour lunch break aboard the *S. S. Hollingbery* on Lake Michigan. Host for the event was George P. Hollingbery, board chairman of the radio-tv station representative firm of the same name. Nearly 100 agency people turned out despite inclement weather.

Viewers on the run ▪ To promote its *Million Dollar Movie,* WKTV (TV) Utica, N. Y., offered viewers free trading stamps for identifying coming shows. Every 20 minutes during each movie, viewers' cards were drawn. Viewers thus selected, had 10 minutes to call the station after his name was mentioned; otherwise his prize—Triple S Blue Stamps—was forfeited. Only once during the six-week contest did the station draw a card that did not send the viewer running to the telephone.

'Cool' promotion ▪ A summer promotion campaign built around "cool" sounds is being conducted by Westinghouse-owned WIND Chicago with station breaks and sound effects of running water, clinking ice cubes and similar temperature soothers. Listener contests are scheduled based on correct identification of the sounds.



Meet 'Sam Dune'—WABC's beachcomber

Weekend sunbathers at New York area beaches are the target of a summer audience-builder promotion at WABC New York. A roving beachcomber named "Sam Dune," a WABC creation who visits with portable radio listeners at a different beach each Saturday and Sunday, encourages a greater tune-in to WABC. "Sam" distributes puzzles which are to be sent to the station for a prize after proper completion. Nominal prizes such as beach hats and beach bags are awarded for accurate entries. In a series of WABC spots listeners are told to stay tuned to learn the exact whereabouts of the beachcomber.

BULLETIN:
to you know who!

Are you aware, sir, that the Tidewater is growing 2½ times faster than the nation as a whole? Did you know, too, that WHIH has the liveliest format, the brightest personalities and the most distinctive news and public service programming in Virginia?

What we're saying is this: we'd love to help you pop millions of those tiny little tea leaves into the cups and glasses of WHIH listeners.

Forgive us this brazen superlative, but we believe we're far and away the best chaps for your job in the Tidewater area in Virginia.

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel



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In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

BROADCAST ADVERTISING

George A. Welch, manager of Pittsburgh office, Fuller & Smith & Ross, resigns to become director of advertising and sales promotion of domestic and worldwide activities, International Telephone & Telegraph, N. Y.

Paul Mathias, formerly vp and partner, M. & A. Marketing Co., N. Y., joins Keyes, Madden & Jones, that city, as vp and director of marketing. **Henry Seiden,** formerly copy head, BBDO, joins Keyes, Madden & Jones as vp and creative director, and **Anthony Mandarino,** also from BBDO, named vp and creative art director.


Mr. Gruber

Lewis Gruber, chairman of board of directors, P. Lorillard Co., resumes position of chief executive, following death of **Harold F. Temple,** chief executive and president. **Morgan J. Cramer,** assistant to president and vp, and director of international operations, elected president.

Garth N. Montgomery, vp and creative director, Compton Adv., N. Y., rejoins Kenyon & Eckhardt, that city, in creative services. Mr. Montgomery was copy supervisor for K&E prior to joining Compton 22 months ago.


Dr. Herzog


Mr. Schneider

Dr. Herta Herzog, formerly director of research of McCann-Erickson Inc., N. Y., and member of Jack Tinker & Partners, appointed chairman of Marplan Div., research affiliate of Interpublic Inc., parent company of McCann-Erickson, and Jack Tinker & Partners, which concerns itself with experimental projects for Interpublic. She succeeds **Edwin Sonnecken,** who joins executive staff of Goodyear Rubber Co. **F. Russell Schneider,** general corporate executive of Interpublic, appointed president of Marplan, and **Crawford Paton,** senior vp of Marplan, appointed manager of its New York office.

U. Sykes Mozneck, formerly director of merchandising and advertising, Landers, Frary & Clark, New Britain, Conn. (manufacturer of Universal home appliances), joins Parkson Adv. Agency, N. Y., as account supervisor on Universal account. **Stephen Krykaw,** assistant to Mr. Mozneck, will continue as assistant at Parkson. **Alexander W. Macy,** copy chief, and **Lee Gibley,** art director, join copy and art groups at Parkson.

Martin Smith, formerly with Gardner Adv, St. Louis, appointed director of radio-tv department of Anderson-McConnell Adv., Los Angeles. **Paula Petri** joins agency as broadcast traffic control manager. She had been office manager of Cappel, Pera & Reid, L. A.


Mr. Oswald

George Oswald, senior vp and coordinator of Chicago, Los Angeles, Omaha, Racine and Portland offices of Geyer, Morey, Madden & Ballard, N. Y., elected to agency's executive committee. **Marshall H. Ward,** former product manager, Colgate-Palmolive Co., N. Y., joins agency as account executive on Lysol, Lehn & Fink Products Corp.

Anson C. Lowitz appointed vp and group manager for Fuller & Smith & Ross, New York's newly-acquired portion of Lehn & Fink account. Mr. Lowitz, one-time vp and account supervisor, Doherty, Clifford, Steers & Shenfield, was most recently member of International Cooperation Administration teaching American marketing techniques in Israel.

Genter Dahl, for 10 years with Chicago office of Carl Byoir & Assoc., forms Genter Dahl & Assoc., 75 East Wacker Drive, Chicago 1, pr, marketing and advertising agency. Phone: 346-3016.

Ralph Countryman, with Cleveland office of D'Arcy Adv., joins agency's regional marketing staff for Anheuser-Busch Inc. in St. Louis where he will serve as assistant to Anthony J. Amendola, manager of field group.

Richard P. Hustad, formerly with BBDO, Chicago and Minneapolis, to Wade Adv., Chicago, as art director.


Mr. Fennimore

Robert Fennimore, media buyer at Dancer-Fitzgerald-Sample, New York, joins *Television* magazine as advertising representative. Mr. Fennimore has been buyer on Best Foods account at D-F-S since he graduated from West Virginia Wesleyan College in 1959.

AFA officers

John P. Cunningham, chairman of executive committee, Cunningham & Walsh, N. Y., named chairman, executive committee, Advertising Federation of America. Other officers and directors named to AFA executive committee: **George W. Head,** advertising & sales promotion, National Cash Register Co., Dayton, 1st vice chairman; **Edward C. Von Tress,** senior vp and director of advertising, Curtis Publishing Co., Philadelphia, 2nd vice chairman; **James S. Fish,** vp and director of advertising, General Mills, Minneapolis, director; **C. James Proud,** AFA president and general manager; **Burton E. Hotvedt,** vp, Brady Co., Milwaukee, vp, chairman, council on advertising clubs; **Ruth M. Volckmann,** Sawyer-Ferguson-Walker Co., N. Y., vp, chairman, council on women's advertising clubs; **Robert E. Kenyon Jr.,** president, Magazine Publishers Assn., N. Y., representing assn. members; **Perry L. Shupert,** vp, Miles Labs., Elkhart, Indiana; **J. Kenneth Laird,** president, Tatham-Laird, Chicago, treasurer, and **Melvin S. Hattwick,** director of advertising, Continental Oil Co., Houston, director.



THE MEDIA

Robert Quinlan appointed assistant general manager of KTLA (TV) Los Angeles. He will continue in his present capacity as head of Paramount Facilities Rental division and programming department for station. **Clete Roberts** appointed editor-in-chief of news department.


Mr. Young

Thomas L. Young, vp and general manager of KAUS and KMMT (TV) Austin, Minn., appointed to newly created post of vp of Black Hawk Broadcasting Co., operators of above two stations and KWWL-AM-TV Waterloo, Iowa.

Walker Cronkite, commentator, CBS News, named chairman, awards committee, Academy of Television Arts & Sciences, N. Y. Other chairmen and committees: **Ted Fetter,** vp and director of programs, ABC, activities committee; **Royal E. Blakeman,** tv attorney, legal; **Frank J. Shakespeare Jr.,** vp and general manager, WCBS-TV New York, local stations; **Walter Kiernan,** tv host and personality, membership, and **Lester Bernstein,** corporate affairs, NBC, press and public relations.

Roy W. Gunderson, announcer-air personality for KIMN Denver, named general manager of KDAK Carrington, N. D. Station is slated to go on air this fall.

A. J. LaFrano appointed executive director of KHJ-AM-FM Los Angeles. In this newly created position Mr. LaFrano will be responsible for operation of station in all areas excluding sales.

Harry Ladas named station manager for WWOM New Orleans.

Benjamin F. Mayo, program director for WGAC Augusta, Ga., promoted to position of station manager.

Alan Henry, general manager of WCKR Miami, appointed general manager of KWK St. Louis.


Mr. Kirk

Harry Kirk appointed station manager of KCBY-TV Coos Bay, Ore. He had previously served as general manager of KQIK Lakeview, Ore.

Edward C. Obrist, general manager of WHAY New Britain, Conn., appointed to faculty of U. of Boston to teach broadcast programming and advertising.

Charles King, director of sales for NTA Film Network, appointed vp in charge of sales for WNTA-AM-FM New York.

Robert J. Northshield, producer, special NBC News programs, rejoins NBC-TV's *Today Show* as producer. Mr. Northshield formerly was program manager of *Today*.

Paul R. Noble, producer-director for educational programs, WGBH-TV Boston, joins WNEW-TV New York as staff producer.

James A. Prater appointed director of promotion and publicity for Gray Network, operators of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

Richard Jackson, national pr director of American Federation of Television & Radio Artists, resigns to form own company, Public Relations by Dick Jackson. Company's office is at 510 Madison Ave., New York. Earlier, Mr. Jackson was pr director for WOR-AM-TV New York for more than four years.

Mike Schaffer, director of promotion and advertising for WFIL Philadelphia, elected to board of directors of Broadcasters Promotion Assn. **James Kiss,** pr director for *TV Guide,* named to post of associate membership chairman.

Gene Pompei, formerly with Robinson, Adleman & Montgomery Adv., Philadelphia, appointed copy and continuity director for WQAL-FM, that city.

Robert C. Will promoted to group supervisor of Los Angeles office of Harshe-Rotman pr firm.

Robert C. Kelly, producer-director for KXTV (TV) Sacramento, appointed production manager. He replaces **Arthur Elliott** who has been named program director for KOTV (TV) Tulsa, Okla. **William Raney,** senior floor manager for past nine months, named producer-director.

Robert Schnuelle, news announcer and account executive for KOLN-TV Lincoln, Neb., appointed operations director of KGIN-TV Grand Island, Neb., operating as satellite of KOLN-TV.

Wilbur M. Fromm, tv promotion supervisor, NBC Spot Sales, N. Y., appointed to newly-created post of director, new business and promotion. Previously, Mr. Fromm was assistant advertising manager of *New York Journal American.* **Alfred Ordover,** television sales development specialist, named manager of research.

Jack Wartlieb, production manager for Frank Atlass Productions, Chicago, named operations director of KYW-TV Cleveland replacing **Milt Frankie,** resigned. **Jonathan Dunn-Rankin,** news director for WLOF-TV Orlando, named news editor. **Gil Faggen,** assistant program manager and operations supervisor, promoted to program manager.

Fuad Hanna, national sales manager for WBIC Islip, N. Y., appointed general sales manager.

John Brennan, sales staff, The Katz Agency, Minneapolis, named manager, succeeding **David Abbey,** who transfers to tv sales staff, N. Y.

Walter H. McCroba, account executive for WSTV-TV Steubenville, Ohio-Wheeling, W. Va., appointed regional sales manager of WRDW-TV Augusta, Ga.

Reed Maxwell Badgley, account executive for Grey Adv., New York, appointed marketing and sales promotion manager for WKMH Dearborn, Mich.

Robert T. Coughlin named account executive for WSYR Syracuse, N. Y.

Jack L. Clover, assistant promotion manager for WLWC (TV) Columbus, Ohio, appointed sales executive.

Barbara Hansen named national sales assistant for KOMO-TV Seattle, Wash.

SINCE 1894 CB

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SERVICE — COAST TO COAST
Industrial • Commercial • Institutional Appraisals

Desmond C. O'Neill, group media director, Kenyon & Eckhardt, N. Y., joins tv sales staff. The Katz Agency, N. Y.

Dick Stone, account executive with Avery-Knodel, New York, to WINS, that city, in similar capacity.

Jim Patterson, administrator of management development and training at NBC Los Angeles, appointed account executive for KVOO-TV Tulsa, Okla. **Jim Neal** named special events editor.

John R. Canton, program director for WNOW-AM-FM York, Pa., appointed regional program director of Good Neighbor Stations, operator of WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WAEB Allentown, both Pennsylvania.

John F. Dille Jr., president of Truth Publishing Co., operators of WSJV(TV) South Bend-Elkhart, WTRC-AM-FM Elkhart, WKJG-TV Fort Wayne, named member of Indiana Toll Road Commission.

William J. Fennessy, assistant controller and manager of budget section, CBS, succeeds **Raymond R. Schwartz** as controller, CBS Radio Div., N. Y.

George Ruby named comptroller of Don Lee division of RKO General, encompassing RKO General broadcasting properties on West Coast, KHJ-AM-FM-TV Los Angeles and KFRC San Francisco. Mr Ruby, who has been comptroller of KTTV (TV) Los Angeles, replaces late A. J. Quinn.

Frank H. Minner Jr., appointed comptroller for Rollins Broadcasting, operators of WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WAMS Wilmington and WJWL Georgetown, both Del.; WEAR-TV Pensacola, Fla.; and WPTZ (TV) Plattsburgh, N. Y.

Robert B. Gordon, comptroller for Gresh & Kramer Adv., Philadelphia, named business manager for WIP, that city. He replaces **William Dalton** who was named local account executive.

Richard Beesemyer, sales manager for KNXT (TV) Los Angeles, named sales manager of Los Angeles office of ABC-TV national station sales.

Robert J. Ross, business manager of WTVJ (TV) Miami, appointed chief of purchasing for Wometco Enterprises, Miami, operators of WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., 47.5% of WFGA-TV Jacksonville, Fla.

James R. Osborn, general sales manager of KXTV (TV) Sacramento, Calif., named sales manager of San Francisco office of ABC-TV national station sales.

Murray Weissman, manager of special services of press information department, CBS-TV, Hollywood, promoted to assistant director of department. **Bob Wilson,** promotion manager of WGIR-TV Knoxville, Tenn., joins department as unit publicist.

Robert C. Will, account executive of Harshe-Rotman, Los Angeles, pr firm, promoted to group supervisor.

Gerald Green, author of *The Last Angry Man* and former producer of *Today Show* and *Wide Wide World,* rejoins NBC as producer and writer of special NBC News tv programs.


Mr. Cioffi

Lou Cioffi, CBS News correspondent for past 10 years, will join ABC News Aug. 28. He will headquarter in Paris in new post of European correspondent, ABC News. Mr. Cioffi was Paris correspondent for CBS News from 1956 to February 1961, when he returned to present assignment as Washington correspondent. After working his way up from copy boy, he was named correspondent to cover Korean War in 1952.


Mr. Chauncey


Mr. Baker

Thomas Chauncey of KOOL-TV Phoenix and **Thomas Baker** of WLAC-TV Nashville, elected chairman and secretary, respectively, of CBS television network affiliates advisory board. Mr. Chauncey succeeds **Richard Borel,** WBNS-TV Columbus, Ohio as chairman and Mr. Baker succeeds Mr. Chauncey as secretary.

Lawrence West, member of news department of KWKH Shreveport, La., elected president of United Press International Broadcasters of Louisiana. Others elected were **Dud Lestrapes,** news director of KLFY-TV Lafayette, first vp; **Ed DeForest,** news director of KALB Alexandria, second vp; **Gerald Moses,** UPI Baton Rouge correspondent, secretary.

Bob Gaynor, air personality and production manager for WGMA Hollywood, Fla., named program manager.

Brian C. Scruby, director-in-chief for WMBD-TV Peoria, Ill., joins KDKA-TV Pittsburgh programming staff as director.

Robert K. Brown, until last month manager and part-owner of WFAW (FM) Fort Atkinson, Wis., and previously manager of KMAQ Manquoketa, Iowa, to NBC-owned WMAQ-AM-FM Chicago as program manager, succeeding **Richard Johnson,** resigned.

William P. Imwalle, production director for KCRG-TV Cedar Rapids, Iowa, appointed tv director for WWL-TV New Orleans.

Thomas Winkler, member of production staff of WMAL-TV Washington, D. C., named director of news and public affairs for WMAL-AM-FM-TV.

Charles J. Thornquest, national sales vp for WONE Dayton, and **Louis G. Froelich,** local sales vp, appointed national sales director and commercial manager, respectively.

Robert Q. Lewis, radio-tv personality, signs exclusive live radio contract with KHJ Los Angeles, where he will serve as air personality.

James C. McDonough, joins WQAM Miami sales staff.

William Sheehan resigns as news editor of WJR Detroit to join ABC New York news department. **George R. Kendall,** stations pr director, named to succeed Mr. Sheehan.

William H. Minshall, newscaster for KYW-TV Cleveland, named news director for WMBD-AM-TV Peoria, Ill.

Frank Miller, director for WMT-TV Cedar Rapids-Waterloo, Iowa, appointed to newly created position of assistant production manager.

John O'Neil, former promotion manager, WHYN-AM-FM-TV Holyoke, Mass., joins sales promotion department, WNAC Boston.

Peter Whipple, sales service manager for WTTG (TV) Washington, D. C., named business manager, WNEW-TV New York.

John Fritz, formerly news and special events director, KPRO Riverside, Calif., appointed director of newly enlarged news and special events division, WKST-TV Youngstown, Ohio.

James C. Luttrell, transmitter engineer for WSAV Savannah, Ga., appointed chief engineer for WCCA-TV Columbia, S. C., which is expected to go on air this fall.

Robert M. Storer, recent graduate of U. of Miami, whose broadcast career includes positions at WJBK-TV Detroit and WPST-TV Miami, joins sales staff of KGBS Los Angeles. He is youngest of four sons of George B. Storer, chairman and founder of Storer Broadcasting Co., owner of KGBS.

Al Frances, news director of WHBC Canton, Ohio, named director of news

and public affairs for WONE Dayton, Ohio. **John Baker,** assistant news director of WHBC since 1949, succeeds Mr. Frances and **Jim Burnett,** announcer, becomes assistant news director.

Stan Brown, assistant news director for KTLN Denver, named newscaster for KDEO El Cajon, Calif.

Dick Watts, news director for KGAK Gallup, N. M., joins staff of Associated Press in Albuquerque.

David Lockwood named director of news and special events for WLOF-TV Orlando, Fla.

Patrick O'Brien joins news department of KCRG Cedar Rapids, Iowa.

Johnny Bell, air personality for WINZ Miami, named staff announcer for WTVJ (TV), that city.

Alan DePetro appointed to WKBN Youngstown, Ohio, news staff.

Gene Nelson, air personality and program director for WKBW Buffalo joins WSAI Cincinnati, in similar capacity.

Ned Benton joins WKTG Thomasville, Ga., as air personality. Mr. Benton, who is blind, has indexed all of station's record albums in Braille and has also made Braille labels for commercial tapes to use on his program.

Paul Brenner, air personality, joins WNTA-AM-FM New York as announcer.

Michael Whittaker and **Bob Walker** join WFAA-AM-FM-TV Dallas news staff. Mr. Whittaker comes from WBAP Fort Worth where he was writer, newscaster, radio-tv reporter and cameraman. Mr. Walker has served as production manager and radio station manager as well as in other talent and managerial positions.

Vincent Kierney, air personality, WARM Scranton, joins WHLO Akron in same capacity.

Fern Gable, air personality with WOWO Fort Wayne, Ind., resigns to become girls' probation officer for juvenile court division of Allen County Circuit Court.

PROGRAMMING

Edward Morey, vp and director of Allied Artists, elected president of Allied Artists Television Corp., wholly owned subsidiary formerly known as Interstate Television Corp. **Robert B. Morin,** head of New York office of Famous Artists, artists representatives, elected vp and general sales manager.

C. P. (Pete) Jaeger, executive vp of Flamingo Films, N. Y., named to newly created post of assistant to president of Official Films, and will handle special sales assignments. Earlier, Mr. Jaeger had been eastern sales manager of MGM-TV; executive vp of Transamerica Broadcasting Corp. and vp of ABC.


Mr. Calley

John N. Calley, tv programming vp with Ted Bates, appointed to newly-created position of vp in charge of program development for Filmways Inc., New York. Previously, from 1951 to 1958, he was associated with NBC and Henry Jaffe Enterprises as program and production executive. **William Templeton** is slated to replace Mr. Calley as director of programming under Richard A. R. Pinkham, senior vp in charge of programming, at Ted Bates & Co. Mr. Templeton formerly was programming vp at Cunningham & Walsh, before that he held same title at Bryan Houston Inc. (now Fletcher Richards, Calkins & Holden).

Joseph J. Jacobs, general attorney, Metropolitan Broadcasting, N. Y., joins Ziv-UA, that city, as director, program and talent negotiations.

Stuart Schulberg, documentary and feature film producer, named co-producer of *David Brinkley's Journal,* NBC-TV. **Robert Asman,** formerly production manager of CBS-TV's *The Twentieth Century,* appointed associate producer, and **Robert Doyle,** who directed pool coverage of last three national conventions, named director.

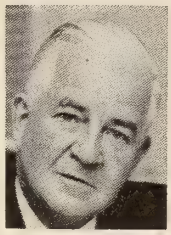
Dick Irving Hyland resigns as vp of Frank Cooper Assoc. to join with William Shiffrin agency which becomes Shiflrin-Hyland agency, talent agents and managers.

Herbert L. Miller, member of sales staff of Wiljon Sales Corp., for Bill Burrud Productions, promoted to national sales manager.

Jack Rhodes, district sales manager for Central Div., Independent Television Corp., succeeds **Carl Russel** as Central Div. sales manager.

GOVERNMENT

Reed Harris, president of Publication Services, Washington, appointed executive assistant to director of USIA. Mr. Harris resigned in 1953 as deputy chief of State Department's International Information Administration, USIA predecessor, after bitter clash with late Sen. Joseph McCarthy (R.-Wis.).


Mr. Hurley

John J. Hurley, formerly president of WNEB Worcester, Mass., and previously with NBC in Washington, named special assistant to Small Business Administrator John E. Horne. He succeeds **Matthew A. Reese Jr.,** who resigned to become assistant to chairman of Democratic National Committee.

EQUIPMENT & ENGINEERING

William F. Rueger named vp and general counsel of Sylvania Electric Products, New York. He will continue as secretary, position he has held since July 1960.

Arnold K. Weber, director of manufacturing, RCA, N. Y., appointed staff vp.

Frank R. Demchock appointed to newly created position of general sales manager and assistant director, sales and service division for GPL division, General Precision, Pleasantville, N. Y.

Arnold K. Weber, director of manufacturing for RCA, appointed staff vp-manufacturing.

J. R. (Jack) Poppele, director and consultant to board of advisors, Voice

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of America, N. Y., and before that with WOR New York, appointed director, Foto-Video Electronics, N. J.

INTERNATIONAL

James Montagnes elected honorary associate member of Canadian Assn. of Broadcasters. Highest honor which can be bestowed by association was given to Mr. Montagnes, who has been correspondent for BROADCASTING for past quarter century, as result of his "untiring" chronicling of activities of association, its various members and developments in Canadian broadcasting field generally.

James Ralph Darling appointed chairman of Australian Broadcasting Commission, which controls national (non-commercial) radio and tv network. Dr. Darling succeeds **Sir Richard Boyer,** who died recently.

Hatton Taylor appointed general manager of Sovereign Film Distributors Ltd., Toronto, for 16mm and tv divisions.

Douglas Trowell, station manager of CFPL London, Ontario, since 1956, appointed general manager of CKEY Toronto. **Don Insley** named CKEY program manager.

Gordon Lusty elected vp of BBDO. He is in agency's Toronto office as director of marketing and research for BBDO-Canada.

Ward Cornell, program manager of CFPL London, Ontario, named manager.

Claude Forget named supervisor, radio & tv, of Montreal office of McCann-Erickson (Canada) Ltd.

ALLIED FIELDS

John D. Matthews, law clerk to Federal Judge John J. Sirica of District of Columbia District Court, to Dow, Lohnes & Albertson, Washington communications law firm. Mr. Matthews was graduated from Georgetown Law School in 1959.

DEATHS

J. Lothaire (Dutch) Bowden, 58, sales manager and station director of WKBN Youngstown, Ohio, and more recently salesman with WKST-TV, that city, died July 14 at Youngstown South Side Hospital following short illness.

Marion Rita Thrower, 40, wife of Fred M. Thrower, executive vp and general manager, WPIX (TV) New York, died July 17 at Greenwich Hospital, Conn. following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 13 through July 19. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

***Montgomery, Ala.—Alabama Educational Tv Commission**—Granted uhf ch. 26 (542-548 mc); ERP 18.3 kw vis., 9.16 kw aur.; ant. height above average terrain 594 ft., above ground 553 ft. Estimated construction cost $26,000, first year operating cost $29,000, revenue none. P.O. address 807 Protective Life Building, Birmingham, Ala. Trans. location Patterson Field, Madison Ave., Montgomery. Geographic coordinates 32° 22′ 52″ N. Lat., 86° 17′ 30″ W. Long. Trans. Federal, ant. Andrews. Consulting engineer A. H. Renfro Jr. Principals include **Rex Sikes, Vincent F. Kilborn, H. Maynard Layman, Mrs. Bertha Roberts, Harold T. Purdy.** Mr. Sykes is vp of Luverne Motor Co.; Mr. Kilborn is attorney; Mr. Layman is farm editor of newspaper; Mrs. Robert is housewife; Mr. Purdy is president of pest control company. Action July 18.

Pittsfield, Mass.—Springfield Tv Bcstg. Corp.—Granted uhf ch. 64 (770-776 mc); ERP 6 kw vis. 2.8 kw aur.; ant. height above average terrain 267 ft., above ground 188 ft. Estimated construction cost $82,350, first year operating cost $78,000 revenue $57,200. P.O. address c/o W. L. Putnam, Box 2210, Springfield, Mass. Studio location Benedict Road, Pittsfield, Mass. Trans. location Benedict Road, Pittsfield, Mass. Geographic coordinates 42° 28′ 35″ N. Lat., 73° 13′ 45″ W. Long. Transmitter RCA TTU-1B, antenna TFU-6A. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George R. Townsend, Springfield, Mass. Springfield is headed by **Roger L. Putnam** Sr., board chairman, and has over 50 stockholders. It is licensee of WWOR-TV Worcester, WWLP-TV Springfield and WRLP-TV Greenfield, all Massachusetts. Comr. Cross dissented. Action July 12.

***Hampton-Norfolk, Va.—Hampton Roads Education Tv Assn.**—Granted uhf. ch. 15 (476-482 mc); ERP 214 kw vis., 107 kw aur.; ant. height above average terrain 480 ft., above ground 503 ft. Estimated construction cost $177,997.33, first year operating cost $80,000. P.O. address 402 E. Charlotte St., Norfolk 10. Studio location yet to be determined; temporarily sharing facilities of Norfolk commercial stations. Trans. location Hampton; geographic coordinates 37° 02′ 20″ N. Lat., 76° 18′ 30″ W. Long. Trans. G.E. TT-25-A, ant. G.E. TY-25-A. Legal counsel Cohn & Marks. Washington, D. C.; Consulting engineer Jules Cohen, Washington. Principals are boards of education of cities of Hampton and Norfolk. Action July 17.

APPLICATION

Garden City, Kan.—KAKE Tv & Radio Inc. vhf ch. 9 (186-192 mc); ERP 101 kw vis., 55 kw aur.; ant. height above average terrain 870 ft., above ground 876 ft. Estimated construction cost $332,200, first year operating cost $120,000; revenue $150,000. P.O. address box 1010 Wichita 1, Kan. Studio location 8 miles NW of Copeland, Kan.; Trans. location same as studio. Geographic coordinates 37° 39′ 01″ N. Lat., 100° 40′ 06″ W. Long. Trans. RCA TT11AH, ant. RCA TF12AH, Legal counsel Cohn & Marks, Washington, D. C.; Consulting engineer Lohmes & Culver, Washington, D. C. Principals include: **Sherrill C. Corwin** (15.08%), **Tom Palmer** (19.6%), **Theodore Gore, Ralph Gore** (each 9.3%), **Charles E. Jones, Mark H. Adams** (each 6.28%), **Owen McEwen** (7.54%), and others, each of whom owns similar interest in KAKE-TV Wichita, Kan. of which proposed new station is to be satellite. Ann. July 14.

Existing tv stations

ACTION BY FCC

KMJ-TV ch. 24 Fresno, Calif.—Granted cp to increase horizontal vis. ERP from 170 kw to 324 kw, DA, with aur. ERP 174 kw, DA, move trans. location 79 ft., increase ant. height from 2,290 ft. to 2,350 ft., and make equipment changes; waived Sec. 3.614(b)(4) of rules. Action July 12.

CALL LETTERS ASSIGNED

*KVCR-TV San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College District.

KCRL(TV) Reno, Nev.—Circle L Inc.

New am stations

ACTIONS BY FCC

Shelton, Iowa—Eider C. Stangland—Granted 1550 kc, 500 w D. P. O. address 1219 Fourth St., Brookings, S. D. Estimated construction cost $15,762, first year operating cost $42,000, revenue $58,000. Sole owner Mr. Stangland is one-third partner in **KRBK Brookings.** Chmn. Minow not participating. Action July 19.

Golden Valley, Minn.—Charles J. Lanphier—Granted 1570 kc, 500 w D. P. O. address 2356 N. 90th St., Milwaukee 13, Wis. Estimated construction cost $15,700, first year operating cost $84,000, revenue $90,000. Mr. Lanphier, sole owner, has restaurant and printing interests. Chmn. Minow not participating. Action July 19.

Yakima, Wash.—M & W Co.—Granted 940

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kc, 250 w D. P. O. address 216 Mocliff Rd., Ephrata, Wash. Estimated construction cost $5,491, first year operating cost $50,000, revenue $48,000. Equal partners are **Robert R. Moore**, general manager KULE Ephrata, Wash. and **Kenneth Williams Jr.**, engineer at KOMO Seattle. Action July 17.

APPLICATIONS

Fontana, Calif.—Stanley Helfman 1470 kc; 500 w kw D. P. O. address 16755 Merrill Ave., Fontana. Estimated construction cost $40,995; first year operating cost $50,000; revenue $60,000. **Stanley Helfman**, sole owner, owns real estate firm and is president and 25% owner of retail auto supplies business. Ann. July 14.

Ft. Pierce, Fla.—Indian River Tv Inc. 970 kc; 1 kw D. P. O. address 2811 N. Indian River Dr. Ft. Pierce. Estimated construction cost $17,300; first year operating cost $38,000; revenue $40,000. Principals: **John Patrick Beacom, Susan Fjelstad Hamilton** (each 50%). Mr. Beacom is president and 50% owner of WJPB-TV Weston and sole owner of WVVW Grafton, both West Virginia, and 10% owner of WBUT-AM-FM Butler, Pa.; Susan Hamilton is 50% owner of real estate business. Ann. July 14.

Mt. Holly, N. C.—Boyce J. Hanna 1510 kc; 10 kw D. P. O. address 1101 East Park Dr., Gastonia. Estimated construction cost $39,250; first year operating cost $22,000; revenue $28,000. **Boyce J. Hanna**, sole owner, is holder of two-thirds interest in WADA Shelby and has been commercial manager of WCGC Belmont, both North Carolina. Ann. July 14.

Lebanon, Va.—Clinch Mountain Bcstg. Co. 1380 kc; 5 kw D. P. O. address c/o Jack T. Helms, Norton, Va. Estimated construction cost $11,550; first year operating cost $30,000; revenue $35,000. Principals: **Jack T. Helms** (52%), **Jack J. De Lisi, William G. Stallard** (each 24%). Mr. Helms owns 33% of WMTN Morristown, Tenn., 25% of WCLE Cleveland, both Tennessee, and is general manager and 12.5% owner of WNVA Norton, Va.; Messrs. De Lisi and Stallard are employes of WNVA. Ann. July 12.

Existing am stations

ACTION BY FCC

KLIV San Jose, Calif.—Granted increased daytime power on 1590 kc, DA-N, unl., from 1 kw to 5 kw, continued night time operation with 500 w; engineering conditions. Action July 19.

APPLICATIONS

KWEB Rochester, Minn.—Cp to change hours of operation from D to unl., using power if 1 kw, 5 kw LS (increase daytime power from 500 w), change ant.-trans. location, install DA night and day (DA-2) and new trans. Ann. July 17.

WFRO-FM Fremont, Ohio—Cp to change frequency from 99.3 mc, ch. 257, to 99.1 mc, ch. 256, increase ERP from 1 kw to 50 kw and install new trans.; ant. height above average terrain of 195 ft. Ann. July 14.

KALV Alva, Okla.—Mod. of license to change hours of operation from unl. to specified hours: Mon. thru Sat. 6:00 am to 7:00 pm; Sun. 8:00 am to 7:00 pm. Ann. July 11.

KTEM Temple, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 17.

KVOW Riverton, Wyo.—Cp to increase daytime power from 250 w to 1 kw. Ann. July 12.

CALL LETTERS ASSIGNED

WRAB Arab, Ala.—Marshall County Bcstg. Inc.

KSVA Sierra Vista, Ariz.—Richard D. Grand.

KRED Eureka, Calif.—Redwood Bcstg. Co.; changed from KIEM.

KBTR Denver, Colo.—Empire Bcstg. Inc.; changed from KICN.

WBBR East St. Louis, Ill.—Stanlin, Inc.; changed from WAMV.

KCII Washington, Iowa — Washington Home & Farm Radio Inc.

KLHS Lordsburg, N. M.—Alan A. Koff.

WMLP Milton, Pa.—WMLP Inc.; changed from WARC.

WTGR Charleston, W. Va.—Edgar L. Clinton; changed from WHMS.

New fm stations

APPLICATIONS

Millville, N. J.—Union Lake Bcstrs, Inc. 97.3 mc; kc; 5.17 kw unl. Ant. height above average terrain 197 ft. P.O. address Lincoln Rd., Millville. Estimated construction cost $11,360; first year operating cost $16,500; revenue $22,000. Principals: **Fred M. Wood** (52.63%), **Dorothy H. Carlson, Michael A. Buglio, Wilfred C. Lockey, Harry J. Daley** (each 10.53%), **Muriel Buglio** (5.25%). Mr. Wood is president and general manager of WMVB Millville; Dorothy Carlson is program director of WMVB; Mr. Buglio is vice president of WMVB and president of malt beverage wholesale distribution business; Mrs. Buglio is housewife and director of WMVB; Mr. Lockey is partner in accounting firm; Mr. Daley is attorney and 50% owner of radio equipment firm. Ann. July 12.

Forest Park, Ohio—Joseph H. Kanter 97.3 mc; 37.6 kw unl. Ant. height above average terrain 287 ft. P.O. address 787 West Kemper Rd. Cincinnati 40. Estimated construction cost $33,280; first year operating cost $17,000; revenue $12,000. **Joseph H. Kanter**, sole owner, owns real estate development and construction business. Ann. July 14.

Ebensburg, Pa.—Cambria County Bcstg. Co. 103.9 mc; kc; 388 w. Ant. height above average terrain 277 ft. P.O. address WEND, Ebensburg. Estimated construction cost $2,540; first year operating cost $8,285; revenue $10,000. **Cary H. Simpson**, sole owner, owns WEND Ebensburg, WTRN Tyrone, WBLF Bellefonte, 67% of WFRM Coudersport and WNBT Wellsboro and 50% of WKBI St. Marys, all Pennsylvania. Ann. July 13.

Existing fm stations

ACTIONS BY FCC

KRON-FM San Francisco, Calif.—Granted mod. of SCA to use 67 kc sub-channel to provide running translation of audio portion of KRON-TV programs for benefit of persons of Chinese ancestry, using same subcarrier frequency employed at other times for transmission of background music. Action July 19.

■ Following fm stations were granted SCAs to engage in multiplex operation: KBMS Los Angeles, Calif.; KGMI Bellingham, Wash.; WPBS Philadelphia, Pa. and Radio Wichita Falls (no call letters assigned) Wichita Falls, Tex. Action July 12.

APPLICATION

***WJBC(FM) Baltimore, Md.**—Cp to change frequency from 88.1 mc, ch. 201, to 95.1 mc, ch. 218, increase ERP from 125.3 w to 800 w, makes changes in ant., install new trans., change ant.-trans. and studio location. Ann. July 11.

CALL LETTERS ASSIGNED

KIEM(FM) Eureka, Calif. — Redwood Bcstg. Co.; changed from KRED(FM).

WBBR-FM East St. Louis, Ill.—Stanlin Inc.; changed from WAMV-FM.

*WSND-FM Notre Dame, Ind.—University of Notre Dame Du Lac.

KHAK-FM Cedar Rapids, Iowa—Don-Lo Bcstg. Inc.

*KSOZ(FM) Point Lookout, Mo.—School of the Ozarks.

KICN(FM) Omaha, Neb.—Central States Bcstg. Inc.; changed from KOIL-FM.

WTFM(FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WEIV(FM) Ithaca, N. Y.—Ivy Bcstg. Inc.; changed from WRRA(FM).

WBIV(FM) Wethersfield, N. Y.—Ivy Bcstg. Inc.; changed from WRRL(FM).

WJEH-FM Gallipolis, Ohio—Ohio Valley on the Air Inc.

KVCW(FM) Bartlesville, Okla.—Quality FM Bcstrs. Inc.

WYCE(FM) Warwick, R. I.—Providence Radio Inc.; changed from WDJD(FM).

WFIG-FM Sumter, S. C.—Radio Station WFIG Inc.

WFLT(FM) Franklin, Tenn.—Robert E. Sewell & William C. Montgomery.

KAJC(FM) Alvin, Tex.—Alvin Bcstg. Co.

KLUE-FM Longview, Tex.—Radio Longview Inc.

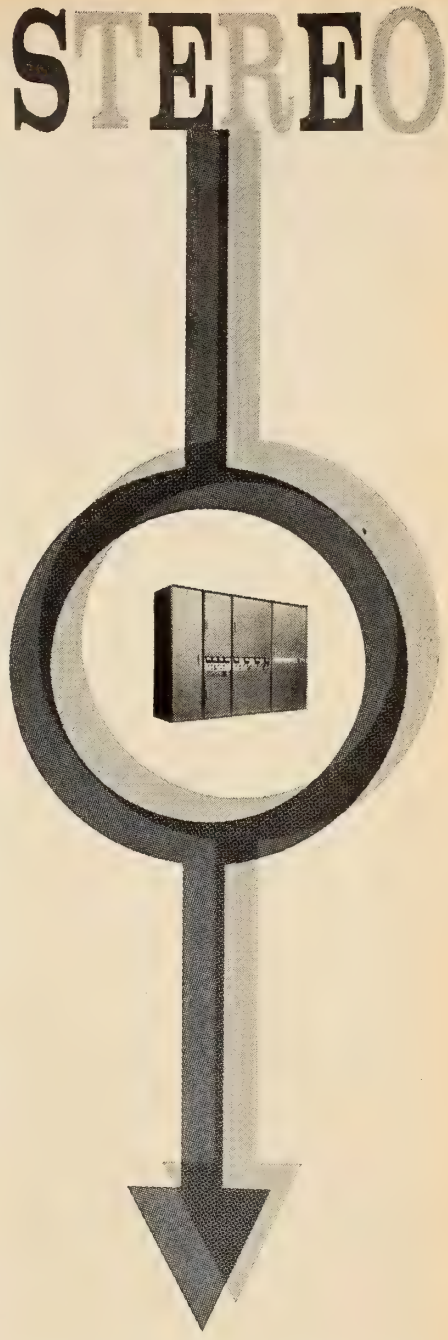
KNTO(FM) Wichita Falls, Tex.—Radio Wichita Falls.

Ownership changes

ACTIONS BY FCC

WGWC Selma, Ala.—Granted (1) renewal of license and (2) assignment of license to Robert J. Martin; consideration $55,000. Action July 19.

KNOG Nogales, Ariz.—Granted assignment of license to Madelon Harper Cow-



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ling; consideration $60,000. Action July 12.

KCMJ Palm Springs, Calif.—Granted transfer of control to Bell Bcstg. Corp. (Morris H. Bergreen, president, has minority interest in WTBO Cumberland, Md.); consideration $490,000. Chmn. Minow not participating. Action July 12.

KSLY San Luis Obispo, Calif.—Granted assignment of licenses to Berry Bcstg. Inc. (Reginald D. Streeter, president); consideration $37,500. Action July 19.

KLAK Lakewood, Colo.—Granted transfer of control from Maurice J. and Julia W. DaVolt, and Edythe G. Walker to Edward Smith Scott; consideration $310,000 for 100% voting stock. Action July 19.

KTUX Pueblo, Colo.—Granted transfer of control from Ewald E. Koepke, et al., to Wayne D. Costner; consideration $90,000 less amount of all liabilities at closing date. Action July 12.

WIXN Dixon, Ill.—Granted transfer of control from Russell G. Salter to Lloyd Burlingham (KTOB Petaluma, Calif., and has majority interest in KNOG Nogales, Ariz.); consideration $51,000 for 50.6% interest. Action July 19.

WAMM Flint, Mich.—Granted acquisition of positive control by Philip Munson (now 25% owner) by purchase of Albert and Harry Binder's 50% interest; consideration $56,000. Action July 19.

WHMI Howell, Mich.—Granted assignment of license to B & H Bcstg. Co. (Frank M. Bignell, president; Benedict F. Hovel, treasurer, has interest in WCUB, Manitowoc, Wis.); consideration $90,000 and $2,500 per year for 10 years to assignor for consulting services and agreement not to compete. Action July 19.

WJOC Jamestown, N. Y.—Granted (1) renewal of license and (2) transfer of control from Harold P. Kane and Frederick E. Davis to Tayloradio Corp. (K. W. Horton, president, has minority interest in WELM Elmira, N. Y.); consideration $88,900. Action July 19.

KVIN Vinita, Okla.—Granted assignment of license from John M. Mahoney and John Q. Adams to Mahoney, Adams and Gene Humphries, d/b under same name; consideration $15,000 by Mr. Humphries for 50% interest. Action July 19.

WMSC Columbia, S. C.—Granted (1) renewal of license and (2) acquisition of positive control by C. Wallace Martin (50% owner) through purchase of 34.2% additional interest from O. Beirne and Loti M. Chisolm for $30,765. Action July 19.

KAMA(FM), KPSD(FM) Dallas, Tex.—Granted assignment of cps of KAMA(FM) to Texas Fine Music Bcstrs. Inc. (KRBE-FM Houston); consideration $2,996 and KPSD (FM) to W. B. Carver; consideration $10,000, latter assignment not to be consummated until Mr. Carver disposes of his interest in cp for KAMA(FM). Action July 12.

KBYP Shamrock, Tex.—Granted assignment of license from Merita Bumpers to Lyman C. Brown, tr/as Lyman Brown Enterprises; consideration $30,000. Action July 19.

KSYD Wichita Falls, Tex.—Granted assignment of licenses to Wichita Bcstg. Corp. (R. E. Lee Glasgow, president, has interest in WACO-AM-FM, Waco and KAND Corsicana); consideration $300,000 and agreement not to compete in am broadcasting for 5 years within 50 miles of Wichita Falls. Action July 19.

WWIS Black River Falls, Wis.—Granted assignment of license to Falls Communications Inc. (Mary Ann, John R. and Mary M. McDonald); consideration $41,000. Chmn. Minow not participating. Action July 19.

WKOY Bluefield, W. Va.—Granted transfer of control from J. Lindsey Alley, et al., to Bristol Bcstg. Inc. (WFHG Bristol, Va.); consideration $77,500 and $5,000 to Mr. Alley for agreement not to compete for one year within 25 miles of Bluefield. Action July 12.

APPLICATIONS

KCUB Tucson, Ariz.—Seeks assignment of license from **Boffard Bcstg. Corp.** to **Canyon State Bcstg. Corp.** for $225,000. Principals are **Oscar I. Dodek** (80%), **Maxwell M. Marvin** (20%). Mr. Dodek is majority stockholder in KABQ Albuquerque, N. M.; Mr. Marvin also holds interest in KABQ. Ann. July 12.

KENL Arcata, Calif.—Seeks transfer of 50% of stock in Humboldt Bcstrs. Inc. from **Melvin D. and Aldine T. Marshall** (25% from each) to **H. D. and C. A. Warning** for total of $50,000. H. D. Warning is vice president of agricultural refrigeration equipment manufacturing business; Mrs. C. A. Warning is housewife. Ann. July 11.

KCKC San Bernardino, Calif.—Seeks involuntary assignment of license from **MVW Radio Corp.** to **Crules R. Cheek**, trustee, in bankruptcy proceeding. Ann. July 18.

WBDO-AM-FM-TV Orlando, Fla.—Seeks transfer of all stock in Cherry Bcstg. Co. owned by **William S. Cherry, deceased** (75% of total) to **William H. Goodman, Clarence H. Gifford Jr., Mollie B. Cherry, Walter F. Gibbons**, co-trustees with **Rhode Island Hospital Trust Co.**; no financial consideration involved. Ann. July 17.

WINQ Tampa, Fla.—Seeks transfer of 30% (300 shares) of stock in **Rand Bcstg. of Tampa-St. Petersburg Inc.** from **Richard M. Seidel, Eugene A. Jaffe, Robert A. Weiss** and **Harold H. Meyer** to **Rand Bcstg. Co.** (present 50% stockholder in licensee corp.) Consideration $40 per share. Rand Bcstg. Co. is licensee of WINZ Miami and WEAT-AM-FM West Palm Beach, both Florida. Ann. July 12.

WYNZ Windermere, Fla.—Seeks assignment of cp from **Louis E. Latham** and **Jack L. Gibson**, d/d as Windermere Radio Co., to Mr. Latham solely, consideration $1,305. Mr. Latham is founder and president of evangelistic missionary association. Ann. July 11.

KLGA Algona, Iowa—Seeks transfer of 90 shares (one-third of total) in KLGA Inc. from **Robert A. Wilson** to **George Allen** (54 shares) and **Harry C. Snyder** (36 shares); also nine shares from **Robert W. Behling** to Mr. Snyder, so that Mr. Snyder will own 50% of total, Mr. Behling 30% and Mr. Allen 20%. Consideration $100 per share. Messrs. Snyder and Behling are present owners of one-third each in licensee corporation; Mr. Allen has recently been hired as general manager. Ann. July 18.

WNTA-TV Newark, N. J.—Seeks assignment of license from **NTA Tv Bcstg. Corp.** (subsidiary of National Telefilms Assoc. Inc.) to **Educational Tv for the Metropolitan Area Inc.**, (non-profit corporation), for $6,200,000. Ann. July 12.

WENY Elmira, N. Y.—Seeks assignment of license from **Gannett Co.** to **Donald M. Simmons, Howard L. Green. Harlan G. Murrelle, Albert E. Theetge, John T. Stethers, Myron W. La Barr** (each 16.66%), d/b as WENY Inc. for $240,000. Above principals hold interests in WOND Pleasantville and WOSJ-FM Atlantic City, both New Jersey and WMMB Melbourne, Fla. and have numerous other business interests. Ann. July 14.

WCNG Canonsburg, Pa.—Seeks assignment of license from **WCNG Inc.** to **Tommy and Mary Lou Sutton** (each 50%) for $86,500. Mr. Sutton is disc jockey with WPFB Middletown, Ohio; Mrs. Sutton is housewife. Ann. July 12.

WJHL-TV Johnson City, Tenn.—Seeks transfer of 29.34% of stock in **WJHL Inc.** from **Evelyn Lancaster** back to corporation; consideration $300,000. Ann. July 12.

KCLW Hamilton, Tex.—Seeks assignment of license from **Coy T. Perry**, sole owner, to **Frank J. Hedrick** (53.49%), **Jay Scott Noxon** (20.06%), **Errol R. Coker Jr.** (10.03%) and others (d/b as San Jacinto Bcstg. Inc.), for $60,000. Mr. Hedrick is projectionist for KTRK-TV; Mr. Noxon is announcer for KBRE-FM and Mr. Coker is engineer for KHUL-FM all Houston, Tex. Ann. July 17.

WMEK Chase City, Va.—Seeks assignment of license from **John L. Cole Jr.**, sole owner to **Mecklenburg Bcstg. Inc.**, new corporation of which Mr. Cole is 100% stockholder; no financial consideration involved. Ann. July 18.

WBCI-AM-FM Williamsburg, Va.—Seeks transfer of 50% of stock in **Williamsburg Bcstg. Co.** from **Richard S. Cobb** and **Mary Cobb** to **Allaun Corp.**, present owner of other 50%; total consideration $52,000. Ann. July 11.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted applications of Eider C. Stangland for new am station to operate on 1550 kc, 500 w, D, in Shelton, Iowa, and Charles J. Lanphier for new station on 1570 kc, 500 w, D, in Golden Valley, Minn., with engineering condition, and denied application of Minnesota Radio Co. for new station on 1550 kc, 10 kw, D, in Hopkins-Edina, Minn. Chmn. Minow not participating. June 9, 1960 initial decision looked toward this action. Action July 19.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, granted application of Garden City Bcstg. Co. Inc., to increase power of WAUG Augusta, Ga., from 1 kw to 5 kw, continued operation on 1050 kc, D. Action July 19.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, granted application of Lamar A. Newcomb to increase power of WFAX Falls Church, Va., from 1 kw to 5 kw, continued operation on 1220 kc, D. Action July 19.

■ Commission gives notice that May 17 initial decision which looked toward ordering American Telephone & Telegraph Co. to pay $14,541.21 to WSAZ Inc. (WSAZ-TV) Huntington, W. Va., for charges for use of program transmission channels between Columbus, Ohio, and Huntington, W. Va. became effective July 6 pursuant to Sec. 1.153 of rules. Action July 17.

■ Commission gives notice that May 22 initial decision which looked toward granting application of Robert R. Moore and Kenneth Williams Jr., d/b as M & W Co. for new am station to operate on 940 kc, 250 w, D, Yakima, Wash., and denying application of Rev. L. R. White, tr/as Bethany Bcstg. Co. for new am station to operate on 930 kc, 1 kw, D, in Yakima became effective July 11 pursuant to Sec. 1.153 of rules. Action July 17.

■ By order commission made effective May 16 initial decision, with certain amended findings of fact, and granted applications of Martin Theatres of Georgia Inc., to increase ant. height of station WTVM (TV) ch. 9 Columbus, Ga., from 1,160 ft. to 1,660 ft., and Columbus Bcstg. Inc., to increase ant. height of station WRBL-TV ch. 3 Columbus, from 1,290 ft. to 1,790 ft. Action July 12.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Tenth District Bcstg. Co. for new am station to operate on 950 kc, 1 kw, DA, D, in McLean, Va., and denying application of Seven Locks Bcstg. Co. for same facilities in Potomac-Cabin John, Md. Action July 17.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting following applications to increase daytime power from 250 w to 1 kw, continued operation on their present frequency: 1230 kc—WBVP Inc. (WBVP) Beaver Falls, Pa., and Century Bcstg Corp. (WCRO) Johnstown, Pa.; 1240 kc—Mahoning Valley Bcstg. Corp. (WBBW) Youngstown, Ohio, and Altoona Trans-Audio Inc. (WRTA) Altoona, Pa., and James Bcstg. Inc., to increase daytime power of WJTN Jamestown, N. Y., from 250 w to 500 w, continued operation on 1240 kc, 250 w-N, all with interference condition and WCRO, WRTA, WBBW and WJTN with additional engineering condition. Action July 17.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward grant-application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La. Action July 17.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting applications of L. M. Hughey to increase power of WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla. Action July 14.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Dover Bcstg. Co. to increase power of station WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D, engineering condition. Action July 14.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward grant-application of Ben S. McGlashan to increase daytime power of KGFJ Los Angeles, Calif., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, with power reduced to 100 w when KPPC Pasadena, is operating; engineering conditions. Action July 14.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of W. J. Harpole for new am station to operate on 1550 kc, 1 kw, D, in Canyon, Tex. Action July 14.

OTHER ACTIONS

WREA East Palatka, Fla.—Designated for hearing application for renewal of license of WREA. Hearing to be held at or near East Palatka at time to be designated later. Involves legal, technical and financial qualifications and programming matters. Action July 19.

■ By memorandum opinion and order, commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to consolidate proceedings on am applications

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of Ulster County Bcstg. Co., Ellenville, N. Y.; Patchogue Bcstg. Inc., Riverhead, N. Y.; Berkshire Bcstg. Corp., and Grossco Inc., Hartford and West Hartford, Conn.; WBUX Bcstg. Co., Doylestown, Pa. and Interstate Bcstg. Inc. (WQXR) New York, N. Y.; dismissed WQXR petition for review of examiner's denial of continuance of hearing. Action July 19.

■ By order, commission dismissed petition by Independent Bcstg. Corp. applicant for new am station in Spokane, Wash. for enlargement of issues as to application of Bar None Inc., Dishman, Wash., since dismissed. Action July 19.

■ By memorandum opinion and order, commission granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., to extent of reopening record in am proceedings, to accept interference showing based on 1960 census data, and remanded proceeding to hearing examiner for further proceedings consistent with memorandum opinion and for issuance of supplemental initial decision. Action July 19.

■ By memorandum opinion and order, commission granted joint petition for review of examiner's ruling by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., applicants for new am stations in Sapulpa, Okla., to extent of remanding consolidated proceeding to examiner for further proceedings to permit entire 1960 census showing to be made with respect to all of proposals and their relationship, vis-a-vis, each other and any existing stations, and for issuance of supplemental initial decision; dismissed supplement to joint petition by Creek County, Sapulpa, and applicant M. W. Cooper, Midwest City, Okla., motion to strike filed by applicant Tinker Area Bcstg. Co., Midwest City, and its request for alternative relief, and petition for review of examiner's ruling filed by Cooper, and denied Cooper's petition to accept late filing. Action July 19.

■ Commission scheduled following am proceedings for oral argument on Sept. 28: Fred H. Whitley, Dallas, N. C., and Wayne M. Nelson, Concord, N. C.; Washington State University (KWSC) Pullman, Wash., and The First Presbyterian Church of Seattle, Wash. (KTW) Seattle, Wash. Action July 19.

■ By order commission stayed effect of notice of intention to take deposition by Marietta Bcstg. Inc., in proceeding on mod. of license of KERO-TV Bakersfield, Calif., pending further review by commission. Action July 17.

■ By letter, commission denied petition by Jeannette Bcstg. Co., former applicant for new am station at Jeannette, Pa., for reconsideration of March 28 action granting applications of Carnegie Bcstg. Co. for additional time to construct station WZUM Carnegie, Pa. and for change in trans. site. Petition was denied (1) for lack of standing and (2) because loss reflected by change of WZUM trans. site is considered to be of no significance. Action July 12.

Ouachita Valley Radio Corp., Camden, Ark.; Smackover Radio Inc., Smackover, Ark.; KVMA Magnolia, Ark.—Designated for consolidated hearing applications of Ouachita and Smackover for new daytime am stations to operate on 610 kc, 500 w and KVMA to increase power from 1 kw to 5 kw, DA, continued operation on 630 kc. D; made KILT Houston, Tex., and WJDX Jackson, Miss., parties to proceeding, KVMA party with respect to its existing operation, and Federal Aviation Agency party to air hazard consideration of KVMA proposal. Action July 12.

Frank S. Barc Jr., Maricopa County Bcstrs. Inc., Maryvale Bcstg. Co., Mesa, Ariz.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc—Barc with 1 kw, Maricopa and Maryvale with 10 kw. Action July 12.

■ By memorandum opinion and order, commission denied (1) petition by John T. Williams, Americus, Ga., for enlargement of issues as to applicant Lynne-Yvette Bcstg. Co., Albany, Ga., and (2) motion by Lynne-Yvette seeking added issues as to applicant Williams, in proceeding on their applications for new am stations; granted Lynne-Yvette motion to strike supplement to Williams petition. Chmn. Minow concurred and issued statement in which Comr. Bartley joined. Action July 12.

■ By memorandum opinion and order, commission granted petition by Gordon A. Rogers, Vancouver, Wash., and enlarged issues to include 309(b) consideration in proceeding on its am application and that of Triple G Bcstg. Co. (KWAY) Vancouver. Action July 12.

■ By memorandum opinion and order, commission denied petition by Southside Virginia Telecasting Corp. for reconsideration of Feb. 21 denial of its previous request to reopen record for further hearing on Sept. 24, 1954 decision which granted application of Petersburg Television Corp. for new tv station (WXEX-TV) to operate on ch. 8 in Petersburg, Va., and which denied competing application of Southside. Chmn. Minow and Comr. Craven not participating. Action July 12.

■ By memorandum opinion and order, commission denied petition by WPGC Inc., for reconsideration of April 21 decision which denied its application for modification of license to change main studio location of station WPGC from Morningside, Md., to Washington, D. C. Action July 12.

Routine roundup

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected in various respects transcript of oral argument in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky., for cp to change trans. and ant. location. Action July 13.

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to July 21 time to respond to petition by Ybor City Bcstg. Co. to enlarge issues in proceeding on its application and that of Johnson Bcstg. Corp., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 14.

■ Granted petition by Broadcast Bureau and extended to July 19 time to file exceptions to initial decision in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc., for new am stations in Salina, Kan. Action July 14.

■ Granted petition by Kenton County Bcstrs. and extended to July 11 time to respond to (1) oppositions by Covington Bcstg. Co. and Broadcast Bureau to petition to enlarge issues with respect to character qualifications and (2) opposition by Broadcast Bureau to petition to enlarge issues with respect to real parties in interest in proceeding on Kenton's application et al for new am stations in Covington, Ky., and Norwood, Ohio. Action July 11.

By Chief Hearing Examiner James D. Cunningham

■ Ordered that examiner Elizabeth C. Smith will preside at hearing on applications of San Juan Non-Profit Tv Assn. for three new tv broadcast translator stations to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, Farmington, N. M.; hearing to be held in Farmington at time to be specified by subsequent order. Action July 11.

■ Granted joint petition by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., applicants for new am stations in Ellenville, N. Y., for approval of agreement to merge (each to have one-third stock interest in proposed newly formed corporation, conditioned that satisfactory evidentiary showing is made in hearing that actual expenses reasonably and prudently incurred in preparation, filing and advocating granting of their applications are at least equal to sums to be received by corporate officers, their assistants and public relations director of merged applicant, or, in alternative, that sums are to be bona fide payments for services to be rendered merged applicant; retained three applications in hearing status and to degree necessary to permit separate consideration of merged applicant pursuant to commission's June 26 ruling, granted leave to amend and accepted Catskills' amended application. Action July 11.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant, cancelled July 17 prehearing conference and scheduled evidentiary hearing for July 17 in proceeding on application of Independent Bcstg. Corp., for new am station in Spokane, Wash. Action July 13.

By Hearing Examiner Asher H. Ende

■ Granted petition by WIFE Corp. insofar as it seeks leave to amend its application for am facilities in Indianapolis, Ind., which is consolidated for hearing, to reflect surrender of five shares of stock by Mr. Dunlevy, his deletion as program director designate, and to furnish responses to Sec. II of Form 301; denied in other respects. Action July 14.

By Hearing Examiner Walther W. Guenther

■ Reopened record, received into evidence applicant's Exhibit 16 (Affidavit of Hazel Rostal as to Exhibit 8, executed July 10) and closed record in proceeding on application of Central Wisconsin Tele. Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action July 13.

■ Dismissed as moot motions by respondents for continuance of hearings in matter of cease and desist orders to be directed to Charles Funkhouser and Emory Feaster, Maysville, W. Va.; hearing was, by order released July 7, continued from July 12 to July 25 in Petersburg, W. Va. Action July 11.

By Hearing Examiner Annie Neal Huntting

■ Scheduled further prehearing conference for July 25 in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action July 17.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Broadcast Bureau and extended from July 17 to July 27 time to file proposed findings and to August 11 for replies in proceeding on applications of Herbert Muschel for fm facilities in New York, N. Y., et al. Action July 17.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled conference for July 14 concerning certain allegations in Broadcast Bureau "Supplement" to appeal from adverse ruling denying Bureau's motion to quash notice to take deposition in proceeding on mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif.

By Hearing Examiner Jay A. Kyle

■ By order, formalized ruling made at July 5 hearing relative to petition by Coastal Carolina Bcstg. Corp. (WMYB) Myrtle Beach, S. C., for leave to amend its am application; granted petition to change applicant from Coastal Carolina Bcstg. Corp. to Golden Strand Bcstg. Co., Raleigh, N. C., and to incorporate by reference, without change, certain portions of assignment application; application is consolidated for hearing. Action July 12.

■ Upon request by applicant, rescheduled from July 15 to Aug. 10 date for exchange of its engineering exhibits and from July 24 to Sept. 12 for hearing in proceeding on application of Parks Robinson (WISV) Viroqua, Wis. Action July 11.

By Hearing Examiner Forest L. McClenning

■ Continued Sept. 11 hearing to Sept. 25 in Corpus Christi, Tex., tv ch. 3 proceeding. Action July 12.

■ After July 12 prehearing conference, scheduled certain procedural dates in matter of revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo., and scheduled hearing for Sept. 11 in St. Louis, Mo. Action July 12.

■ Granted petition by Broadcast Bureau and extended from July 14 to July 28 time to file proposed findings in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action July 12.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by applicant and advanced July 31 prehearing conference to July 27 in proceeding on application of WAEB Bcstrs Inc. (WAEB) Allentown, Pa. Action July 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 18

WGUY Bangor, Me.—Granted acquisition of negative control by Louis J. Borgatti through purchase of stock from Faust Couture.

KHOB Hobbs, N. M.—Granted acquisition of positive control by Charles R. Scott through purchase of stock from Quenton K. and Elouise Crandall.

■ Granted licenses for following am stations: WEMJ Laconia, N. H., and WBSG Blackshear, Ga.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WCOU Lewiston, Me., WNBH New Bedford, Mass., WTSV Claremont, N. H., WSKY Asheville, N. C., WMOA Marietta, Ohio, KFLW Klamath Falls, Ore., WLCX La Crosse, Wis.

KVKM Monahans, Tex.—Granted license covering change in frequency; increase in power; change ant.-trans. and studio location; installation DA-N; make changes in ground system and installation new trans.

KBZY Salem, Ore.—Granted license covering increase in daytime power, installation new trans. and specify trans.

WOOW Greenville, N. C.—Granted license covering increase in daytime power.

KMA Shenandoah, Iowa—Granted license covering replacement of destroyed towers of DA system, add top-loading to all towers and make changes in ground system.

WWIN Baltimore, Md.—Granted license covering installation of auxiliary trans.

***WGST Atlanta, Ga.**—Granted license to use presently licensed alternate main trans. as auxiliary trans. with remote control operation.

WSPD Toledo, Ohio—Granted license covering installation of new main trans.

WFLB Fayetteville, N. C.—Granted license covering changes in ant. system.

WSWM(FM) East Lansing, Mich.—Granted cp to replace expired permit for change in ERP ant. height, installation new trans. and ant. and changes in ant. system.

Actions of July 17

■ Granted licenses for following uhf tv translator stations: K70CF, K74BF, K78AT, CL & O Translator Systems Inc., Canadian and Higgins, Tex.; K70CH, Translator Tv Unlimited Inc., Aberdeen, Hoquiam, Montesano, Central Park, Wash.; K70CD, Mt. Marston Tv Assn., Trego, Fortine and Stryker, Mont.

K71AV, K73AQ, K76AY Florence, Ore.—Granted licenses to cover cps replacing expired permits for uhf tv translator stations.

K70BZ Bemidji, Minn.—Granted cp to change ch. from 72 to 70; frequency from 818-824 to 806-812 mc; ERP to 588 w; type-trans.; and make changes in ant. system.

K72AY Maupin, Ore.—Granted cp to change ERP to 145 w; change type ant. and make changes in ant. system of uhf tv translator station.

KRNM-TV Roswell, N. M.—Granted mod. of cp to change ERP to vis. 1.8 kw; aur. 0.9 kw; change trans. and studio location; type trans.; and make other equipment changes; ant. height 70 ft.

KGNS Laredo, Tex.—Granted mod. of cp to change type trans.

WGNS Murfreesboro, Tenn.—Granted mod. of cp to change type trans.

WYAH-TV Portsmouth, Va.—Granted extension of completion date to Sept. 15.

Actions of July 14

■ Granted cps for following new vhf tv translator stations: Big Sandy Tv Club on chs. 12, 10 and 8 Big Sandy, Mont., to translate programs of KRTV-TV (ch. 3), KFBB-TV (ch. 5) both Great Falls, Mont., and CJLH-TV (ch. 7) Lethbridge, Alberta, Canada, via tv translator station K78AH Joplin, Mont.; conditions; Village of Crookston on ch. 8, Crookston, Neb. (KPLO-TV ch. 6, Reliance, S. D.), condition; Clayton Community Tv on ch. 5 Clayton, Idaho (KID-TV ch. 3 Idaho Falls, Idaho); Enterprise Tv Assn. on chs. 4 and 2 Enterprise, Utah (KCPX-TV ch. 4 Salt Lake City, Utah, ch. 10 Milford, Utah, and KUTV (TV) ch. 2 Salt Lake City, Utah, ch. 8 Milford, Utah).

KDEF-FM Albuquerque, N. M.—Granted mod. of cp to change type trans., type ant., and increase ERP to 1.65 kw; remote control permitted.

■ Following stations granted authority to operate by remote control: KFML Denver, Colo.; KANA Anaconda, Mont.; KFML-FM Denver, Colo.; Shepherd of the Hills Bcstg. Co., Bolivar, Mo.; WEFA Waukegan, Ill.; and change of remote control authority for KVLC Little Rock, Ark.

■ Following stations were granted extensions of completion dates as shown: WEFA (FM) Waukegan, Ill., to Nov. 1; W74AF Springfield Tv Bcstg. Corp., Adams, Mass., to March 13, 1962.

WMLP Milton, Pa.—Granted request for cancellation of license; call letters deleted. (Cancelled in accordance with May 3 conditional grant of voluntary assignment of cp of WARC Milton, to WMLP Inc. Call letters of WARC changed to WMLP effective July 14.)

Actions of July 13

WEZE Boston, Mass.—Granted assignment of license to WEZE Inc.

WKYB-AM-FM Paducah, Ky.—Granted assignment of licenses and SCA to The Barrington Co.

KFSB Joplin, Mo.—Granted cp to install new trans.

KFMP(FM) Port Arthur, Tex.—Granted cp to install new type trans.

WLAG LaGrange, Ga.—Granted cp to install new trans.

Continued on page 83

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 20

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,547	62	112	844
FM	828	64	190	131
TV	486[1]	58	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 20

	VHF	UHF	TV
Commercial	466	77	543
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

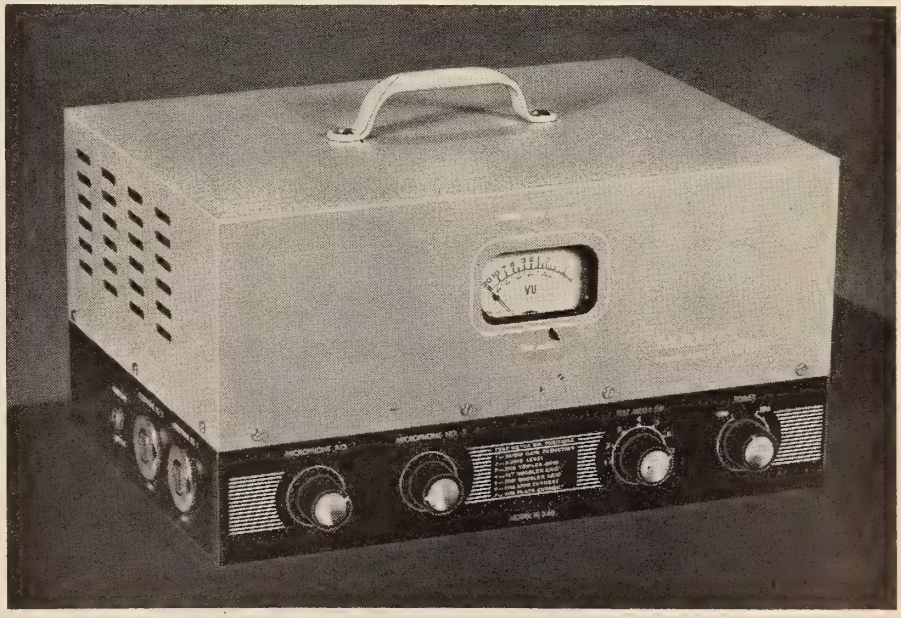
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w, frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.*

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Colorado opportunity for country and western daytimer manager. Capable of putting new 10kw on air. High interest in civic affairs. Must be good salesman and administrator and know all phases of station management. Good salary and generous share of net profit. References must be excellent—a real opportunity for right man! Box 304G, BROADCASTING.

Manager wanted for WVMI, Biloxi, Mississippi 1000 watter on 570. Studio in Trade Winds Hotel located on beautiful Gulf Coast in center of one of the fastest growing markets in the south. Must be strong on local sales. Send complete resume to Ed Holliday, New South Radio Network, Box 528, Meridian, Miss.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity in large Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

Radio station in Sacramento opening due to promotion in radio time sales department. At least one year's radio time sales experience, hard working, hustler and positive thinking. Strong market—strong station. $500 per month guarantee. Commission from 15 to 25%. Submit brief resume, present billing to, Box 300G, BROADCASTING.

Account executive. Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact Box 371G, BROADCASTING.

West coast, medium market, salary plus incentive. Box 365G, BROADCASTING.

Will have opening soon for sales manager. Good opportunity for right man interested in radio sales and in becoming a part of the community. Contact Clint Formby, Owner, KPAN, Hereford, Texas.

Move up now! Staff expanding! KGNO and KTVC need mature, stable, experienced personnel. Competitive market, first class facilities, dominant stations in western Kansas. If you can produce, we want you! One television salesman, and one radio salesman—aggressive, creative. Get in on ground floor of top-notch sales organization—assume current accounts. Company car and other benefits. One television announcer and two radio announcers: No kids! Area has all the screaming and deskpounders it can handle. TV man must do news-weather on and off camera. Radio man must work own board; be alive on copy and ad-lib. One copywriter: Accept responsibility, write intelligent copy. Excellent pay and future for hustlers. We're interviewing now. Send resume to: Wendell Elliott, General Manager, KTVC-KGNO, Box 157, Dodge City, Kansas.

Help Wanted—(Cont'd)

Sales

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

WBOW, Terre Haute, Indiana, and **WHUT,** Anderson, Indiana, have openings for two salesmen. Chance to move up fast. $500.00 a month. Exceptional opportunity when you prove yourself. Write: Triple I Radio, 1545 Waukegan, Glenview, Illinois.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 126G, BROADCASTING. Personal interview in Michigan required before position is filled.

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

Progressive group station in eastern Great Lakes area has immediate opening for bright, sharp young morning man. Experience a necessity. Better than average salary. Send tape and resume to Box 190G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

Experienced morning man with sales interest wanted. Good pay for right man. Pleasant living, middle of road music. Send tape, resume and minimum at once. Box 258G, BROADCASTING.

A leading major market group operation needs a top-notch D.J. September 1. Outstanding opportunity for the right man. Experience in modern radio in at least a medium-sized market necessary. Send complete resume and air check. Sorry, no tapes returned. Box 264G, BROADCASTING.

Network affiliate in Huntington, West Virginia, looking for intelligent, funny, capable, imaginative, creative, lively announcer. Send tape and complete information. Box 269G, BROADCASTING.

Twenty to thirty year old radio announcer wanted for adult station. Good southeast market. Bright, enhusiastic but mature. Send tape, resume, and picture to Box 274G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First class ticket. Personality. Adult radio, modern and country-western music. Metropolitan, southwestern market. Box 279G, BROADCASTING.

If you are a good versatile sports announcer and you can run a great dj show as well, mail us your proposition along with tape, resume, and photograph. Box 289G, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Opportunity unlimited for bright, mature, experienced personality, dj, no prima donnas. Ground floor in new midwest station. Salary to match qualifications. Rush tape, resume. Box 303G, BROADCASTING.

Morning man. Central N. Y. 75,000 market. Mature voice. Experience mandatory. Prefer morning experience. Run board, tape recorders. Must be able to read well. Good pay. Send tape, resume to Box 306G, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 965F, BROADCASTING.

Combo announcer—first phone with ability and experience for Florida west coast station opening soon. Prefer mature, family man capable of tight production, adult programming. Aggressive chain organization, security. Send full details. Box 359G, BROADCASTING.

Modern, popular music, experienced for Pacific northwest. Send tape. Box 364G, BROADCASTING.

Indiana medium market opening—Solidly experienced announcer with programming know-how and production talent. 1st ticket would help but not essential. Box 366G, BROADCASTING.

Announcer of high calibre desired by adult midwest radio operation. Mature, resonant voice and completely professional delivery required. Some board work, much recording. If you're interested in a permanent position, this quality am-fm-tv in a university city can offer excellent potential. Tapes, photos and resumes considered and returned immediately. Box 373G, BROADCASTING.

Announcer with first ticket for adult music-news station. Modern, but not "top 40." $130 per week. Send details and tape. KIDD, P.O. Box 1070, Monterey, California.

Pulse rated number one station in major Nebraska market expanding staff. Needs "newsman-DJ and copywriter-dj." We're top 50 tight production . . . promotion minded station growing with growing city of 150,000. Write or call Mike Korgan, P.D., KLMS, Box 1804, Lincoln, Nebraska. IV 9-3855.

Expanding staff. Announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Help Wanted—(Cont'd)

Announcers

Staff announcer by August 15—2 years experience, able to handle news and records and occasional special events. Send tape, personal history, and salary requirements to: Paul Rahders, KSDN, Aberdeen, South Dakota.

Wanted: Announcer with at least 2 years commercial experience for general announcing, including recording production spots. Seek a man from this region with ability and desire to join the staff of one of North Carolina's most modern am-fm stations! Personal interview required. Send photo and full background to: Clay Cline, WDBM, Statesville, North Carolina. Telephone 872-2455.

Morning man with personality. Network voice, ability to talk, exceptional news delivery. Top dollar for top man. Send tape, photo and resume to Ken Gordon, Manager, WFTR, Front Royal, Virginia.

Immediate opening. Announcer-salesman. $70-75—15%. Tape to Clint Morse, Manager, WICO, Salisbury, Maryland.

Move up to the #1 rated station in one of New England's biggest markets. Above average pay for above average top 40 format deejay. Rush tape and resume to: Jim Mack, WJAB, Portland, Maine.

Wanted first phone dj by September 1. Maintenance and daytime air shift. Must be able to swing. Salary open. Send tape and resume including references to P.D., WSSB, Durham, N. C.

Wanted: Announcer, must be able to read news Joe Phillips, WSSO, Starkville, Mississippi.

Wanted for August 1 employment. First class engineer and announcer. Contact Victor A. Michael, WTTC Radio, Towanda, Pennsylvania.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Competent combo chief engineer for strong single station full-time midwest college community of 25,000. Box 173G, BROADCASTING.

Chief engineer for Florida west coast station opening soon. Supervise installation. New equipment. Must be capable and thoroughly experienced to assume full operation of am directional daytimer. Right man can become key associate in aggressive chain operation, offering secure profitable future. Send resume and references to Box 358G, BROADCASTING.

Chief engineer with or without announcing. 250 watts daytime. KLUV, Haynesville, Louisiana.

Immediate opening for chief engineer. Must be experienced and capable of maintenance, engineering duties only. KPEL, Lafayette, Louisiana.

Wanted for August 1 employment. First class engineer and announcer. Contact Victor A. Michael, WTTC Radio, Towanda, Pennsylvania.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

New Illinois daytimer needs newsman to establish news department. Must gather, write and broadcast. Send tape, resume and pix to Box 175G, BROADCASTING.

Wanted, experienced copywriter for midwest network radio and tv station. Salary commensurate with ability. Box 247G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Young and enthusiastic newscaster who wants to learn in hot news department for adult newspaper connected station. Send tape, resume, and picture to Box 273G, BROADCASTING.

The pay—$150 weekly. The location—The South Atlantic states. The job—Programming and Production. The requirements—1. You must be worth the money. 2. You must have good background and references. 3. You must be creative and aggresive. Send —Air check, photograph, and references to: Box 288G, BROADCASTING.

Production director for western Pennsylvania. Adult programmed daytimer. Substantial pay and advancement opportunity for good announcer with first phone and some news training or experience. Personal interview necessary. Send resume and tape to Box 330G, BROADCASTING.

News director radio-tv combination. Must be able to handle move and still camera. References required. Top small market station close to world's best fishing, hunting, skiing and other outdoor sports. Salary open, send complete resume, picture, etc. to Gordon Glasmann, KLIX Radio-TV, Twin Falls, Idaho.

Newsman. Gather, write, report local news. Other abilities considered. Send tape, photo and resume to Ken Gordon, Manager, WFTR, Front Royal, Va.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

Half-time graduate assistantship available September, involving supervision of news programming, and performance, on 5kw fulltime am station. Graduate work leads to M.A. or Ph.D. Resume, tape required promptly. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

General manager of highly successful major market radio station, earning $25,000.00 on percentage net profit and salary, is ready to step up the ladder. Six years with present company, station success due to quality programming and personal local and national sales and supervision. Station has achieved a prestige, community service image and is a local "Must Buy." Wire to Box 207G, BROADCASTING.

Going up! Assn't or sales management—and operations manager—6 years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv-$650. Box 256G, BROADCASTING.

Twenty years outstanding success radio sales and sales management. Top industry references. Available for location Chicago or west. Box 292G, BROADCASTING.

General manager or sales manager: Currently employed as national sales manager in major midwest market. This position being eliminated due to station reorganization. Excellent reputation based on 15 years experience ranging from local radio sales, merchandising, a 7-year period as a national sales representative, to my current position from which I earn a five figure income. Unqualified character recommendations and a personal resume available upon request. Family man, no objection to limited travel, willing to relocate. Employers know of this ad. Box 297G, BROADCASTING.

President of solid consulting business, industry known. Will personally manage dog, or new station on year contract. Medium to large market. Anywhere USA or Canada. Flat fee. Box 369G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Sales

Executive—experienced as sales manager and program director of am and fm stations, seeks management position with good music station. Box 322G, BROADCASTING.

Announcers

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree in radio-tv. Experienced. Box 112G, BROADCASTING.

Announcer-sales: Plenty of experience, family, sober, good prod, good sound. Prefer small to medium market in southeast or central U.S. Can invest. Box 170G, BROADCASTING.

Announcer-writer. 5 years one station. Prefer warm, healthy climate. Box 185G, BROADCASTING.

8 years experience—Sports play-by-play pd and staff, college graduate, 27, family, finest references, permanent and employed. Box 196G, BROADCASTING.

Top announcer-dj, 1st ticket, literate, wants late or all night show—classic, good or country-western, no rock. Box 208G, BROADCASTING.

School of Broadcasting and Announcing graduate, thoroughly trained, some experience. Box 209G, BROADCASTING.

Experienced first phone announcer seeks Texas or Oklahoma daytimer. Family. Box 224G, BROADCASTING.

Young ambitious announcer, dj negro, college, broadcast school, marry soon. Box 255G, BROADCASTING.

Gal announcer—Enthusiastic, personable broadcasting school graduate seeking start. Willing trainee for sales. Versatile background. Pic, tape, details. Box 265G, BROADCASTING.

Announcer—14 yrs. experience. Polished, network type. No screamer. All phases. Voice with a smile. Tape on request. Box 267G, BROADCASTING.

Chief announcer of radio news service seeks change to small station as disc jockey. Married, run tight board. Box 278G, BROADCASTING.

Pleasant relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 280G, BROADCASTING.

After seven years of domestic and international reporting, 30-year old radio-tv journalism graduate would like university post and chance to work toward higher degree. References include top power stations in U. S. and three years European reporting. Secondary college major was in education. Box 283G, BROADCASTING.

Recent college graduate school radio. Will travel. Talented. Dependable, vet. Salary unimportant. Box 284G, BROADCASTING.

Disc jockey—experienced tight board. Bright sound. Box 285G, BROADCASTING.

Crisp news—Informative, experienced. Board operator. Box 286G, BROADCASTING.

Young announcer, married, experienced, reliable. Traffic, copywriter. Box 290G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available July 22, 1961, personality dj with relazed, humorous manner. Now employed by non-personality station. Would like morning or afternoon shift. Perfect working record for 18 months in 2 stations. Potential. Boston area or New England only. Box 291G, BROADCASTING.

Sportscaster. Experienced play-by-play, interviews, horseracing. Varied sports background. Box 294G, BROADCASTING.

Sterling personality 'round the clock. News—pen, air. Basic working newsman. Adult staff, secondary. Box 307G. BROADCASTING.

Announcer, dj, news, board operation. 6 months on air. Radio school graduate. Married with child. 4F. Box 317G, BROADCASTING.

Can do up-'at 'em show for adult weightlifters (am) and ironworkers (pm). Will do field work. Tenure-growth potential. Box 308G, BROADCASTING.

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Emphasis public affairs, minimum staff. Community network or UPI audio—35,000 market. To share in growth. Box 309G, BROADCASTING.

27, single, USCG officer, teacher, traveled, some public speaking, B. S. engineer, wish to begin and learn all phases, prefer west or D. C., able to begin early September. Desire $4000-$5000. Box 325G, BROADCASTING.

Direct or join news team. Top tape editor. Genuine personality. Can serve as daybreak man—adult staff. Box 310G, BROADCASTING.

Better than average announcer. Versatile, nine years experience. Commensurate salary. Box 327G, BROADCASTING.

"News from there to Hear:" Write, edit, (and tape) report public affairs (tape, mobile) double staff. Box 311G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut, tape, resume on request. Box 332G, BROADCASTING.

Air, personality, experience, married. Want to settle down. Tight board. Happy sound. Box 333G, BROADCASTING.

I'm quality dj-announcer. I want good market-good pay. I work wonders with "mike." Box 334G, BROADCASTING.

Sports director doing two shows daily on tv finest references. Box 367G, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 374G, BROADCASTING.

First phone combo. Beginner, some experience. Call me at GI 8-2656 or write: Keith Allgood, 11228 Remer St., El Monte, California.

Now! Radio/tv—Combo-mature personality, rich voice—news—any music above r&r. Reliable, sober veteran. Salary open. Present writing assignment precludes over 3 to 4 hours day or nite. Regular shift this fall if equitable tape, photo. P. O. Box 6986, Dallas, Texas.

Two years experience, 22, veteran, college Wishes to relocate by Sept. 1. Top references, and presently employed. Appreciate a listen. Tape, resume, photo. Wayne Baldwin, 1120 Gerald Ave., Missoula, Montana.

Announcer, first phone, will travel. Solomon Brown, 5950 North 16th Street, Phila. 41, Pa., HA 4-6510.

Staff announcer, college, experienced, goodmusic background, first phone. Coletti, 5652 A Carlton Way, Hollywood, California, HOllywood 5-0905.

Situations Wanted—(Cont'd)

Announcers

Combo-summer fill—3 to 4 hours day or nite. Anywhere. Tape, photo. P. O. Box 6986, Dallas, Texas.

Stop—Look no more! Here is a deejay-production and program director who has 6 years experience in modern radio. Married with service obligation completed, looking for a home in a medium or large market. The past three years has had a #1 Pulse rating in a medium market, no prima donna. $135.00 per week minimum. Interested? Call or write F.M., 9 Claremont Avenue, Maplewood, N. J. Tel. SO 2-7577. P.S. Will travel anywhere.

$125.00 minimum—8 years radio—married—pd. or dj. Prefer midwest. Have worked small and metro markets. Call or write Bob Morrison, % Ted Smith, Crockett, Texas, phone KI 4-7452.

Staff announcer, first phone, board operator 21, have car. No drink, no goofoff. Prahl, 421 19th St., Laramie, Wyo. FRanklin 5-9100.

Dis-jockeyess—Would like to radiate my "femme fatale" atmosphere from your tower (s) for a captive listening audience (s). Also am engineeress with 1st phone, but no maintenance, please. Vital statistics: 36—(WPM typing). 24—(Times 4-96—temperature when I'm on air). 36—(Size chair I need for console operation). Contact Susan Sell, 4017 Parkside Drive, Dallas, Texas.

Beginner, first class FCC license, desires immediate employment. Would like to train for announcing. Joseph C. Urso, 5151 Monticello, Dallas, Texas.

Veteran announcer. Solid background: news, music, production, copywriting, administration. No loafer. $5,200 a year minimum. Must see your station first. Midwest only. Write Tim Spencer, 811 Division, Creston, Iowa .

Technical

Chief engineer—experienced am-fm-construction, installation, maintenance—directionals and proofs. Box 217G, BROADCASTING.

Chief—Heavy maintenance, some announcing. 20 years am, fm, tv, currently employed top power directional am. Family man. Want rural or suburban location. Albany, N. Y. State 5-8433.

RCA grad, first phone, ham, 21, need start, good voice, resume, write: Joseph Bonczek, 125 Nutwood Avenue, Middlesex, New Jersey.

First phone-beginner and ready to learn your method of operation. Will consider any area. Dependable, references. Contact Jim Crandall, 3929 Lively Lane, Dallas, Texas.

Beginner, first class FCC license, desires immediate employment. Willing to learn. Don Hoff, 3144 Hudnall, Apt. D., Dallas, Texas.

Production—Programming, Others

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Farm director, 4 years radio and television farm programming. Have built farm department from scratch for 5 kw full timer. Member NATRFD. Desire well established station with or without farm department. Excellent references. Prefer midwest location. Box 172G, BROADCASTING.

Newsman, 26, married, college graduate, degree in radio and television. Desire move to larger market with adult sounding station. Box 242G, BROADCASTING.

Imaginative personality with nationally important station seeks competitive programming slot. Box 276G, BROADCASTING.

13 years radio. Former program director, sports reporter-staff announcer. Brief tv experience. Booth announcer, film editing, copy. Some public relations, family. Want to relocate Arizona or west coast in any capacity relative to radio-tv background. Box 281G, BROADCASTING.

Newsman, now with top rated Washington station, desires to relocate. Seeks opportunity with enterprising tv/radio operation. 28, single, veteran. Salary open. Box 293G, BROADCASTING.

Top-rated morning man-program manager, with first phone. 5 years present position; 15 years total experience, including 50kw. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality, radio and television. Minimum $150.00 weekly. Box 296G, BROADCASTING.

Live wire announcer with first phone desires midwest or eastern metropolitan market with adult music. Strong authoritative delivery. Tape, resume. Box 305G, BROADCASTING.

Good man behind your mike? Good public affairs? Good in-the-field reporting? Good tape editor? Good adult loyalty? Give this box a good shake. Box 312G, BROADCASTING.

Increase your share of the market with dynamic, imaginative copy! Creative, experienced continuity director of top station will relocate. Better copy means better sales! Write today! Box 314G, BROADCASTING.

Program and/or sports director. College graduate. 9 years experience, all phases. Desire permanent position with stable organization. Best of references. Box 315G, BROADCASTING.

Young news director in one station market seeks advancement to assistant N.D. or news staff of larger operation. Married, 24, college grad, 4 years in broadcasting, 2½ in present position. Box 318G, BROADCASTING.

$5,800., plus earned increments. Basic working newsman. Capable in performance of: writing, editing, (tape to) beeper, outside broadcasts, field work—tape and mobile. Head or join news staffers. Box 313G, BROADCASTING.

Sports director . . . Ten years radio and tv. Excellent play-by-play, commentary, reporting with authority and personality. Presently employed NYC. Nationally known references. Box 319G, BROADCASTING.

Highly creative production man. Excell at programming and producing spots and station promotion. Competent announcer. College. Four years experience. Presently employed. Box 321G, BROADCASTING.

Newsman, 10 years of know-how, includes writing, editing, on-the-scene reporting. Tape, references, resume. Box 328G, BROADCASTING.

Aide-de-camp to top creations man whose ability and position commands respect coordinating details in publicity, promotion, public affairs and news. Box 335G, BROADCASTING.

Program director and top production man, available August 1st. One of the original top 40 program directors, but knows all types inside and out. Currently employed in major market. Nine years experience. Box 360G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-announcer, 23, college graduate, married. Announcing experience, tv, work with major wire service. Seeks Boston to Washington, D. C., position with radio-tv or tv. $125 minimum. Resume, tape, photo, references. Box 361G, BROADCASTING.

Aggressive, experienced news director heavy on gathering, writing and broadcasting local and regional news. Mature adult voice with firm, factual approach. Top news rating past four years. Also do radio editorials. Married, stable, dependable, references, age 39. Permanent. Any state. Bob Barry, 328 N. 6th St., Olean, New York. Phone FR 2-1119.

News director 50 kw independent with ten-man staff. Now earning $800 month. Network trained. Major market experience. Well-grounded in news profession. Will be teacher as well as director for your staff. Air personality based on mature judgement backed by instinct for procuring incisive actuality tapes. Strong community affairs man and local newsbeat reporter. Age 39. Married. Children. Seek challenging opportunity. Address: Dave, 20030 SW 106 Avenue, Miami 57, Florida, or phone CEdar 8-0193.

TELEVISION

Help Wanted—Management

Sales manager-general manager, established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Opening for staff announcer. Prefer good radio man wanting start in tv. Rush tape, photo, resume, salary to John Turner, KTVE-TV, EL Dorodo, Arkansas.

Sports conscious station seeking aggressive sportscaster to head up newly established sports dept. Send tape, photo or 16mm film clip to WLUK-TV, Green Bay, Wisconsin. Att: R. Grandle.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Production—Programming, Others

Young, aggressive, professional reporter-newscaster wanted for major news operation in midwest. Box 331G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News director for midwestern vhf. Strongly emphasize community service. We are looking for a well-schooled journalist with broadcasting experience. Some on-the-air work, but primary responsibilities will be preparing newscasts, documentaries, and supervising reporters and photographers. Submit picture, tape or SOF, qualifications, and salary requirements first letter. Box 191G, BROADCASTING.

Northeast 50 kw clear channel needs news director for large news department. Quality programming, modern facilities and prestige position in this large market makes this an outstanding opportunity for the right man. Job will include air work on major newscasts. At least five years experience essential. Good pay and company benefits. Send complete resume, tape of air work and recent photo. Box 368G, BROADCASTING.

Major east coast market needs well-rounded news editor. On the air and news room experience imperative. Send resume or audio tape, picture, references and full details to Box 370G, BROADCASTING.

Film director, experienced shipping, editing, ordering, selection: photography & darkroom still & motion picture. Opportunity growing etv station. Include photo and salary. Contact H. H. Riddleberger, WEDU-Channel 3, Tampa 5, Florida.

Experienced newsman—Leading television-radio operation has opening for assistant to news director thoroughly grounded in gathering, filming, writing and presenting news on air. WSAV Radio-Television, Savannah, Georgia.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION

Situations Wanted—Management

Top sales manager. Presently with medium number one am-fm-tv market. 7 years national network experience—seeks (better move) as general manager or sales manager. Box 372G, BROADCASTING.

Announcers

Good announcer, good appearance. Thirty-two years old. Looking for television opportunity. Nine years radio. Limited television. Box 326G, BROADCASTING.

Production—Programming, Others

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Director, 34 CBC-TV experience, four years all phases, desires creative tv position on east or west coast. Box 205G, BROADCASTING.

Director, production manager, program director or operations manager. Eight years radio-television. Excellent references. Minimum $160. Write Broadcasting, Box 268G, BROADCASTING.

ETV production manager desires news or production position in commercial tv. Experienced all phases live, film, vtr production and direction; including lighting and staging. AB Degree, 28, married, veteran. Resumes available. Box 282G, BROADCASTING.

Young woman with Master's in radio-tv and 5 years experience wants new opportunity in public relations, programming, news and public affairs production or etv. Box 302G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Television copywriter. Solid experience with prestige N. Y. agency, major eastern and west coast stations. 1960 award winning commercial. Network and local public information features and documentaries. Highly successful sales development campaigns for national advertisers. A.B. degree, 27. Geography unimportant. Box 298G, BROADCASTING.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Gates Studioette, one year old, in excellent condition, by mid-western college radio station. The ideal thing for that recording studio. Make an offer. Box 261G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

One used 280' galvanized heavy-duty guyed tower, lighting, antennas included. Excellent condition. Price. $1800.00. Call Union 9-3932. Minneapolis, Minn.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

Serrasoid multiplex exciter type 936, $1000.00. Fairchild turntable #530A, 3-speed, $200.00. ENT WOW and Flutter meter, $400.00 Schaffer remote control unit, model 400-R, $1200.00. Western Electric 506-B fm transmitter and parts. WBAI, New York 16, New York or phone OXford 7-2288.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Changing to 4½" cameras. For sale reasonable one Universal and two studio Zoomars presently in use on RCA TK11 cameras. Excellent condition. WTIC-TV, Hartford, Connecticut.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in buying small, full or daytime A. M. station in mid-central or midwestern states. Box 260G, BROADCASTING.

Responsible party wishes to buy or lease with option to buy small market radio station. Box 270G, BROADCASTING.

WANTED TO BUY

Equipment

5 kilowatt transmitter. Specify parts, if any. Also automatic spot recorder/player. Box 174G, BROADCASTING.

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

Minnesota college radio station needs late model 7 or 8 channel audio input console by September 1st. Also need RCA 44, 77, or similar microphones. Box 262G, BROADCASTING.

Ampex, autofonic, audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

"Prophet Willett please send address to Box 271G, BROADCASTING."

MISCELLANEOUS

Man and wife, forty years old. Refined, executive ability, personality. Now in twelfth year operating successful radio station, of which we are part owners. Child ready for college and we are considering a change in locale. Twenty years in radio, orchestra leader, publicity, State Association officer. We know every phase of radio and are good salesman or public relations people. Financially sound. Open to suggestions. Prefer Florida or North Carolina. Will travel east coast as representatives of associations or industry service organizations. Box 324G, BROADCASTING.

Professional air checks of Atlanta stations are available: Plough, Esquire, WAKE, etc. half hour: $5.00. Hour: $7.50. Send tape: Al Cohen, 1400 Woodland Hills Drive, N.E., Atlanta 5, Georgia.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2). 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates. call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Help Wanted—(Cont'd)

Management

If you are thoroughly experienced in country and pop music and have managerial and sales ability you may be the man to manage the satellite studio of our station in the valleys of Virginia. This opening is not definite at the moment, but may be in the offering. We are a stable group of stations offering good salary and incentive. Only highest type people considered. If selected you will be thoroughly investigated. If interested, write for application form.

Box 362G, BROADCASTING

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

GOING UP THE LADDER?

Go with this number one operation in Midwest. If you are professional, creative, intelligent and possess integrity, this combination radio and television operation is interested in you and your future. Applications being accepted for both an announcer and a news man. Send photo, tape, resume, references to:

Box 257G, BROADCASTING

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

GENUINE CHRISTIAN

Rapidly-expanding 24-hour Christian station seeks God's man for important ministry. Not just a job, but salary adequate. Send tape, photo, complete resume to KEAR, San Francisco 24, California.

RADIO

Situations Wanted—Sales

TROUBLE SHOOTERS

Team of two hard hitting trouble shooting account executives. . . . Solid citizens with feet on the ground, can give you urgent help you need. If you're in a position to mean business $, need business, and are in a top 50 market, then let's get together. Replies kept confidential.

Box 266G, BROADCASTING

Announcers

17 years radio, 5 years TV experience—network-quality announcer. Best at soft-sell TV commercials, TV news, variety interview programs, middle-of-road record shows with sense of humor. Excellent references. Desire locate top metropolitan market, either TV or radio. Present earnings $15,000. Married, children.

Box 259G, BROADCASTING

PERSONALITY D. J.

Attention Top 25 Markets

Brighten your sound with a top-notch modern radio air personality. Happy sounding, experienced, smooth, mature, reliable, alert, married, employed, hard worker. Hear for yourself. Write or wire.

Box 329G, BROADCASTING

Technical

CHIEF ENGINEER

Well qualified—presently employed by major radio station in large market — Excellent references — Wishes to relocate.

Box 301G, BROADCASTING

TELEVISION

Situations Wanted—Management

Young TV management executive already located in top 10 market wants management position with progressive organization in larger market. Eight years experience includes TV producing, directing, station operation, and management. For resume and further details write.

Box 277G, BROADCASTING

STATIONS FOR SALE

NEW ENGLAND

Single station market daytimer grossing $75,000 with operating expenses of $65,000 under absentee ownership. Owner-operator could greatly increase billing and profits. Asking price is $115,000 with $40,000 down, balance over 7 years.

Box 363G, BROADCASTING

Wash	single	daytimer	$ 50M	terms
Calif	single	daytimer	92M	16dn
Miss	single	daytimer	39M	15dn
Ala	small	daytimer	60M	29%
Idaho	medium	daytimer	58M	low dn
Florida	medium	power	210M	60dn
Oregon	medium	daytimer	28M	terms
South	large	fulltime	290M	65dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

NORTHERN CALIFORNIA. Fulltimer one station growing market. Asking *$175,000* with 29% down.

LAS VEGAS, NEVADA. Top adult daytimer with FM grant. *$100,000* with $29,000 down. "*A GUNZENDORFER exclusive.*"

ARIZONA. Money maker fulltimer. Asking *$220,000*. Can be brought with $50,000 down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.

Licensed Brokers *Financial Consultants*

4 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.

Box 9266 GL 3-8080

AUSTIN 17, TEXAS

STATIONS FOR SALE

WEST. Exclusive. Full time. Doing $30,000. Asking $50,000.

EAST. Large market. Daytime. Absentee owned. Asking $110,000. $40,000 down.

WEST SOUTH CENTRAL. Exclusive. Daytime. Asking $42,000. 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A Classified Ad in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 77

WBEX Chillicothe, Ohio—Granted mod. of cp to change type trans.

KGCA Rugby, N. D.—Granted mod. of cp to change type trans.

WSVM Valdese, N. C.—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

KFSG Los Angeles, Calif.—Granted request for cancellation of license; call letters deleted.

■ Following stations were granted extensions of completion dates as shown: KICU-TV Visalia, Calif., to Jan. 8, 1962; KMFR Medford, Ore., to Oct. 12; WCCF Punta Gorda, Fla., to Sept. 1; WAEB-FM Allentown, Pa., to Sept. 1; WNNJ-FM Newton, N. J., to Dec. 17; WHSM Hayward, Wis., to Dec. 8; KSEE Santa Maria, Calif., to Oct. 31; KAHR Redding, Calif., to Oct. 19; WDSU New Orleans, La. (main & aux.), to Aug. 25; KGB-FM San Diego, Calif., to Oct. 1.

Actions of July 12

KAMA(FM) Dallas, Tex.—Granted extension of completion date to Jan. 30, 1962.

KGMI Bellingham, Wash.—Granted change of remote control authority; condition.

WABT Tuskegee, Ala.—Granted involuntary transfer of control from John M. Wilder to Elizabeth Smith Wilder, executrix of estate of John M. Wilder, deceased.

KAYE Puyallup, Wash.—Granted assignment of cp and licenses to Henry and Bethyl Pemozzo (joint tenancy) d/b as Radio Station KAYE.

KAMP El Centro, Calif.—Granted relinquishment of positive control by Andrew Andreotti through sale of stock to William H. Ellison.

KCAL-FM Redlands, Calif.—Granted mod. of cp to install new ant. and trans.; change ant. system (decrease height); decrease ERP to 180 w, ant. height to minus 330 ft.

KQV-FM Pittsburgh, Pa.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KQV Pittsburgh, Pa. (alt. main trans.), to Oct. 1, without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of Network Study Staff; (2) related studies and inquiries now being considered or conducted; and (3) pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters; WBET Brockton, Mass., to Aug. 20; KCAL-FM Redlands, Calif., to Aug. 20; WATN Watertown, N. Y., to Nov. 13.

WBMI(FM) Meridian, Conn.—Granted request for cancellation of license for auxiliary trans.

Actions of July 10

Washington Home & Farm Radio Inc. Washington, Iowa—Remote control permitted.

WZOK Jacksonville, Fla.—Granted change of remote control authority while using non-DA.

Action of July 7

WMIC St. Helen, Mich.—Remote control permitted.

License renewals

■ Following stations were granted renewal of license; Chmn. Minow not participating: WARB Covington, La.; KPBA Pine Bluff, Ark.; WYTH Madison, Ga.; KJOE Shreveport, La.; WABT Tuskegee, Ala.; KFSA-TV Fort Smith, Ark.; WMOX Meridian, Miss.; WKDX Hamlet, N. C.; KDLA DeRidder, La.; WAPG Arcadia, Fla.; KUOA Siloam Springs, Ark.; KVPI Ville Platte, La.; WROA Gulfport, Miss.; WKAB & aux., Mobile, Ala.; KBSF Springhill, La.; WLAY Muscle Shoals, Ala.; WGEA Geneva, Ala.; WGYV Greenville, Ala.; WPRN Butler, Ala.; WCLS Columbus, Ga.; WTCB Flomaton, Ala. Action July 12.

■ Following tv translator stations were granted renewal of license; Chmn. Minow not participating: W76AA, W78AA, W80AB Frostburg Community Tv Inc., Frostburg, LaVale and Cresaptown, Md.; K72AI, K78AI, Libby Video Club, Libby, Mont.; K70AL, K73AD, Palm Springs Translator Station Inc., Palm Springs, Calif.; K73AP, K77AO, K83AJ, Quincy Valley Tv Inc., Quincy, Wash.; K70BT, K83AB, Santa Rosa Chamber of Commerce, Santa Rosa, N. M.; K70AZ, K83AG, Town of Gallup, Gallup, N. M.; K70BO, Williams-Ash Fork Associated Tv Committee, Williams, Ariz. Action July 12.

This mark tells you a product is made of modern, dependable Steel.



How Bob Maciejczak earned an extra $18,827

Bob Maciejczak works at U.S. Steel's South Works in Chicago, Illinois, and he's the Corporation's champion Employee Suggestion Plan winner. Over the last four years, he has had sixteen suggestions adopted—and he's been awarded $18,827.

Thousands of U.S. Steel employees have received cash awards that are based on benefits generated by their suggestions. Since 1957, employees have sent in over 200,000 suggestions; and more than 46,000 have been adopted and put into operation. The Employee Suggestion Plan is one of the many ways U.S. Steel develops better techniques, better employees—and better steel.

USS TRADEMARK United States Steel

OUR RESPECTS to Dr. Daniel David Palmer, president, Palmer Enterprises

Broadcasting and public service are family traditions

Broadcasting is even more than a deep personal interest to Dr. David Palmer. It's a "family responsibility."

Now president and chief owner of the Palmer properties, including WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, Iowa, Dr. Palmer for more than three decades shared with his late father, Col. B. J. Palmer, the top executive management of the stations.

From 1929 until only a few weeks ago, Dr. Palmer was vice president of the Palmer interests, embracing the broadcasting stations and the Palmer School of Chiropractic, Davenport, as well as a printing plant, public and private clinics associated with the school and Clear View Sanitarium. He also holds the office of treasurer.

Citizens on the local scene point out that "Dr. Dave," as he is warmly addressed by students and business associates, through these decades has been a principal influence for the encouragement of broad public service through broadcasting and personal participation. They observe that through his great devotion, service and involvement in local charitable and civic affairs he has by example led the way for the Palmer administrators and employes.

Radio Pioneer ▪ Dr. Palmer has been in broadcasting ever since the early 1920s when he was a young but enthusiastic radio amateur in the "pigeon roost" of the family home on Brady St. hill in Davenport. It was here that he first heard Robert Karlowa broadcast talk and music on his amateur station 9BY at Rock Island, Ill., just across the Mississippi River.

Young David's excitement over the new communications medium prompted his father to purchase the station in March 1922 and move it to quarters atop the Palmer school. Now WOC, it quickly earned its place as an Iowa institution. In 1930 WHO was acquired.

The Palmer stations subsequently pioneered fm and tv in their respective areas too, including color tv. WHO is a Class I-A clear channel outlet on 1040 kc with 50 kw. WOC is on 1420 kc with 5 kw. WHO-TV is on ch. 13, WOC-TV ch. 6, both full power. The radio-tv outlets in both markets are affiliates of NBC, an association that began in 1927 when WOC became western leg of the early NBC radio network.

Part of Family ▪ Growing up with WOC is the background that gives unique emphasis to Dr. Palmer's sincerity when he explains how he feels about each of the Palmer stations. "This is a family obligation to me," he states. The station associations "have given me a sense of real family responsibility to our community, because I know what a wonderful opportunity our radio and tv stations have to continue to help make our community healthy, live and prosperous." He consistently has refused offers to sell the properties.

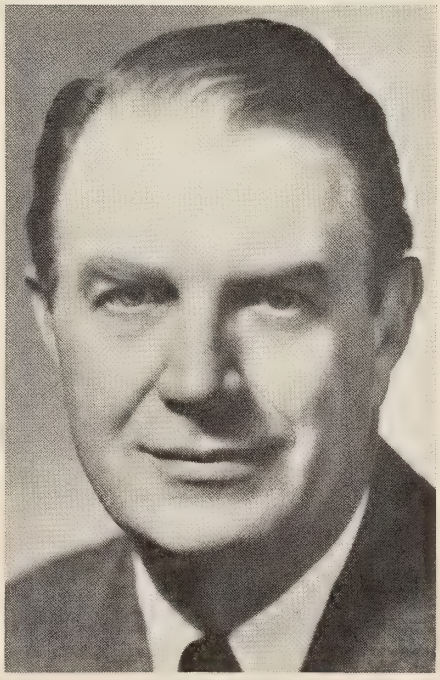
All of the Palmer stations long have enjoyed a record of program and public-service achievement, but Dr. Palmer is aiming still higher. "We must continue to be a deeply interwoven part of the life of our community and a vital force for good," he believes, "and I intend to see that WOC and WHO are even increasingly dedicated to our local economic and civic affairs."

Dr. Palmer puts his beliefs of close personal interest in the welfare of others into practice in the community of his employes as well as the community at large. He recently further expanded pension and bonus plan benefits for station personnel at WOC and WHO, the cost absorbed by the company.

Expansion ▪ Dr. Palmer now is directing extensive modernization of the Palmer School of Chiropractic. He next plans to construct a new million-dollar color tv and radio studio for the WOC properties.

He foresees an eventful and successful future for color tv and his expectation is high for fm too. His plans include multiplex stereo operation in fm and expansion of fm programming separate from that on am.

Dr. Palmer predicts continuing growth for am radio also, particularly for its broad and basic service to the communities of mid-America and the vast, rich rural market there.



Dr. Palmer
Responsibility to community

Native Son ▪ Dr. Daniel David Palmer was born Jan. 12, 1906, in Davenport. He is named for his paternal grandfather who was the discoverer of the chiropractic technique and philosophy, which were fully developed by his late father, Dr. B. J. Palmer. The Palmer School of Chiropractic, founded in 1895, now has nearly 1,000 students on campus and 25,000 graduates.

He attended public school in Davenport and after the family acquired WOC he spent every spare hour at the station, first running errands, then later serving as announcer and a general helper in every department. Early year sheet music pluggers like Little Jack Little, Wendal Hall and Tom Small, and other name personalities, soon became close family friends during their stops at WOC.

From these experiences, through the years, Dr. Palmer can recall many stories of both humor and respect for many broadcasting pioneers, from network officials to talent. He can recall, too, early broadcasts of Presidents Coolidge and Hoover, of Lindbergh, and of "Radio Rex" Willets' cooking show for the ladies. He can't forget early on-air benefits to buy crystal sets for shut-ins, because as a young man it was Dr. Palmer's job to deliver them.

In high school he made his mark in "business" as well as in scholastics. He was advertising manager of the school paper and senior yearbook and twice he was elected president of his class, in both his junior and senior years. Dr. Palmer earned his B.S. degree in economics in 1929 at the Wharton School of Finance and Commerce at the U. of Pennsylvania.

Family Honor ▪ During the 1930s, after he had become vice president of Palmer Enterprises and out of respect for the Palmer family tradition, he enrolled in the Palmer School of Chiropractic for the full course (about 4,300 classroom hours) and was graduated with the D.C. degree. Three years ago he spent a semester at Harvard for graduate study in management.

Dr. Palmer married Agnes High at Davenport on June 27, 1943. They have three girls: Bonnie Joan, 12; Jenny Wren, 11, and Vicki Ann, 8. Mrs. Palmer joins her husband in wide interest in community affairs. The list of groups in which he is active fills a page. Dr. Palmer is a mason and a member of the Episcopal Church. His hobbies: golf, baseball and billiards.

Then why the hiatus?

LEGISLATION to reorganize the FCC to make it easier on the commissioners stands some chance of passage at this session—after the stunning defeat of the first administration-supported bill to give the chairman dictatorial power.

We hope the new legislation—perhaps modified—will become law because members shouldn't be burdened with miscellany and non-policy, non-adversary matters.

The FCC does carry a heavy load, particularly the chairman who is executive officer.

But we wonder why the FCC must take one-twelfth of the year off if it has such a horrendous backlog and if there aren't enough hours in one day. No other independent agency—not the FTC, SEC, CAB, ICC or FPC—takes a summer hiatus. Most arrange for at least a quorum all summer long. Vacations are staggered.

While the FCC vacations in August, most staff members do not. They have to catch up or work on budgets and annual reports. Practitioners can't quit because, as of now several very important rulemaking procedures are outstanding, with comments due when the FCC returns immediately after Labor Day.

Commissioners do not and should not have to punch a time clock. It does seem to us, however, that the commissioners should be able to arrange to have a quorum present at all times and still have each commissioner get his month off. After all, Congress itself will remain in session until Labor Day.

Exposure in Chicago

FROM a standing start a few weeks ago unusual interest suddenly is being manifested in the symposium on broadcasting at Northwestern U. School of Law in Chicago next month.

The reason isn't difficult to discern. Broadcasting has been subjected to unprecedented criticism and the regulatory vise has tightened in the intervening weeks. The symposium, which first had the aspect of a prosiac, legalistic study of communications history now is being built up as a historic debate on freedom and responsibility of broadcasting—mainly television.

The participants are men prominent in law, communications and journalism. The event is a homecoming for the FCC's new, provocative chairman, Newton N. Minow, one of the law school's bright, young alumni who in five months in Washington has had more exposure on front pages and on the air than our first astronaut.

Mr. Minow is taking it seriously. He has a squad of FCC lawyers researching for him. He has retained a consultant on public relations who knows Chicago and has worked in broadcasting.

We can only surmise that the thrust of his homecoming thesis will be that the FCC can legally review programming without censoring and that newspapers are different, using the familiar cliche that anyone can start a newspaper or a magazine but a license is needed for television (and radio) and wavelengths are scarce.

Fortunately there are protagonists of free radio on the panel. A practical broadcaster, J. Leonard Reinsch, is the symposium chairman. W. Theodore Pierson, an eminent Washington attorney specializing in communications, has made an exhaustive study of constitutional law and censorship. John W. Guider, president of WMTW (TV) Portland, Ore., and an attorney formerly in Washington practice, can speak from practical experience as well as legal theory. Lining up with Mr. Minow will be Dean Roscoe Barrow, author of Barrow Report on network practices, and several other law school deans and professors.

Broadcasters will observe with interest the performance of NAB's new president, LeRoy Collins, who assumed office almost coincident with Mr. Minow. Their views in certain areas have coincided. But he has inveighed against "government thought control" in his most recent utterance.

The nation's press is interested too. Although most editors and publishers have gloated over the broadcasters' plight because of competitive instincts, the more discerning ones know that if censorship through program control strikes broadcasting, the press is only one step removed.

A shot in the head

THE annual Voice of Democracy contest in recent years may have failed to realize the expectations of its originators, but that is not reason enough for the NAB's decision—which was reported here last week—to quit as a co-sponsor.

It seems to us the NAB would have been wise to think of ways to improve and expand the contest and to associate it more directly with broadcasters.

No one knows precisely how many high school students have competed since the contest was begun in 1947, but their number certainly runs well into the millions. Among them the image of broadcasting must be presumed to have been enhanced.

There seems now at least a possibility that the Veterans of Foreign Wars, a co-sponsor of the contest in recent years, will attempt to continue it and will seek the cooperation of individual broadcasters. This would not provide the benefits to radio and television that a well-organized sponsorship by the NAB would provide. From then on it would be a VFW contest, and stations assisting in it would gain only secondary recognition.

It is true that the NAB had increasing difficulty in persuading its members to do the admittedly tiresome work of organizing local contests, and we can understand why the NAB headquarters would conclude that the contest was losing popularity among broadcasters. But if improved public relations are a principal objective of NAB, the VOD should have been revitalized instead of dumped. The contest needed a shot in the arm. What it got was a shot in the head.



Drawn for BROADCASTING by Sid Hix

"It's way past sign-off time. I think somebody just forgot to turn things off!"



ABOVEBOARD ALL THE WAY

An agency messenger boy was suspected of stopping along the way for unbusiness-like purposes. But when asked why it took him two hours to get to 46th Street, or all morning to the West Side, he always claimed he had been lost in the subway. To keep him aboveground where he could read street signs, the agency bought him a bicycle. His first assignment on wheels was to pick up and return a paper of indescribable value*. The distance was one mile straight each way.

Madison Avenue being totally devoid of traffic, the messenger whizzed there in three minutes with the wind at his back. He returned in four minutes flat pedalling against the wind. Now the agency wants to know how long the same trip should take him when there is *no* wind (and no traffic). Assume that the terrain is flat and that he applies the same force to the pedals at all times.

Send us the answer and we'll send you a prize you're sure to enjoy in any weather. It may be round or rectangular, thick or thin, solid or flappy. Just let it come as a nice surprise.

** Description: recent contract for time on WMAL-TV, the station first in Washington, D. C. market, 6 PM to Midnight all week. (ARB, April '61)*

Puzzle from Mathematical Puzzles of Sam Loyd, Vol. II.
Reprinted through permission of Dover Publications, Inc., New York, N. Y.

wmal-tv
abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM,** Washington, D. C.; **WSVA-TV** and **WSVA,** Harrisonburg, Va.

THE MOST TRAVELLED BRIEFCASE IN BROADCASTING BELONGS TO AN HR SALESMAN

During the past year HR salesmen rolled up more than 400,000 air miles visiting HR radio and television stations. HR salesmen take planned station trips every year, so that **all** HR salesmen visit **all** HR stations. These travel schedules are carefully planned by HR management far in advance and on a comprehensive company-wide basis. Because of HR's LIMITED STATION LIST each salesman thoroughly learns all the facts about EACH station he represents. **When an HR salesman says: "I was there, I know," you can be sure he was and does.**



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 31, 1961

FCC prepares for its annual August retreat with rash of decisions 21

Mogul says radio could help itself by using some of its own product 34

FCC wants to deintermix eight markets and add vhf to eight others 48

After 30 years, 'Death Valley Days' is still selling Borax products 23

COMPLETE INDEX PAGE 7



COMMUNITY CLUB AWARDS

'MR. CLUBWOMAN

John C. Gilmore, president of Community Club Awards, in Baltimore to help W-I-T-H launch its 20th CCA campaign, is named "Mr. Clubwoman" by Mrs. John P. Kaufman of the Federated Women's Clubs of Maryland, while R. C. Embry, Executive Vice President of W-I-T-H looks on. This year W-I-T-H will round out $200,000 distributed among its clubwomen listeners. Since W-I-T-H pioneered this total merchandising concept in 1955, more than 750 CCA campaigns have been conducted in 400 markets in the United States, Canada, Puerto Rico and Australia, with some 6,000,000 women taking part. CCA stations have received more than $10,000,000 from participating advertisers, while they rendered a positive, tangible service to their communities. W-I-T-H is proud to lead the way with CCA in responsible broadcasting by community-integrated stations.

Tom Tinsley, President; R. C. Embry, Vice President; **NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES** in New York, Baltimore, Washington and Philadelphia; **ADAM YOUNG** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **JAMES S. AYERS** in the South and Southwest.

RADIO W-I-T-H PERSONALITY Baltimore



BIG AGGIE BLANKETS THE UPPER MIDWEST

In fact, the powerful broadcast voice of Big Aggie spreads far beyond the WNAX 5-state area. In answer to a recent contest question, "What is the most unusual place you have listened to WNAX-570?"—Listeners informed us that they had heard WNAX-570 in half of the states in the nation as well as some eight different foreign countries.

Where do they listen? In tree tops and slaughterhouses, snake dens and dentist chairs, church belfries and delivery rooms, on flag poles and in caskets. WNAX-570 is their companion at work, at home and at play.

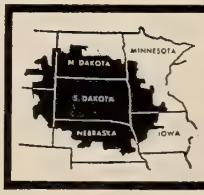
A recent Area Pulse Survey conducted in Big Aggie Land's five state area showed WNAX-570 to have almost three times as many listeners as the nearest competitor. WNAX-570 is the magic carpet that delivers listeners and sells products in America's 40th Radio Market.

See your Katz representative for details and the complete Big Aggie Story.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia



WCKT
TV-7

A CAMERA BLOWS the WHISTLE...



...and a New Force in South Florida makes its presence felt!

One such New Force documentary was WCKT's MIAMI: CONDEMNED, an hour in which the unflinching Camera 7 showed the slum conditions of Miami in a harsh, direct style that brought new, fresh candor and responsibility to the television screen. MIAMI: CONDEMNED used film, tape and live sequences to bring into clear public light an appalling social and welfare problem.

The facts, the issues and the people in the open and in the background were given a responsible opportunity to speak. There were threats and counter-threats against the station but there was also overdue action by the City Commission and others to clean up the squalor.

WCKT's Camera 7 — the Camera with a Conscience and a responsibility — will continue its vigil!

WCKT is the New Force in South Florida.

July, 1961, marks 5 years of responsible WCKT service

WCKT/BISCAYNE TELEVISION CORP.

MIAMI, FLORIDA

SEAL OF GOOD PRACTICE



The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

RKO's own rep firm

RKO General is latest major multi-station owner to move toward establishment of own sales rep organization, now in process of formation and due to be announced next month. Don Quinn, former rep executive who headed sales at WNTA-TV New York before joining RKO General last March, will be national sales director. Stations involved are all RKO outlets except WHCT (TV) Hartford, which expects eventually to be pay-tv and may remain with Young-Tv in meantime. Others are KHJ-AM-FM-TV Los Angeles, WNAC-AM-TV and WRKO (FM) Boston, KFRC-AM-FM San Francisco and WHBQ-AM-TV Memphis, all of which are currently represented by H-R Representatives and H-R Television; WOR-AM-FM-TV New York, whose representation in south and far west is also by H-R (stations have own sales arms in New York and Chicago); CKLW Windsor-Detroit (Robert E. Eastman); CKLW-TV (Young-Tv) and WGMS-AM-FM Washington (Avery-Knodel).

Others pioneered

Westinghouse, Storer and ABC-TV are other multiple owners that have moved into rep area recently.

Reports circulated last week that Corinthian and Capital Cities were thinking of following suit, but these were roundly denied by responsible officials. Metropolitan Broadcasting has recently set up house rep for one of its stations, WNEW New York, but has given indication of extending this principle to all its stations.

Booz, Allen at H-R

Study designed to clear out underbrush from dense paper jungle that historically surrounds spot time buying and selling is under way at H-R Representatives and H-R Television. It's being conducted for H-R by Booz, Allen & Hamilton, management consultants well known in broadcasting. Objective: cut down paper work at all three levels—station, rep, agency—so that buying-selling can be conducted more efficiently.

Bill or Vince?

Unless there's eleventh hour switch, NAB executive vice presidency will go to one of two incumbent staff executives: William Carlisle, manager of station relations, or Vincent T. Wasilewski, vice president government relations and former NAB counsel. Gov. LeRoy Collins, it is learned, is canvassing his advisory committee and apparently would be satisfied with either. Mr. Carlisle, formerly with WKBR, Manchester, N. H., and other New England stations, is 38, and has been with NAB since 1954. Mr. Wasilewski, 38, is veteran of 12 years with association, but hasn't had station experience. Latter fact is one reason Gov. Collins is checking board members because one of specifications is for "practical broadcaster" to serve in No. 2 spot.

Swezey as code head?

Robert D. Swezey, former executive vp-general manager of WDSU-AM-FM-TV New Orleans, is front runner for NAB code head in charge of administration of both radio and tv codes. New office, authorized by board at meeting last June as one of cornerstones of reorganization, carries vice presidency. Attorney-broadcaster Swezey (Harvard, 1931) is 54 and has been with NBC, ABC and MBS, latter as vice president, general manager (1944-48). He sold his 20% interest in WDSU properties last March and had been assistant to Secretary of Labor Mitchell until change in administration.

Mr. Swezey has conferred with NAB President LeRoy Collins but there was no formal proffer or indicated acceptance. Mr. Swezey was chairman of NAB Committee in 1947 which drafted first radio code and provoked controversy at Atlantic City convention. In 1952, he chaired committee which brought in first television code. Swezey family left for Europe last Saturday (July 29) for month vacation and it's presumed discussions with Gov. Collins will be resumed after Labor Day.

Special attention to GE

FCC staff still is actively pursuing its investigations of license qualifications of General Electric Corp. and Westinghouse Electric Corp. following antitrust convictions of those two firms and several of their top executives. Latest commission move was letter to GE seeking: (1) description, with diagram, of top management organization of GE; (2) diagram of line of authority of GE executives over its broadcast operations, and (3) position description of J. Milton Lang (general manager of GE's WRGB (TV), WGY and WGF (FM), all Schenectady, N. Y., and each person in line of authority above Mr. Lang up to but not including chairman of board and president.

Shell sneaking back

After weeks of on-again, off-again negotiating, Shell Oil has definitely contracted to renew sponsorship of four hours of *Leonard Bernstein's Young People's Concerts* (CBS-TV). Shell's action (although billings from series comes out of Kenyon & Eckhardt, agency handling oil company's institutional advertising) is seen as another indication that much of firm's $15 million in consumer advertising, all of which has been channeled into print media, will eventually find its way back to tv. Earlier this month Shell approved three-week spot tv schedule for its consumer billings through Ogilvy, Benson & Mather (BROADCASTING, July 17), and previously it closed deal to sponsor golf film series of 11 hours on CBS-TV.

Rochester transfers

FCC has approved in principle transfers in Rochester, N. Y., involving ch. 5 and ch. 10 there. Matter was held up pending document writing to deny several protests and is expected to receive formal commission okay at tomorrow's FCC meeting. WROC-TV ch. 5 is being sold to WVET-TV for $6.5 million. WVET-TV, which shares ch. 10 with WHEC-TV (Gannett), is selling its interest in ch. 10 to WBEC-TV for $3.8 million. Transactions include transmitter-antenna property, studio and office space.

Drop-in back-fire

Taking leaf from clear channel book, vhf broadcasters who would be affected by FCC deintermixture-drop-in bombshell (see pages 48 and 49) are expected to importune Senate to adopt resolution expressing opposition to "down-grading" of tv coverage as disservice to public. Accusation will be that FCC majority is not acting in good faith since it received from Congress last year $2 million-plus appropriation for New York uhf test and that implicit in this authorization was understanding that vhf coverage would not be disturbed pending New York test results.

Influential in deintermixture-drop-in action, which squeaked through 4-3, was FCC's new Broadcast Bureau Chief, Kenneth Cox. Mr. Cox was special counsel of Senate Commerce Committee which delved into tv allocations and advocated steps that would introduce greater competition through use of uhf and possibly reduced vhf separations.

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✦✦✦✦**Four ratings in a row** tell the same story — in Milwaukee, Channel 6 is first choice with viewers during prime time . . . and it's growing! Its shares, seven nights a week, 6:30 to 10:00 pm:

- ✦ 39.3—ARB, May '61
- ✦ 35.8—Nielsen, May '61
- ✦ 40.2—ARB, June '61
- ✦ 36.0—Nielsen, June '61

witi-tv 6 abc
Milwaukee

Represented by Storer Television Sales, Inc.

WEEK IN BRIEF

A rash of decisions of importance to broadcasting interest breaks out in a busy two days at the FCC as its seven members accelerate business to clean up for August retreat. See . . .

FCC CLEARS DECKS . . . 21

Radio could improve its reputation and its market value if the medium would organize a high-level promotion campaign, using magazines, newspapers in major markets, agencyman Emil Mogul believes. See . . .

HOW TO HELP RADIO . . . 34

In a 4-3 split, the FCC pours on the coal in a deintermixture rulemaking notice to put third vhfs in eight major markets to end all drop-ins, and make eight single-vhf markets all-uhf. See . . .

DEINTERMIXTURE ACTION . . . 48

The FCC is still anxious to atone for past sins allegedly committed in television awards at that Babylon of Biscayne Bay, Miami. Last week the agency set aside another earlier grant—ch. 7. See . . .

FCC VACATES CH. 7 GRANT . . . 56

U. S. Borax's 'Death Valley Days' has proved itself to be a full-blown perennial, which lasted on radio for over two decades, then moved over to television, where it's completed a third ten years. See . . .

DEATH VALLEY DAYS . . . 23

Crowell-Collier's KDWB Minneapolis must fork over a $2,500 fine for failing to use the right power and antenna. It's the FCC's first use of authority granted by Congress last year. See . . .

COMMISSION TRIES NEW TEETH . . . 60

A regular, commercial space communications system with ocean-spanning tv will be operating by 1963, Commissioner Craven testifies on the Hill. President Kennedy espouses private ownership. See. . . .

TRANS-OCEAN TV BY '63 . . . 74

Canadian radio broadcasters, under new rules proposed by the BBG, are being encouraged to concentrate commercials into fewer periods to allow programs uninterrupted by commercials. See . . .

BBG FOR LONGER PROGRAMS . . . 72

Television has dropped in esteem among the country's opinion leaders in the past two years, according to a study of 2,400 reply questionnaires (of 20,000 mailed out) by National Audience Board. See . . .

GROUP FINDS TV 'MEDIOCRE' . . . 66

Connecticut's Sen. Dodd, whose Juvenile Delinquency Subcommittee has been hearing things about television, indignantly tells the homefolks networks should be regulated to halt violence on tv programs. See. . . .

DODD RESUMES ATTACK . . . 56

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	72
BROADCAST ADVERTISING	22	LEAD STORY	21
BUSINESS BRIEFLY	28	THE MEDIA	34
CLOSED CIRCUIT	5	MONDAY MEMO	16
CHANGING HANDS	44	OPEN MIKE	18
COLORCASTING	68	OUR RESPECTS	93
DATEBOOK	12	PROGRAMMING	66
EDITORIAL PAGE	94	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	73		
FATES & FORTUNES	76		
FOR THE RECORD	80		
GOVERNMENT	48		

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC–TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

FCC UNWRAPS STRATEGY TO AID UHF

Features: end to uhf allocations, grants to first comers

FCC Friday (July 28) extended its long-planned "helping hand" to uhf (BROADCASTING, Dec. 12, 1960) in asking for comments on proposal to expand use of idle frequencies.

Highlighting plan are proposals to abolish uhf table of allocations, authorize dual vhf-uhf operation by same licensee in same city, expand deintermixture and eliminate comparative hearings for uhf channels (with qualified applicant getting grant before second party can apply). FCC's uhf plans were announced at time agency made public its planned deintermixture of eight cities and drop-in of vhf channels at like number of markets.

Commission expressed "unqualified recognition" that uhf is indispensable to fully nationwide competitive tv service. Use of uhf in markets where multiple, comparable services would probably develop (not possible under intermixture) would be encouraged through establishment of uhf city "pools" (group of channels not allocated but available for specific city). Additional channels also would be for etv.

FCC will make new push for legislation requiring manufacture of all-channel receivers and will encourage use of translators to fill in white areas.

Applicants could designate and apply for any uhf channel available for city, but FCC will guard against unequal distribution across country under plan. First applicant for local channel would preempt it.

Comments were invited by Oct. 2. Commissioners Hyde, Craven and Cross dissented.

Minow off hook

FCC Chairman Newton Minow Friday repudiated charges of political favoritism made against him by Rep. Robert H. Michel (R-Ill.) in FCC's grant of Moline ch. 8 Moline, Ill., to Moline Tv Corp. (see page 58).

Mr. Minow said: "I decided, after attending oral argument, not to vote in the case nor to participate in the deliberations about it because I knew one of the applicants and had worked in his behalf when he was a candidate for public office."

Rep. Michel had charged FCC Democrats voted to reverse examiner's initial decision as political favor to Moline Tv's Richard Stengel. Actual vote revealed Friday showed three FCC Republicans (Ford, Lee, Hyde) and one Democrat (Bartley) voted to reverse examiner; Democrat Cross voted to affirm examiner and Democrats Craven and Minow abstained.

FCC defends space unit; NASA, AT&T sign pact

Two congressmen kept FCC Chairman Newton N. Minow and Commissioner T. A. M. Craven on griddle Friday during House Commerce Committee space satellite hearing.

Reps. John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) criticized FCC's proposed *ad hoc* committee on space because it includes only international common carriers.

Chairman Minow said manufacturers' and domestic carriers' proposals would also be considered and that FCC retains power of approval over committee's suggestions.

Congressmen were worried that international carriers (such as AT&T, RCA Communications, IT&T and Western Union) would try to influence equipment contracts in their own interests or otherwise gain monopoly (see story, page 74).

National Aeronautics & Space Administration said Friday it has signed with AT&T to launch active satellites made by Bell for experiments to test tv and other signals.

AT&T will spend $25 million on project ($500,000 to build each satellite, $6 million payment to U. S. for each launching). Two test satellites are to be put into orbit from Cape Canaveral (in April, October) and possibly two more (in June, December). All data are to be turned over to NASA for release to scientific community.

CBS-TV News expands its daytime schedule

CBS-TV's news will handle bigger slice of network's daytime programming this fall, with addition of three new informational programs Oct. 2.

First is 30-minute weekday news and features program, tentatively titled *Calendar* (10-10:30 a.m.). Newsman Harry Reasoner will handle news reports and some interviews, but host is yet to be named.

Program will have magazine format and deal with many subjects including arts, history, science, human relations, leisure and current events. Experts from various fields will be guests.

Other additions will be five-minute news programs: *Charles Collingwood With the News* (Mon.-Fri., 3:55-4:00 p.m.), and another with CBS news correspondent to be announced (Mon.-Fri., 11:55 a.m.-noon). Two half-hour entertainment shows *Your Surprise Package* (at 11:30 a.m.) and *The Verdict Is Yours* (at 3:30 p.m.) will be cut to 25 minutes to make room for new programs.

CBS-TV children's program, *Captain Kangaroo,* will be expanded to full hour daily (Mon.-Fri., 8-9 a.m.; Sat., 9:30-10:30 a.m.), beginning Oct. 2. It previously was 45 mniutes.

Senators try to link tv violence to networks

Senate Juvenile Delinquency Subcommittee on Friday presented stack of subpoenaed documents and half-dozen subpoenaed witnesses in effort to demonstrate network brass is responsible for tv's alleged excessive violence. Testimony, for first time during hearings, was sworn.

One letter read into record was designed to show that David Levy, former NBC programming vice president, wanted more sex and violence in Ziv-UA's *Man and the Challenge* series. Two Ziv-UA officials, however, insisted pressures were resisted.

Other documents purported to show that ABC permitted Desilu to ignore objections of network's continuity department to excessive violence in *The Untouchables.*

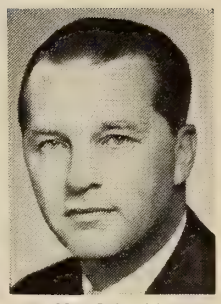
Arkansas board okays test for wired pay tv

Three-man board of Arkansas Public Service Commission ruled unanimously Friday in favor of International Telemeter pay-tv experiment in Little Rock. Ruling ordered Southwestern Bell Telephone Co. to establish rates and facilities in Little Rock for closed circuit wired pay tv system for Midwest Video Corp., which holds telemeter franchise. Midwest is owner of group of community tv systems in Southwest.

more AT DEADLINE page 10

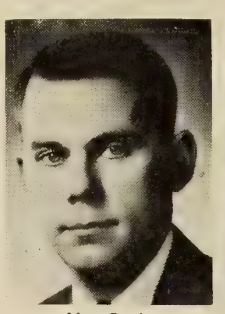
WEEK'S HEADLINERS


Mr. Webber


Mr. Schachte

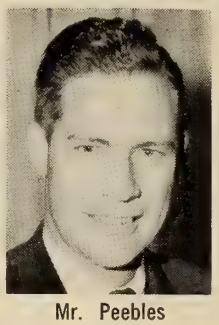
Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber, who will join Lever on Aug. 15, will take over duties of **Henry Schachte,** who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div. Mr. Webber will supervise Lever Bros.' advertising, promotion, marketing, research and pr activities. Mr. Schachte, who joined Lever in June 1955, will begin Unilever post Aug. 31, and will assist its European companies in dealing with their advertising and marketing problems. He was previously senior vp of Bryan Houston Inc. and has been board chairman of Assn. of National Advertisers. Mr. Webber's advertising career started in 1941, first as account research supervisor at Chicago office of Lord & Thomas. In 1944, when Foote, Cone & Belding acquired Lord & Thomas, he was named vp and research director. He became executive vp and director in 1955. He joined Cowles in 1957 as vp, becoming director year later.

David Klinger, formerly director of business affairs, CBS News, appointed vp-administration. Administrative responsibilities of CBS News were formerly functions of **Robert E. Lang,** who continues as vp in charge of sales and sales administration of news and public affairs programs. **Ernest Leiser,** formerly head of CBS News bureau in West Germany, appointed to new position of assistant general manager of CBS News for tv, it was announced officially (BROADCASTING, July 24). No counterpart position for radio news is planned. Mr. Klinger joined CBS in 1950 as assistant to director of business affairs, CBS-TV, and became director of business affairs for CBS News in May 1958. Reorganization follows previously announced realignment of news and public affairs research, news and public affairs transcripts and CBS News Special Projects library under CBS News Information & Special Services.


Mr. Burke

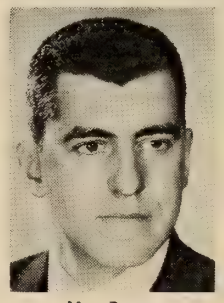

Mr. Lewis

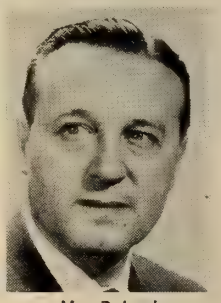

Mr. Pogan


Mr. Peebles

Daniel B. Burke, formerly new products manager of Jello Div., General Foods, appointed general manager of WTEN (TV) Albany, N. Y. He succeeds **Thomas S. Murphy,** newly named executive vp of Capital Cities Broadcasting, which owns WTEN. Other executive appointments: **Charles G. Pogan,** tv operations director of WTEN, named program director for all Capital Cities tv stations; **William J. Lewis,** sales manager of WTEN, named director of sales for all Capital Cities tv stations. Both Messrs. Pogan and Lewis will also continue their present positions in Albany. **Robert M. Peebles,** station manager of WROW Albany, has also been named station's general manager. Capital Cities' other tv stations are: WTVD (TV) Durham, N.C.; WCDC (TV) Adams, Mass., and WPRO-TV Providence, R.I.

Martin Brown, treasurer, AB-PT, elected to additional post of vp and treasurer of company's ABC division. **Michael P. Boland,** ABC vp and assistant treasurer, elected ABC vp in charge of financial controls. Mr. Brown joined company in 1959 as assistant treasurer of AB-PT and assistant treasurer of ABC. He was elected AB-PT treasurer in May 1960. Before joining company he had been associated with Price Waterhouse Co., N. Y., for 10 years. Mr. Boland came to ABC in 1951, serving as tv budget officer and assistant controller. He became member of ABC cost control unit in 1955, was named assistant treasurer of ABC in 1956, and last January was elected to vp.


Mr. Brown


Mr. Boland

For other personnel changes of the week see FATES & FORTUNES

Action came as result of petition filed with commission by Midwest Video Jan. 23. Petition was contested by Independent Theatre Owners of Arkansas, affiliate of Theatre Owners of America, who contended commission lacked jurisdiction in matter because pay tv program will be produced outside state. Commission dismissed theatre owners' petition.

Spokesman for Telemeter said ruling represents "important and basic victory for pay tv."

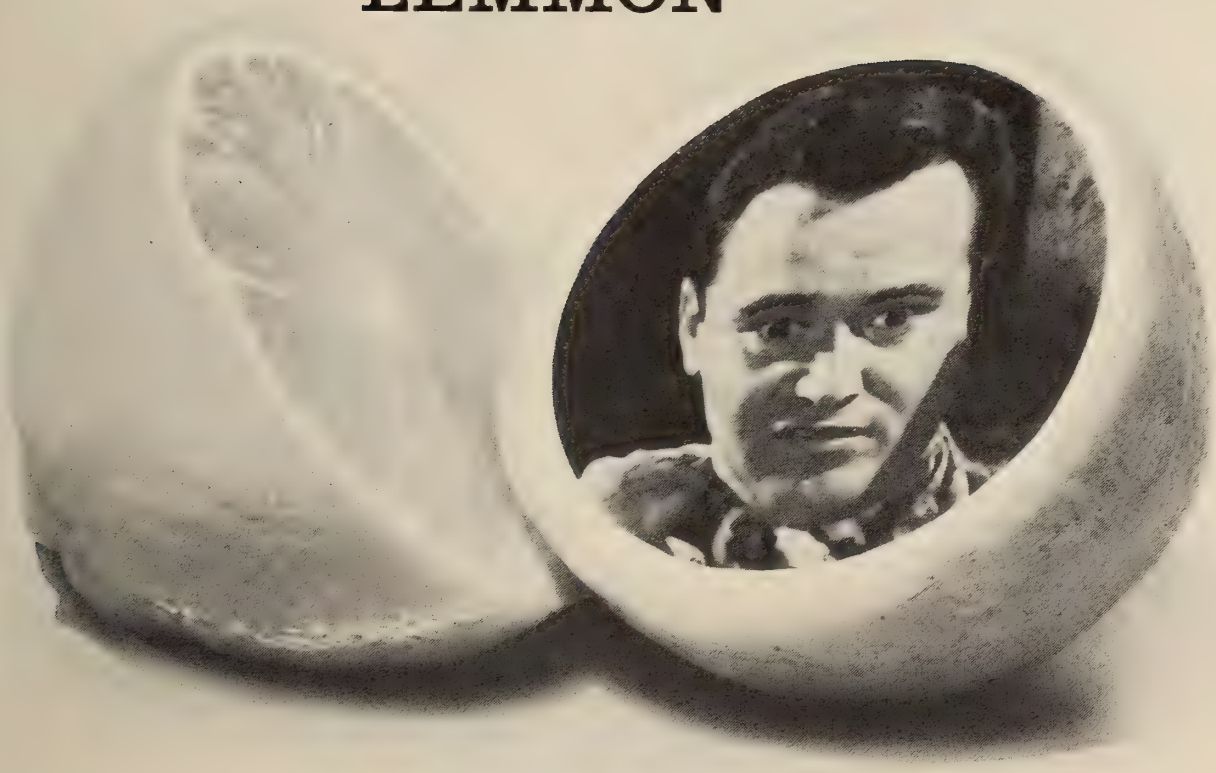
Stuart buys KOEL: $364,000

KOEL Oelwein, Iowa, was bought by Stuart Stations for $364,000, subject to FCC approval, Dick Chapin, executive vice president of Stuart group, said Friday. Sellers include C. W. Crahan and 14 other local businessmen. Consultant's contract is being negotiated with KOEL manager Walter Teich. Stuart Stations, owned by James Stuart, include KFOR Lincoln, KRGI Grand Island, and KODY North Platte, all Nebraska; KSAL Salina, Kan., and KMNS Sioux City, Iowa. Broker was Norman & Norman.

K&E forms London agency

Establishment of Kenyon & Eckhardt Ltd., London, as independently operating advertising agency to provide creative service to its American clients and advertisers generally is to be announced today (July 31) by B. C. Stewart, K&E president.

THE ONLY LEMMON



...among COLUMBIA'S POST-48's

His name of course is Jack, and this Academy Award winner is starred in six of the Columbia Post-48 feature films now available for television.

These are the big features with the big stars that are racking up big ratings in major markets from coast-to-coast.

If you want to make your station *the* station for fine feature films ...the station that attracts more viewers and more sponsors, contact us post haste about the Columbia Post-48's!



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



WAVE-TV gives you 28.8% more WEEK-END CHEFS

—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

What does ARTHUR S. PARDOLL say about*

BROADCASTING YEARBOOK?



"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

* Associate Media Director Foote, Cone & Belding New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* Aug. 7. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 30-Aug. 5—American Women in Radio & Television, first mid-career seminar. Syracuse U., Syracuse, N. Y.

July 31—Comments due on **FCC** rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—Advertising Age Summer Workshop on Creativity in Advertising. Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—Northwestern U. Conference on Mass Media and their Responsibilities in Free Society, Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; former FCC Commissioner Charles H. King; Prof. Louis L. Taffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and FCC consultant; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; Warren K. Agee, executive officer, Sigma Delta Chi; Edward L. Bernays, public-relations consultant; Prof. John E. Coons, Northwestern U. (conference director); John W. Guider, WMTW (TV) Poland Spring, Me.; Morris S. Novik, broadcast consultant, AFL-CIO; John Taylor, WTTW(TV) Chicago etv station; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

•**Aug. 6-8—Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn.; FCC Commissioner Robert T. Bartley and Sen. Herman Talmadge (D-Ga.). King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—American Bar Assn., 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

•Aug. 12—**New Mexico Broadcasters Assn.,** meeting. Alvarado, Albuquerque.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.
Sept. 11-12 White Sulphur Springs, W. Va.
Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.



RECORD ATTENDANCE. Nearly 19,000 share owners attended the 1961 annual meeting of A. T. & T. This was the largest attendance ever recorded by any business. There was full and free discussion of many matters—evidence of democracy at work.

Now... 2,000,000 Bell Telephone Share Owners

A NEW MILESTONE IN DEMOCRACY AND AMERICAN BUSINESS

The ownership of the country's largest business by over two million people is a dramatic testimonial to the American economic system. Here, for all the world to see, is democracy at work.

The result is a communications service of increasing value to both the public and business and a vital element in national defense.

The owners of American Telephone and Telegraph Company stock are people in all walks of life, in every section of the country.

A great many are small share owners. About 290,000 own fewer than ten shares. 42% are women. An additional 31% are joint accounts, generally in the names of husband and wife. More than 300,000 are telephone employees.

In addition to the direct owners, many millions of other people have an important, beneficial interest through the holdings of their insurance companies, pension funds, investment companies, unions, savings banks, etc.

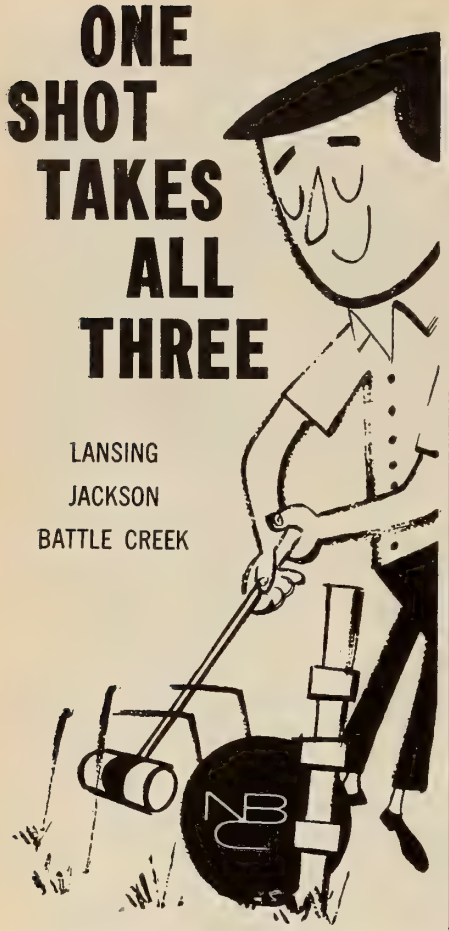
Without the money that A. T. & T. share owners have put in the business, you could not possibly have the telephone service you enjoy today. Nor would there be work and wages for over 730,000 employees.

This year alone share owners have furnished $961,000,000 in new capital by subscribing to A. T. & T. stock.

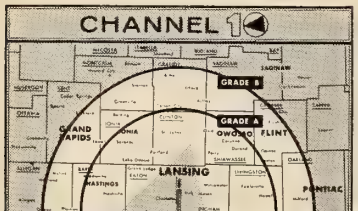
Given the opportunity to plan boldly for the future—and with earnings on a level that makes such progress possible—you can be sure that we will make further contributions to the growth and security of the nation.

BELL TELEPHONE SYSTEM

ONE SHOT TAKES ALL THREE



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

Aug. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

*Aug. 18-19—**Oklahoma Broadcasters Assn.**, meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

*Aug. 22-23—**Annual Defense Communications Seminar**, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.**, fall meeting. Sam Peck Hotel, Little Rock.

*Aug. 26—**Broadcasters Sales Management Conference**, sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

*Sept. 15-17—**American Women in Radio & Television**, southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina**, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America**, 10th district convention. Hotel Mayo, Tulsa.

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*Reg. U.S. Patent Office

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A New Sales Force For...

KETV Omaha

HARRINGTON RIGHTER & PARSONS, Inc.

. . . Selling the leading Omaha station
with such standout programming as:

NEWS
THE EARLY SHOW
MOVIE MASTERPIECE*

. . . The largest feature film collection in the midwest,
plus the most post - 1948 films!

***1st PLACE FOR 20 CONSECUTIVE RATINGS!**

Call* Harrington, Righter & Parsons, Inc., *Now!

OMAHA WORLD-HERALD TELEVISION STATION

KETV omaha channel 7

Ben H. Cowdery,
President

Eugene S. Thomas,
V. P. & Gen. Mgr.

EXCLUSIVE ABC TELEVISION NETWORK FOR OMAHA, COUNCIL BLUFFS AND LINCOLN

MONDAY MEMO from CARL M. POST, president, Post & Morr Inc., Chicago

Luck usually resides with the agencyman who pushes it

I happen to believe that in the advertising profession, or any other field for that matter, "luck" can be developed with practice, experimentation and determination.

Some agency executives early in life develop the habit of being lucky—of being positive—of being right more than 50% of the time. In contrast, we all know of the account executive or timebuyer whose "luck" is always bad.

How many times have we heard one of these men say "I wish I had his luck," or "Everything that fellow touches turns to gold," or "I never get the breaks." It certainly pays to be lucky. So how do people get that way?

'Lucky' People ▪ How was Fairfax Cone lucky enough to be manager of the Chicago office of Lord & Thomas 30 days before Albert Lasker turned the agency over to him and his two associates? How was Lasker himself lucky enough to have bought a lot of stock in Pepsodent and in Kotex and Kleenex when they were new and untried brands? How was Lou Wasey lucky enough to buy into Barbasol and end up with an island in the Bahamas today?

If you examine these people, you'll find they got into the habit of being lucky early in life. Their intuition seems often to have been uncanny and their hunches often correct. They seem to have been in the right place at the right time, doing and saying the right thing.

The others, those who constantly are besieged with and talking about a variety of minor and major problems, have created an aura of "bad news" about themselves and have a problem that multiplies itself. Their negative frame of mind may be one of the big contributing factors to their misfortunes.

Practice Makes Perfect ▪ A distinguishing characteristic about the Fairfax Cones, the Lou Waseys and the Albert Laskers is that they always were ready for opportunity when it came to them. More than that, a lot of their time was spent looking for opportunities. By constantly looking for ways to advance the ball, they lose their knack for fumbling it.

They are not like the golfer who spends two hours a day at the driving range practicing the wrong swing. They get the habit of being right and spend very little time dwelling upon, magnifying or rehashing their bad luck or problems of the day.

I think lucky people develop and polish their intuition like a jeweler polishes a stone. Given a chance to take a chance, they take it. They are willing to forecast the future. They are doers. They stand out among the agency crowd because they are innovators, inventors and idea men. They keep themselves in the habit of thinking this way.

On the desk of one of America's great advertising executives is a sign that says, "Do it now." The most important part of that phrase is the first two words. If you don't do it, you will never start adding to your collection of lucky events.

How We Hire ▪ Applicants seeking work with our agency often bring in impressive records and credentials on paper. Some of them have advanced degrees, excellent academic background and are pleasant and personable, well-dressed and impressive speakers. Yet, sometimes they do not ring the bell, for in looking over their lives and their past records of performance, we find signs which show they may be just a face in the crowd.

In probing more deeply into their way of life, we often find that they have been method workers, formula thinkers, copycat creators or "play-it-safers" with one eye on the boss and the other on the pension fund.

Their uneventful years have been characterized by the safe and the sound and the sane. They haven't tried much. They didn't take a chance.

To put it another way, we often find that this is the kind of person who tells you how unlucky he has been.

No agency is interested in hiring a copywriter or account supervisor whose career has been checkered with disaster and misfortune. No agency is interested in the art director who can do the job only as well as the man at the next desk.

Imagination ▪ What the agency employer is looking for in an account executive, a copy chief, a sales manager or a television writer is the one man in a thousand who has that extra ounce of intuition, a sense of timing, a little imagination and the courage of his convictions. All agencies and advertisers will pay handsomely to get that kind of lucky person on their staff.

You will notice that there is a distinction between speculating and gambling in this business of being lucky. The gambler takes a blind chance. The speculator has considerable more information on which to base his judgment and intuition.

Here are five simple rules that we have found are a pretty good gauge of whether or not someone is going to be successful in our agency business. But you can apply them yourself. They are:

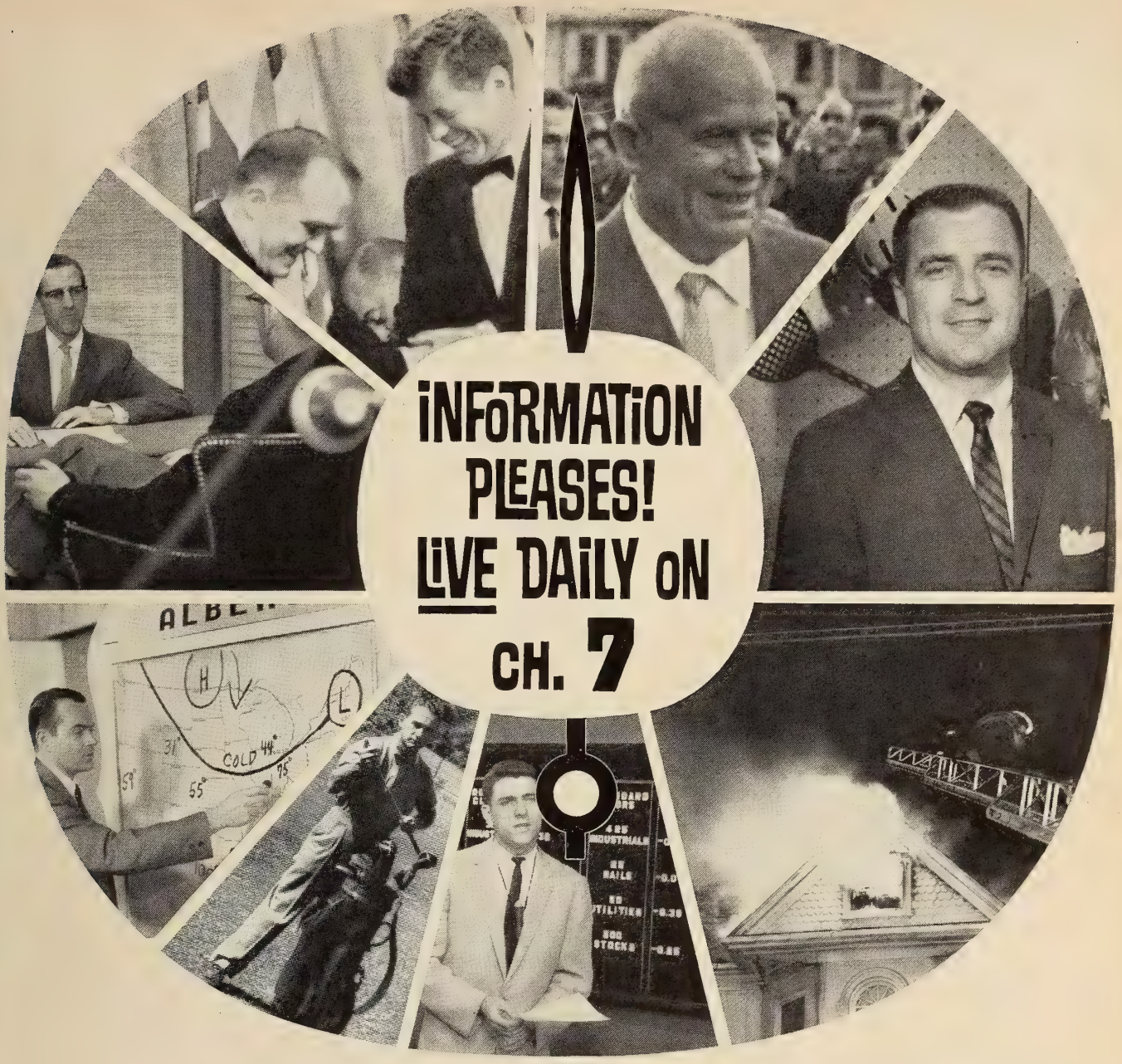
1. Know what you are doing.
2. Know more about it than the other fellow.
3. Make up your mind.
4. Be confident of your position.
5. Do it.

What It Takes ▪ One last thought to answer those who might ask just how hard do you have to work at this business of being lucky to succeed at it. In advertising, like all business, people sometimes are distinguished by their simple industry.

A young agency writer told me that when he signed out of the Prudential Building at 4 a.m. one time recently, the name just above his on the sign-out sheet was "Leo Burnett."



Carl Post was class president and Theta Chi president at the U. of Michigan where he was graduated in 1938. He was adveritsing copywriter for General Mills, Nash Kelvinator and Sears, Roebuck; account supervisor-copywriter-vp of Foote, Cone & Belding, vp of Erwin Wasey; executive vp of Grant Advertising; president of Gordon Best Agency, predecessor of P & M. Outside interests: commodity and stock markets, oil wildcatting. He has owned two cosmetics companies and other interests.



And here's how WHIO-TV gives viewers more of what they want. A solid hour of live and informative programming from 6 to 7 P.M. weekdays. Here's a typical run-down:

national and international news • sports • local and area news • business news and stock market information • weather summary • Dow Finsterwald's Golf Tips • plus features and human interest items in the news.

In addition, each Monday evening 7-7:30, "WHIO-TV Reports" presents a lively forum devoted to the discussion of items of particular local interest. "Rising Generation," a talent showcase for the youth of the area, adds life to Saturday evenings, 6-6:30 P.M.

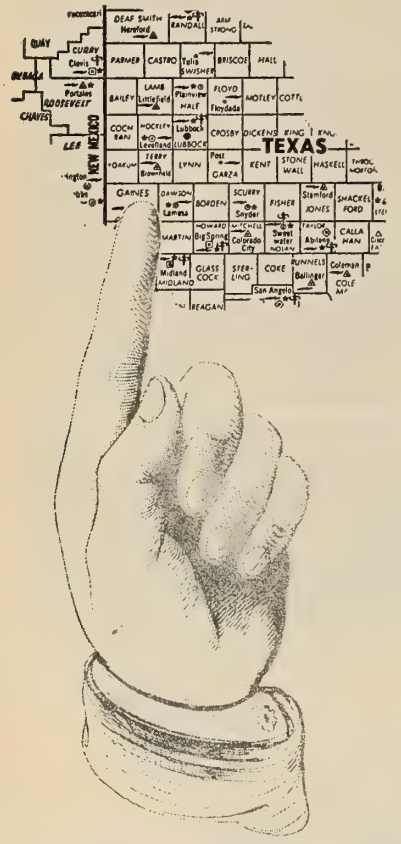
These, and countless other live and informative programs, provide the kind of balanced programming that pleases most of the people, most of the time in Ohio's 3rd, and the nation's 34th market.

See George P. Hollingbery (in living color) for the full story on Dayton's High, Wide, and Wholesome station (WHIO-TV)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,-857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.



west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

OPEN MIKE ®

Commercials feature

EDITOR: The new service, "Commercials in Production," introduces a problem for some of your subscribers.

I'm sure you will find that Procter & Gamble will be most unhappy if any of their commercials are reported at the production stage.

We at Burnett specifically provide, in contracts with all commercial producers, that the production studios may not publicize in any manner their work for us for all clients, without our prior written authority. Such authority is never granted during production.

From our point of view, we would appreciate cancellation of the new feature. It just means a headache for us and for those producers who will, sooner or later, forget their obligations to us and risk being removed from our "approved producers" list as a result of breach of contract. . . .—*David W. Dole, Vice President, Leo Burnett Co., Chicago.*

[NOTE: While Procter & Gamble is certainly an important broadcasting advertiser it is by no means the only one and its wishes regarding suppression of news of commercial contracts cannot therefore be applied to the whole industry. Since BROADCASTING finds there is a good deal of interest in plans for production of new commercials it is believed that the new department will be of value to readers. The feature will be continued.]

Forms and substance

EDITOR: . . . I feel I must take exception to part of your editorial, "Forms and substance" (EDITORIALS, July 17).

In the first place, the new forms eliminate many of the old loopholes which have been threaded by many of our less public-spirited colleagues. In the second place, the new definitions of a program and of the different types of programming represent a definite improvement to both licensee and licensors. . . .

If all of us as licensees do our best to live by the intention of the Communications Act . . . our problems would be solved.—*Joseph D. Coons, President and General Manager, WOHI-AM-FM East Liverpool, Ohio.*

EDITOR: Bravo on your editorial, "Forms and substance." Frankly, it is high time that the average, usually unnoticed, honest, dedicated broadcaster rise up and be heard. It seems that broadcasting needs dynamic leadership now more than ever before in an effort to stem the tide of government control. . . . *Verne Paule, General Manager, WJPS Evansville, Ind.*

Special market stories

EDITOR: We will have good use for reprints of your special report on Los Angeles (BROADCASTING, May 29) in the servicing of industrial prospects who frequently request general economic information on the Los Angeles area.—*Patricia Aho, Industrial Department, Los Angeles Chamber of Commerce.*

EDITOR: Thank you for forwarding the BROADCASTING articles on the part television played in my successful campaign for the mayoralty of Los Angeles (THE MEDIA, July 10) and on the Los Angeles market study. I enjoyed reading both articles. . . .—*Sam W. Yorty, Mayor, Los Angeles.*

EDITOR: Congratulations on your excellent Los Angeles (BROADCASTING, May 29) and Chicago (BROADCASTING, June 19) articles. Undoubtedly the best ever done. . . . Please send me ten reprints of each article.—*Arthur Wittum, Director of Information Services, KNX Los Angeles.*

EDITOR: Your market profile of Chicago was one of the best I have ever had the pleasure of reading. You caught the flavor and tempo of our city and made it quite clear that we are not a "second city". . . .

I ordered reprints for all of our salesmen. I, for one, use a reprint of your story when I talk to clients. *Ruth L. Ratny, Vice President, Fred A. Niles Productions Inc., Chicago.*

[Reprints of the Los Angeles and the Chicago articles are available at 25 cents each, $15 per hundred.]

Lionel's tv campaign

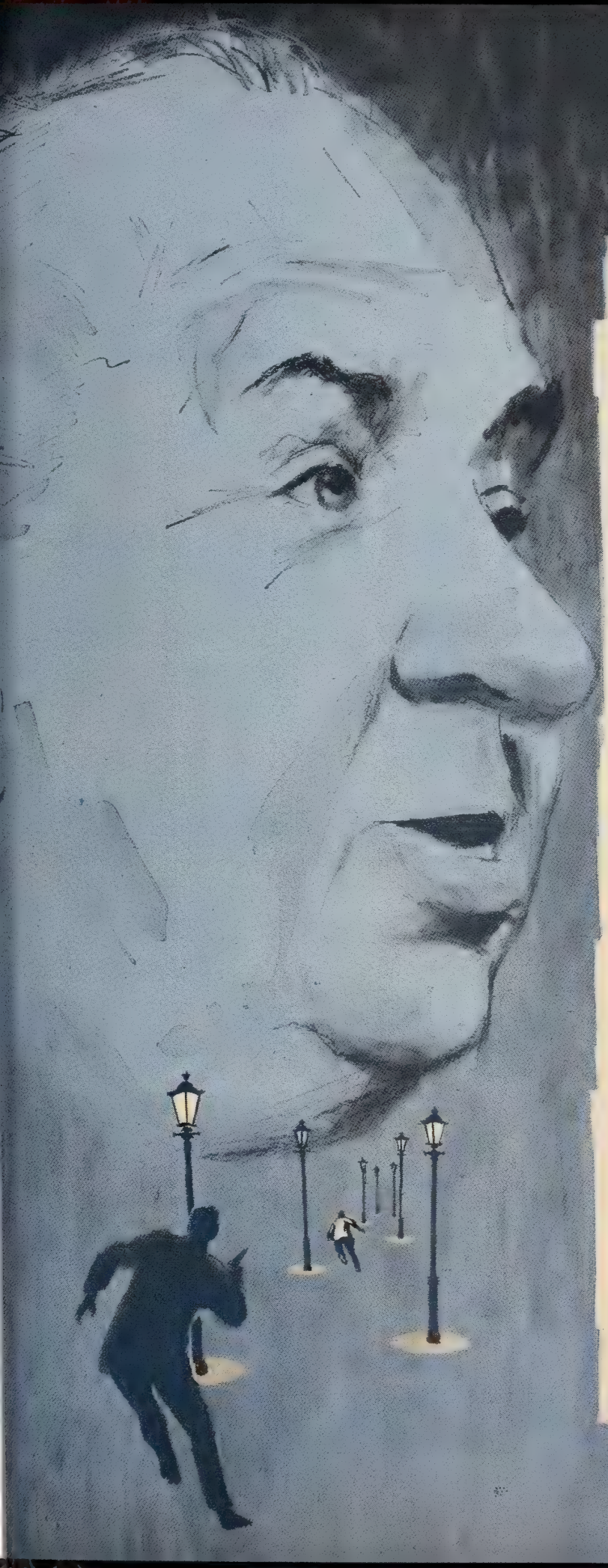
EDITOR: Congratulations on an informative article on the toy industry's tv expenditures in 1961 (BROADCAST ADVERTISING, July 17).

Incidentally, Lionel Corp.'s Toy and Train Division will spend just under $1 million on tv spots in 1961, not "more than $650,000," as reported in your article. Also Lionel's spot campaign will saturate 75 markets plus eight in Canada, not 41 as reported. *Jacques Zuccaire, Advertising Director, Lionel Corp. Toy & Train Division, New York.*

'The House Detective'

EDITOR: I read with interest the article (BROADCAST ADVERTISING, June 12) regarding the new real estate program, *Suburban Living.* The whole story seemed to imply that Cunningham & Walsh has come up with something brand new.

Will it come as a surprise to you to learn . . . that *The House Detective* tv program, a real estate program, started its 10th year on tv July 1 and is now seen in 16 markets?—*Cy Newman, President, HD Productions, Bon Air, Va.*



VOLUME II
"FILMS OF THE 50's"
NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS!!!!!!!!!

ALFRED HITCHCOCK's

I CONFESS

MONTGOMERY CLIFT
ANNE BAXTER
KARL MALDEN BRIAN AHERNE

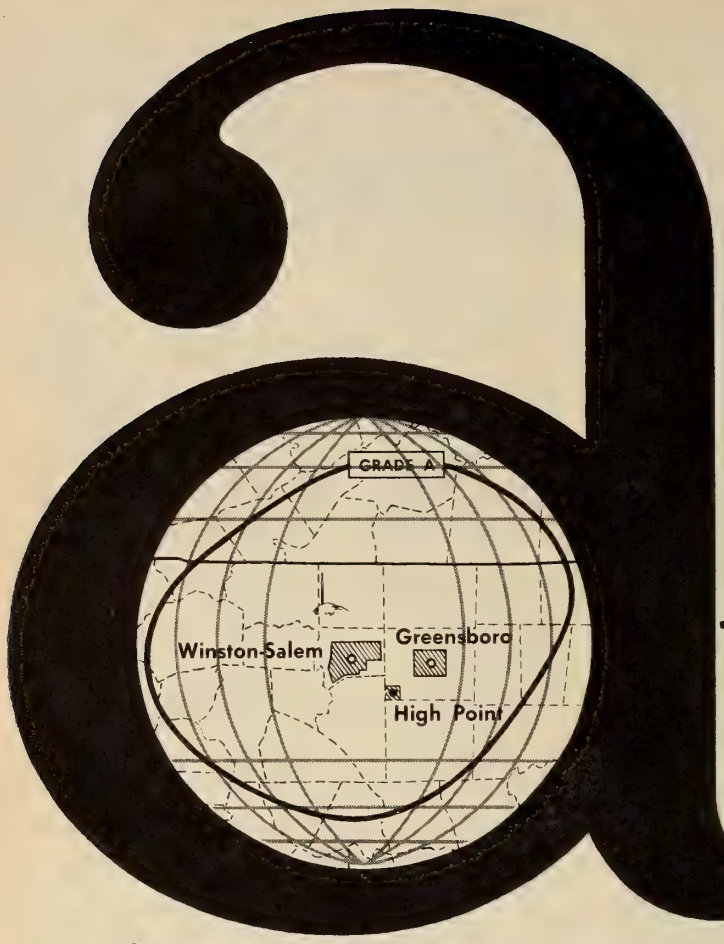
SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—"Rhinoceros" in its sixth month on Broadway...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



big audience

North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market– Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 31, 1961 Vol. 61, No. 5

FCC CLEARS DECKS FOR VACATION

Big, little cases decided in preparation for August holiday

Deintermixture gives eight cities v's, takes them from eight

Miami 1956 grant revoked; WSPA-TV 8-year record reopened

A decision to issue rulemaking which would delete vhf channels from seven intermixed cities and add a third vhf assignment to 10 cities highlighted two days of vigorous activity by the FCC last week.

All seven commissioners were present as major decisions were made in several cases and the decks were cleared in numerous minor actions as the commission prepared for its annual August hiatus beginning Wednesday.

In the deintermixture-drop-in rulemaking, the commission proposes to add vhf channels in Baton Rouge, La.; Dayton, Ohio; Birmingham, Ala.; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; Charlotte, N. C., and Oklahoma City, Okla. All of these cities presently have two stations operating on vhf assignments.

Losing low-band channels under the FCC plan would be stations in Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Champaign, Ill.; Columbia, S. C.; Montgomery, Ala., and Binghamton, N. Y. The vote was 4-3 on issuing the rulemaking (for further details, see page 48).

In other major actions, the commission:

- Set aside the January 1956 grant of ch. 7 Miami to Biscayne Tv Corp. (WCKT [TV]), disqualified three of the applicants and granted the remaining applicant, Sunbeam Tv Corp. The order does not become effective until further notice by the commission and Sunbeam's original license would be for a period of four months only (see page 56).
- Reopened the eight-year-old record in the ch. 7 WSPA-TV Spartanburg, S. C., case for the taking of further testimony on *ex parte* charges (see page 62).
- Ordered Crowell-Collier Broadcasting Co. to pay a $2,500 fine for "repeated failure to operate station KDWB St. Paul, Minn., substantially as set forth in its license." At the same time, the FCC said that it intends to use its power to levy fines in the future to impel broadcasters to comply with commission rules (see page 60).
- Instituted license revocation proceedings against WPFA Pensacola, Fla., and set for hearing application for renewal of WMOZ Mobile, Ala. The commission charged Edwin H. Estes, licensee of the two stations, with submitting false and forged program logs and with compelling employes to violate FCC rules under threat of discharge (see page 50).
- Issued short-term licenses to WILD Boston (because of financial condition of the station and violation of technical rules) and WAVA Arlington, Va. (programming and commercial practices and policies) (see page 60).
- Set for hearings, on charges of trafficking, applications for sale approval of WMIN St. Paul, Minn., and transfer of the construction permits held by Plains Broadcasting Co. for five new fm stations (see page 58).
- Scheduled hearing on application to increase power and transmitter height by KWTX-TV Waco, Tex., to determine whether KWTX-TV and KTBC-TV Austin, Tex., are under common ownership and extent of overlap between the two stations. The LBJ Co. (Mrs. Lyndon B. Johnson, wife of the Vice President of the U. S.) owns KTBC-TV and 29% of KWTX-TV (see page 48).
- Clarified and amended the "local notice" requirements of the FCC rules which makes it mandatory for broadcasters to publish local announcements of major filings with the FCC (see page 50).

The commission has scheduled a meeting for tomorrow (Aug. 1) because of a stipulation in the law that the agency meet at least once each month. Not all commissioners plan to be present at Tuesday's meeting, however, which will be the last one until September.

Several of last week's decisions were made on 4-3 and 5-2 votes, with other controversial items either passed over

Scrub the airwaves now, Sen. Dodd urges

Sen. Thomas Dodd (D-Conn.), chairman of the Senate Juvenile Delinquency Subcommittee, wants the networks to scrub the airwaves of crime and violence shows. He wants the FCC given the power to see that they do. And he wants action now —not next year. Although the hearings of his subcommittee on the effects of television crime shows on children are not yet completed, he is convinced there is a connection between television and juvenile delinquency.

Secretary Abraham A. Ribicoff (right) of the Dept. of Health, Education and Welfare isn't enchanted with television, either. But he's not sure that tv crime shows are a cause of crime; there's too much conflicting evidence on the question, he says. In any case, he feels parents have the prime responsibility for policing their children's tv-viewing (see story page 56).



Secretary Ribicoff
Parental responsibility

or not reached for consideration because of the extremely heavy agenda. One of the more controversial items upon which no action was taken was a final order in the commission's trafficking rulemaking.

As now drafted, this new rule would require licensees to retain ownership of a station for a minimum of three years, except in extenuating circumstances. Comments have been received by the commission from industry parties with a large majority of those commenting opposing the measure (BROADCASTING, Jan. 30, 1961). This is the fourth time in recent weeks the trafficking rulemaking has been on the agenda without the commission reaching a decision. The commissioners, in fact, are known to have violently opposing views on the advisability of the proposed requirements (BROADCASTING, Dec. 12, 1960).

A companion rulemaking, also not acted upon last week, would specify that when one or more applicants drop out in a comparative case leaving only one party, no action would be taken on the remaining application to permit new competing bids to be filed.

BROADCAST ADVERTISING

MAXWELL HOUSE IN SPOT TV

Big schedule will bring most of budget back into medium that it abandoned early in year

Maxwell House Instant Coffee and spot tv are percolating together again.

The General Foods product, which earlier this year pulled its entire national spot budget—an estimated $5 million annually—out of tv (BROADCASTING, June 19), is buying a large schedule of 20-second and 60-second commercials, and 10-second IDs, in many markets across the country for the coming fall season.

In addition it was indicated that Benton & Bowles, the agency handling advertising for the coffee brand; has 30-second and 40-second films in its possession and will use them if the situation is "propitious."

The agency started buying spots for Maxwell House the week of July 17 and is still asking station representatives for availabilities.

It's estimated that most, if not all, of Maxwell House's $5 million spot tv budget will find its way back to the medium. The coffee firm's move is said to have been motivated by "marketing considerations" after a revaluation of its former spot tv philosophy.

Maxwell House's cancellations earlier this year came in two phases. In April the company exercised the standard two-week spot tv cancellation clause and dropped all of its 20-second commercials. In June, Maxwell House, which was one of the most heavily promoted brands in spot tv, pulled out all of its 10-second IDs. Although at the time there was a great deal of speculation that the action was prompted by the instant brand's dissatisfaction with the pending expansion of station breaks to 40 seconds, the General Foods division maintained that it only was "reevaluating" its marketing position.

Evidence of that "reevaluation" can be seen in Maxwell House's use now of 60s, and possibly 30s and 40s, along with 20s and 10s, where formerly it only used the last two named lengths.

Big spender

General Foods spent about $121 million in the last fiscal year for advertising and all other types of consumer promotion, an increase of $11 million over the year before, President Wayne Marks reported last week. The expenditures represent all the dollars spent in consumer promotion of GF's 250 products sold under more than 30 brand names. TvB compilations show that GF spent $65 million in major media in 1961, with $37 million of it in tv.

American Oil buys CBS-TV football games

While Shell Oil Co. has curtailed its television advertising drastically, a competitor, the American Oil Co., Chicago, is planning to expand its television investment substantially this fall.

American Oil, through D'Arcy Adv., Chicago, has signed tentatively for one-quarter sponsorship of the regional telecasts of the National Football League games on CBS-TV in approximately 85 markets. The pact could be revised, depending on whether a federal court ruling invalidating the network's contract with the NFL is upheld or modified (see story page 60).

American Oil's participation is on the regional network telecasts of the Chicago Bears, Minneapolis Vikings, St. Louis Cardinals and Green Bay Packers, and on either the Baltimore Colts/Washington Redskins and New York Giants/Pittsburgh Steelers, depending on which areas are blacked out.

The buy by American Oil is significant in that the company's tv expansion is into some of the markets bought by Shell Oil during its sponsorship of the NFL games last season. Similarly, Atlantic Refining picked up markets relinquished by Shell during its defection earlier this year for Atlantic tv news and weather programs.

NBC Radio reports $1.24 million sales

NBC Radio's new and renewal business totaled $1,245,098 between June 19 and July 19, a one-month total which follows more than $2.5 million in sales written during May and early June, according to George A. Graham Jr., vice president and general manager.

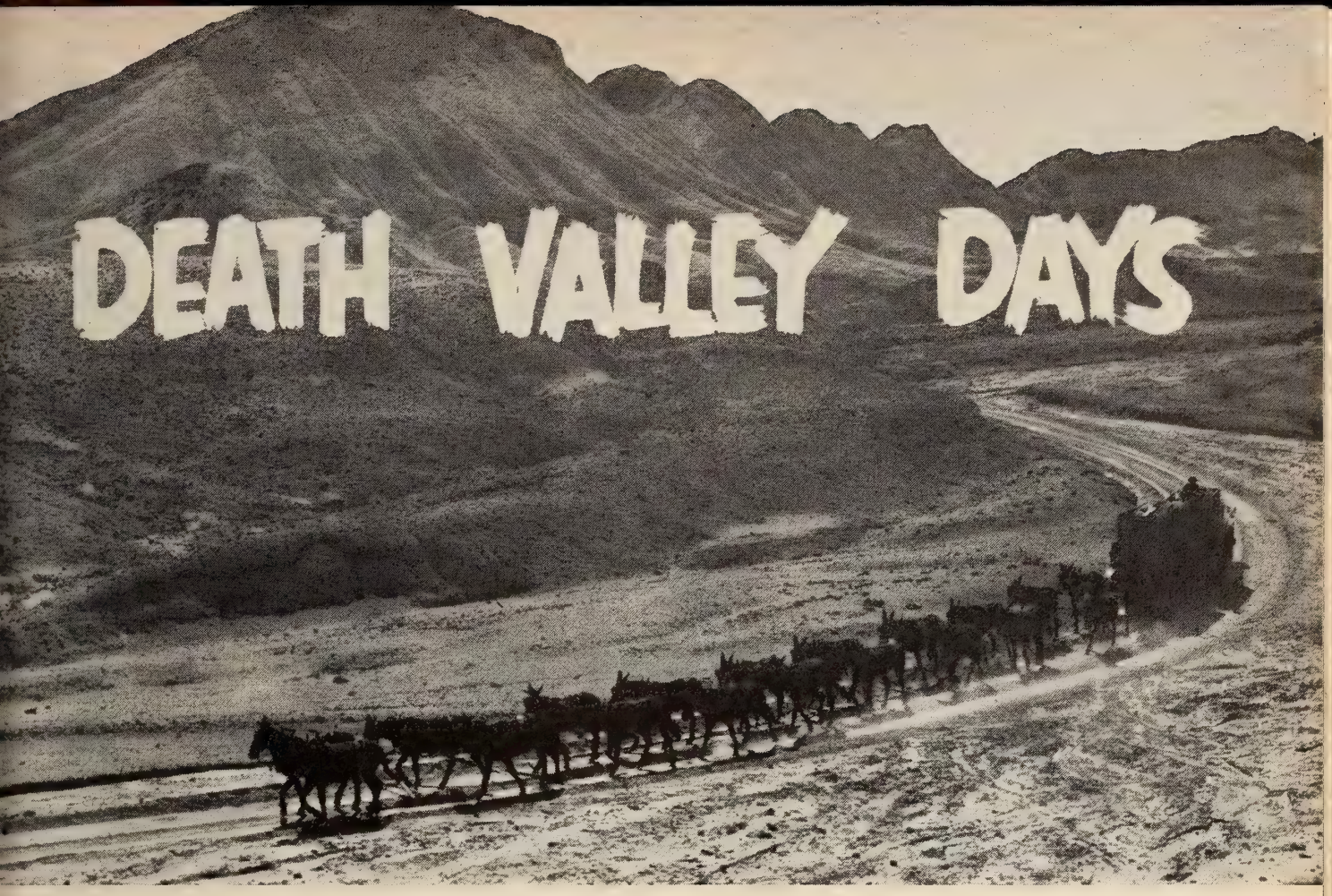
Mr. Graham said new business placed during the last month includes orders from Mogen David Wine Corp. through Edward H. Weiss & Co., Chicago; Evinrude Motors through Cramer-Krasselt Co., Milwaukee; Curtis Circulation Co. and DuPont through BBDO; *Reader's Digest* and Standard Brands through J. Walter Thompson; Philip Morris through Leo Burnett, and Bristol-Myers through Doherty, Clifford, Steers & Shenfield.

Renewal orders came from R. J. Reynolds through the William Esty agency; the Evangelical Foundation through Wermen & Schorr; Sterling Drug through Dancer-Fitzgerald-Sample, and P. Lorillard through Lennen & Newell.

Gulf moves more billing to EWR&R from Y&R

The Gulf Oil Corp. announced last week it has transferred the tire, battery and anti-freeze portions of the account from Young & Rubicam, New York, to Erwin Wasey, Ruthrauff & Ryan, Houston. Billing amounts to $2.5 million and the account is expected to be active in radio and tv, particularly on news programs.

Earlier this year Gulf moved its petroleum specialty products from Y&R to EWR&R, but Y&R still handles the bulk of Gulf's advertising, including gasoline and oil products. The account will be serviced by EWR&R out of Houston but will be supported by the Pittsburgh and New York offices.



U.S. Borax's big gun for 31 years

In the next few weeks, *Death Valley Days* will start its 10th year on television under the sponsorship of United States Borax & Chemical Corp. Oldest of tv's western-locale programs, *Death Valley Days* has carried commercials for the company's consumer products since the fall of 1952, as it did on radio for most of the 20 years before that. During the 1930's and '40's, radio was virtually the only medium used to advertise the "soap sweetener," 20 Mule Team Borax, and the powdered hand soap product, Boraxo, to the general public. Today, television is the company's standard bearer, estimated to account for better than 90% of advertising expenditures of well over $4 million a year.

It was on Sept. 30, 1930, that the nostalgic bugle call and creak of the 20 mule team wagons were first heard on the air. Starting on NBC, *Death Valley Days* stayed on that network for 11 years, moved to CBS for three more and then was discontinued and replaced with what was first called *Death Valley Sheriff* and then just *The Sheriff*. This series of modern day detective stories in the familiar Death Valley setting, ran on ABC until 1951.

At that time the company switched the major portion of its advertising budget to magazines—*Good Housekeeping, True Story* and *Woman's Home Companion* for 20 Mule Team Borax and *Life* for Boraxo. While magazines carried the national advertising for the borax products, newspapers, radio and the then new medium of television were being tested in various markets.

"But the advantages of being able to demonstrate the various uses of our product in the home led us into television," D. V. Parker, vice president of the 20 Mule Team Products Dept., said last week. "Television was new and it was expensive, but it seemed to pay off.

Why Spot Tv? ▪ "We wanted to use one-minute spots, but in 1952 there were so few spots available that program sponsorship seemed a more feasible way to get into tv. In those days —and it's hard to realize they are less than nine years behind us, so rapidly has television developed—the television networks were limited regional hookups, not the nationwide affairs they are today. So we were forced to go into spot television, if we were to use the medium at all on a national scale.

"Fortunately, we had the makings of a television program in our own files—the 750 scripts from our 14 years of *Death Valley Days* radio broadcasts. Our present day television show was simply an adaptation of our original radio show which we as a sponsor owned, as was the case with other radio sponsors. We merely continued with our property by simply adding the visual proportion to an already successful format. Most fortunately, Ruth Woodman, who had written the original *Death Valley Days* scripts and about eight out of 10 ever since in addition to serving as story editor, was on hand to guide the transition from radio to television.

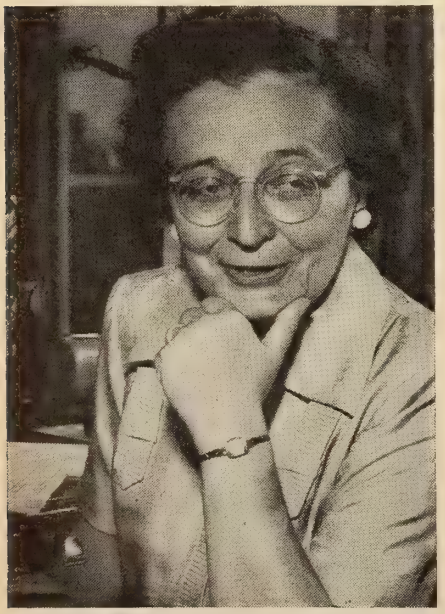
"You might say we had 'fool's luck' in every aspect of our entry into television," Mr. Parker commented. "In the early 1950's many markets had only one television station. Of the 62 cities in which we launched *Death Valley Days* as a half-hour series, 42 were single station markets. With little or no competition, our program had little trouble in establishing itself and, by the time competition did appear we had amassed a loyal following which stayed with us despite the lure of more novel fare on other channels. From the start, western programs were among the most popular type of tv entertainment and here we were lucky again to have an

anthology series set in a western locale. The fact that this locale is closely identified with our product didn't hurt, either."

In The Beginning ▪ At first, the *Death Valley Days* tv series was broadcast every other week. As tv grew and sales continued to increase, the schedule was stepped up to a broadcast a week in major markets, starting in 1956 with New York, adding the next eight markets, then the next 16 and so on until today of the more than 130 markets in which the program is seen, only 20 stations continue to carry it on an alternate week basis.

Sales of 20 Mule Team products had doubled during the 1940's, then trebled in the '50's and the company's annual report for 1960 noted that in that year they "were above last year's record levels." By mid-1959 expansion of advertising was in order. Mr. Parker and other executives in his department and at McCann-Erickson felt that experimentation with other types of tv programming than *Death Valley Days* was called for. As President James M. Gerstly reported to the annual stockholders meeting last February: "Now that nearly every home in the USA has television, we can no longer expect annual growth in audience by reason of the sale of sets to new families.

"We conducted tests last year to see if we could effectively reach a new audience if we used daytime television in addition to our *Death Valley Days* evening program. Results of these tests obtained within one year were encouraging, so we embarked on a national daytime campaign, starting October 1, 1960.



Ruth Woodman, who wrote the original 'Death Valley Days' radio script, helped with the transition to tv. Story editor for the series, she is still turning out the western yarns over thirty years later.

"As you can imagine, it takes time for the cumulative effect of such campaigns to be felt and little can be expected within six months. However, there is evidence that we are making progress, though perhaps at a slower initial rate than experienced in our tests. If these trends persist, results should be increasingly satisfactory as the year advances. The net cost after taxes of this additional advertising amounts to some $500,000 or 12¢ per common share per quarter."

Daytime, Too ▪ In addition to *Death Valley Days,* the 20 Mule Team Dept. of U. S. Borax is now using participations in five of NBC-TV's five-a-week daytime programs: *The Jan Murray Show, The Loretta Young Show, From These Roots, Make Room for Daddy* and *Young Dr. Malone.*

For the first quarter of the 1961 fiscal year, the company's net income was 23 cents per share, compared to 31 cents for the same quarter of the previous year. Sales were about the same. "So you can see," Mr. Grestly told the stockholders, "if advertising had been held to last year's levels, with no consequent reduction in sales, our earnings this quarter would have exceeded those of the like 1960 quarter by about 10%."

At the end of the second quarter, Hugo Reimer, president of U. S. Borax & Chemical Corp. was able to inform stockholders: "Sales of consumer products have reached higher levels than for comparable periods in previous years and recent surveys show a steady increase of 20 Mule Team Borax sales in grocery stores, suggesting, as anticipated, growing effectiveness of the higher advertising expenditures incurred this year."

During its radio run, *Death Valley Days* was produced for its sponsor by the program department of McCann-Erickson in New York under the supervision of Dorothy McCann. With its entry into television in 1952, *Death Valley Days* was filmed by the Gene Autry organization, Flying "A" Productions, then was handled by McGowen Productions, which later became a subsidiary of McCann-Erickson known as La Brea Productions. In 1959, production of the series was transferred to Filmaster Inc., which is currently producing the half-hour films for the 1961-62 season at Producers Studios in Hollywood. Ruth Woodman, story editor at Filmaster, still has the final say on all *Death Valley Days* scripts and, to keep her hand in, she will have several credits among the new shows being produced.

Reruns ▪ For seven years, U. S. Borax used the *Death Valley Days* programs on tv under its own sponsorship and stored the master prints away, in their old mines in Death Valley, resolutely resisting all offers for rerun rights. But,



Stanley Andrews, tv's 'Old Ranger' appears on every 'Death Valley Days' show as story teller and as commercial spokesman for U. S. Borax & Chemical Corp.'s 20 Mule Team Borax and Boraxo products.

two years ago, the company decided to allow some of the earlier programs to be rebroadcast under other sponsorship. The name was changed to *The Pioneers* and certain features with strong *Death Valley Days* identification such as the 20 Mule Team and the bugle call were withheld from the rerun versions of the original series. Otherwise few changes were needed. Syndication of *The Pioneers* is handled by Peter M. Robeck & Co. in association with McCann-Erickson.

The use of Death Valley and the 20 mule team as keynotes of the tv series, and in radio before that, are authentic and legitimate. For more than 30 years, from 1884 to 1927, Death Valley was the principal source of borax. For a dozen years or more, the 20 mule teams hauled 24-ton wagon loads of crude borax across the desert and over the mountains, without a single breakdown, until their replacement by a special railroad line in 1898. Even after that date, the mules and the wagons were called on for emergency duty until their final trip, save for exhibition purposes in 1907.

Distribution of the 20 Mule Team consumer products, initially borax and boric acid, began in the 1890's through drug stores; grocery stores came later. Bar soaps and soap powders for laundry and dishwashing were added and in the early 1900's the first powdered hand soap was introduced. It was called Grime Off, a name later changed to Boraxo.

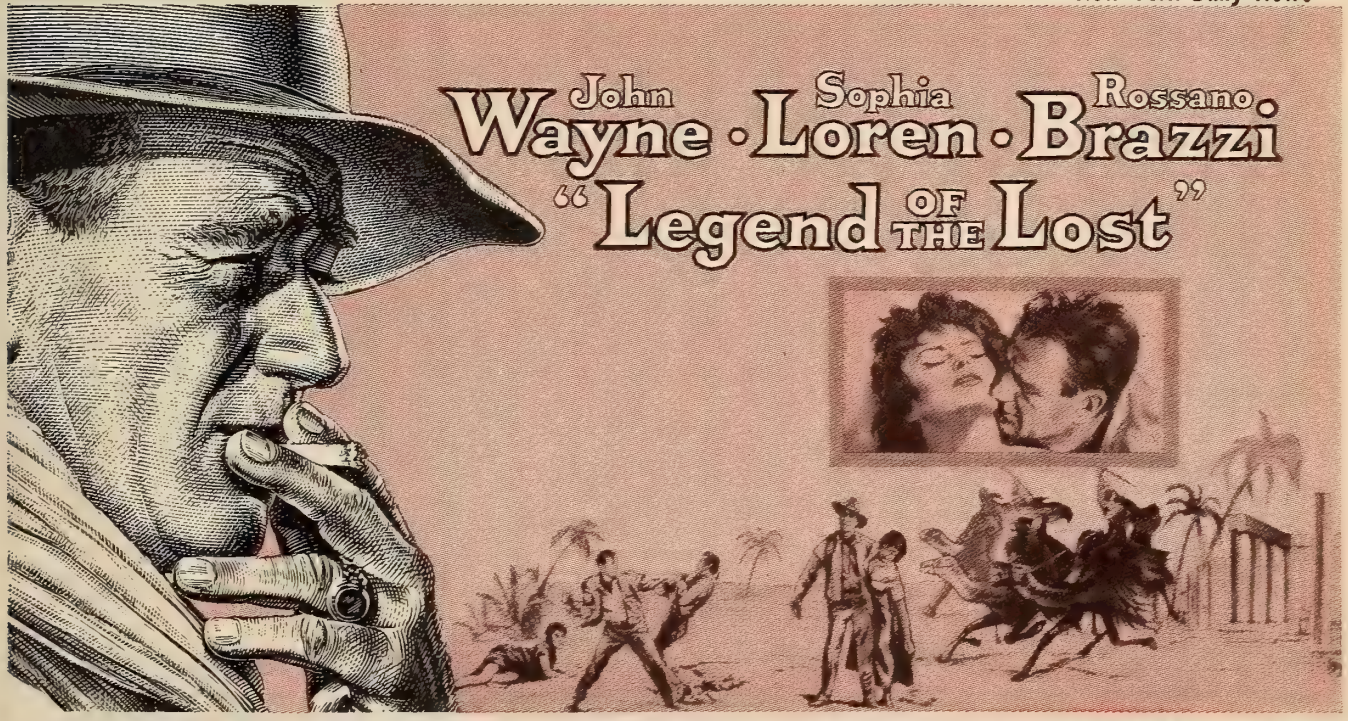
All Those Mules ▪ The use of the 20 mule team as the trademark of the consumer products began in 1891. Adver-

A-OKAY

"IT CAN'T MISS!

UNIQUE STORY TELLING! WAYNE, LOREN, AND BRAZZI KEEP YOU IN SUSPENSE!"

–New York Daily News

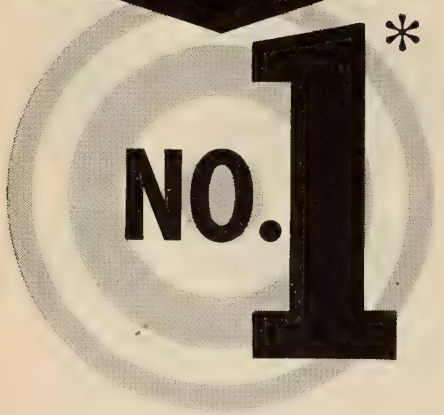


THE A-OKAY'S...32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

U.A.A.I.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
DALLAS 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030
HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8



IN NASHVILLE

*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)



Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

Why Filmaster produces 'Death Valley Days'

Death Valley Days presents one particular production problem unique to itself as a series. It is the only western locale program which bases its stories on historical accuracy. Each story is hinged on a proved fact. Many times an artifact indigenous to Death Valley is incorporated into the plot and shown on camera.

This adherence to fact has led to some odd research—*i.e.*, locating a wooden pegleg used to conceal a gun; locating the rifle used by Pete Kitchen, a hog rancher, in his one-man war against the Apaches, and perhaps most bizarre of all, a kite that was instrumental in rescuing a U. S. military unit. The unit was stranded atop a mesa. One man made his way to low ground, flew the kite into the air. The group on the mesa then grounded the kite and the string used to put it aloft was used to haul up rope strong enough to support a man. The men then slid down, one by one. Offhand, this may just appear to be interesting color or human interest, but in terms of production dollars it is more than that. Production time and research translate themselves directly into production dollars and on any program the budget is an ever-present factor. Such allegiance to fact also affects the writers producer Nat Perrin hires—none of the standard western plots meets the *Death Valley Days* specifications. Plots center to a great extent on actual western pioneer events.

Filmaster Inc. won its contract to produce *Death Valley Days* for U. S. Borax two years ago against 28 other bidders. At the time Filmaster was primarily an "under-the-line" producer and a principal factor in its winning the Borax contract undoubtedly was its performance in filming three major series for CBS-TV—*Gunsmoke; Have Gun, Will Travel* and *Playhouse 90*.

Robert Stabler, Filmaster's president, gained a reputation through his work on these three programs as a producer who came in on time and within or lower than budget, which was true of the 156 *Gunsmokes;* 78 *Have Guns* and the four *90*'s he did for CBS. Both Mr. Stabler and Nat Perrin, Filmaster's program vice president, who is also producer of *Death Valley Days,* are veterans of Hollywood's production scene and know the hundreds of holes through which production dollars can be dribbled away through careless production procedures.

In the two years since Filmaster has taken over production of the series one major change made was to begin using important Hollywood names as guest stars in individual episodes. Last season saw such personalities as Ken Murray, Jane Russell, Cesar Romero, Ida Lupino, Ricardo Montalban, Yvonne de Carlo and others on the program. The complement of stars who'll grace the films set to start rolling in a month is now being set by Mr. Perrin.

The production schedule calls for completion of two half-hour episodes a week. Other than location shooting, filming is done at Producers Studios in Hollywood, where Filmaster maintains its home office and general production facilities.

tising of the consumer line began in the early 1890's on a modest scale. Occasional ads in national magazines were augmented by booklets, posters, contests and premiums, promotional materials that accounted for a substantial part of the advertising dollar. The first major exploitation of the trade mark came in 1904, when a 20 mule team was paraded daily at the St. Louis World's Fair.

For many years thereafter, whenever a major promotion was called for, such as the introduction of a new product, the regular sales force would be supplemented with canvassing crews, whose appearance in town would be heralded by a sure traffic-stopper, a parade of the 20 mule team. Just as today, more than a half-century after the St. Louis debut into product promotion, the team is still catching all eyes on television.

Midwest ad agencies merge

Announcement of a merger combining the Winius-Brandon Co., St. Louis, and Selders-Jones-Covington Adv., Kansas City, has been made by William L. Sandborn and David V. Selders, the respective presidents.

James H. Barickman, director of Winius-Brandon's Kansas City office since its inception in 1959, will continue as vice president of the combined Kansas City operation.

In the new combination, Mr. Selders becomes a vice president in the Kansas City operation. James A. Firth, vice president and director of marketing research for W-B's St. Louis office, transfers to Kansas City in a similar capacity. Wallace H. Husted, formerly creative supervisor of Wade Adv., Chicago, becomes creative director for W-B in Kansas City.

EET ATS - THE GIANT SALES-BUILDER

eet a new broadcast representative already a proven success with a solid group of stations. Advertisir
me Sales is formed by the personnel of The Branham Company's broadcast division. It is employee-owned. It combine
lid experience with vitality. It has already won the confidence of stations formerly in the Branham line-up.
limiting its list of stations, ATS adds a new depth in service—Personalized Sales Service. This includes personal conta
th agency, research and station people . . . full-time research and promotion departments . . . direct contact with advertise
d distributors through 9 national sales offices. Let ATS build giant sales for you!



Tv circulates where newspapers never go

DISCOUNT HOUSE LIKES WAY TV BRINGS IN TRAFFIC

A big new sales potential for television—discount house advertising—is envisioned by a Wheeling, W. Va., discount store which attributes its thriving success in large part to spot schedules on WTRF-TV Wheeling.

David Kahn, general manager of the Value City discount house in Wheeling says: "Discount houses in various local communities will use more and more television when they find the right advertising approach for their sales needs and eventually television may wind up with the major share of the advertising budget."

The reason Value City has been consistently increasing its tv ad budget, as compared to print media, Mr. Kahn says, "is that tv provides a store image and a definite visual advantage for particular items that cannot be matched by other ad media."

The discount house sales expert feels a particular type of copy writer is needed for the sales copy a discount house needs to get across its most effective message. When this type of person is available, tv stations will get a far greater percentage of the discount house advertising than they do now, he said. Mr. Kahn cited electric fans, air conditioners, refrigerators and other hard goods as easier to move immediately on tv advertising.

Tv Traffic ▪ Mr. Kahn's pat on tv's back gets harder when he talks about which medium does the best job of bringing people into the store.

"The real reason to use tv," he says, "is to bring people into the store. You can reach out only so far with other media, but when we advertise on television we can reach an area six to eight times as great as that on any other media. We reach hamlets and towns where there are no newspapers and we reach an area in which we would have to buy newspaper space in 10 different counties if we used print. Fifty per cent of our trade comes from outlying areas. We need a traffic average per month of 500,000 people in order to maintain our level. The newspapers give us only 200,000 homes, but WTRF-TV can give us the additional 300,000 homes we need.

"That's the main reason we are using more tv and it's the only way we can sustain our operation."

Although Mr. Kahn declined to give the actual figures for Value City's tv expenditures, he said the 1961 budget for WTRF-TV is double that spent in 1960. The store's new tv budget is 25% of its total advertising as against 10% a short time ago and will rise to 30% in the fall. He added that when personnel is available to present the store's sales approach, the tv budget will move to 50% and even higher.

Value City's spot schedules are always in prime time, with a weekly average of three to five 20-second or 60-second spots every night except Saturday.

Business briefly...

Lucky Auto Supply Stores, Hollywood, has announced a 13-week spot radio schedule in eight California cities, heralding its silver anniversary of service to the motoring public. Stations sharing the schedule are: KWG Stockton, KYNO Fresno, KGEN Visalia, KNGS Hanford, KSBW Salinas, KVEC San Luis Obispo, KUZZ Bakersfield and KWOW Pomona. Agency: Clifford Gill, Hollywood.

Willys Motors Inc., Toledo, is presenting on NBC-TV's *Jack Paar Show,* a series of 13 "home movie" type commercials starring Jack Paar and Hugh Downs featuring a new jeep model, "Tuxedo Park," a four-wheel drive sports convertible. The series of commercials, which will be televised in color, will accent the vehicle's sporty white, red and black combinations.

Bell System, through N. W. Ayer & Son, Philadelphia, will sponsor *Threshold,* a three-part series of 90-minute programs exploring America's scientific plans, objectives and accomplishments in the space age, beginning this fall.

National School of Home Study (correspondence school) has signed with WNTA-TV New York and WIBG Philadelphia for a 13-week spot campaign on each station. Agency: Metlis & Lebow Corp., N. Y.

American Enterprises Inc., San Mateo, Calif., manufacturers of "space-age toys," will launch a national tv schedule in major cities this fall to promote the introduction of a new space product. Agency: The Wyman Co., San Francisco.

STP (Scientifically Treated Petroleum), Los Angeles, has announced a $100,000 summer-fall push of its lubricant in the west coast area with radio sharing the bulk of the budget. Stations in Los Angeles, San Francisco, Portland,

What does HILDRED SANDERS say about* **BROADCASTING YEARBOOK?**



"NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

* V.P. in Charge of Radio & Television Honig-Cooper & Harrington Los Angeles

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* Aug. 7. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

WIST

best radio buy in

CHARLOTTE, N. C.

and

WORD

5000 Watts on 910 KC

SPARTANBURG, S. C.

are pleased to announce
the appointment of



ADVERTISING TIME SALES, INC.

as their national representatives

effective immediately

Ask ATS about the new WIST/WORD Combination Rates

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 20-26 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 20	**The Untouchables** (9:30 p.m.)	ABC-TV	19.1
Fri., July 21	**Project Mercury** (8:15 a.m.)	All networks	26.0
	77 Sunset Strip (9 p.m.)	ABC-TV	14.2
Sat., July 22	**Gunsmoke** (10 p.m.)	CBS-TV	21.9
Sun., July 23	**Candid Camera** (10 p.m.)	CBS-TV	18.3
Mon., July 24	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	15.3
Tue., July 25	**President Kennedy** (10 p.m.)	All networks	33.1
	I Love Lucy (10 a.m.)	CBS-TV	11.6
Wed., July 26	**U. S. Steel Hour** (10 p.m.)	CBS-TV	13.5

Copyright 1961 American Research Bureau

Seattle, Honolulu and San Diego will get the major portion with key secondary markets also sharing in the buy. Agency: Fallon, Brangham & Brewer, Hollywood.

Monks Bread, Wareham, Mass., has announced the purchase of 2,366 spots on five New England good music stations. Participating in the mass buy are WPFM (FM) Providence, R.I.; WXHR (FM) Boston and WCRB-AM-FM Waltham; WTAG-FM Worcester, Mass., and WCCC-FM Hartford. Agency: Livingstone Adv., Wareham, Mass.

Associated Super Food Centers, new association of southern California super market chains formed by Boys Markets, Gateway Markets, Kory's Markets and Pantry Markets, on Sept. 1 will launch a cooperative radio campaign encompassing more than 100,000 local spots per year. Initial campaign will start on KLAC, KPOL and KRKD Los Angeles and KDAY Santa Monica, with a budget of more than $500,000. The cooperative campaign is being handled by Roche, Eckhoff & Assoc., Los Angeles.

General Mills Co., Minneapolis, will launch its new Wild Blueberry Pancake Mix starting this week with an all-media advertising campaign which includes a month-long (August) radio and television promotion. A pre-introduction of the product took place earlier this month on the West Coast. Agency: BBDO.

49ers backed ▪ Falstaff Brewing Corp., General Insurance Co. of America and Borden Co. will co-sponsor the radio coverage of the San Francisco 49ers this fall on KSFO San Francisco and the Golden West Network of stations in Northern California and Western Nevada. Broadcasts will include five pre-season and 14 regular league contests starting Aug. 12. Falstaff, through Dancer-Fitzgerald-Sample, N. Y., will sponsor one-half of the broadcasts; General Insurance Co. (SAFECO) one-quarter, through Cole & Weber, Seattle, and Borden Co. (milk and ice cream) one-quarter, through Young & Rubicam, San Francisco.

Rep appointments...

▪ KADY St. Louis: Spot Time Sales, N. Y., as national representative.

▪ WHP Harrisburg, Pa.; WCSH Portland, WLBZ Bangor and WRDO Augusta, all Maine: Broadcast Time Sales as exclusive national representative.

▪ WMOU-AM-FM Berlin, N.H.: Foster & Creed, Boston, as New England representative.

▪ WKEE Huntington, W. Va.: Ohio Stations Representatives as regional rep in state of Ohio.

▪ KSBK Okinawa: Pan American Broadcasting Co., N. Y.

▪ KHAT Phoenix, Ariz.: Weed Radio Corp.

▪ WAST (TV) Albany, N.Y.: Peters, Griffin, Woodward Inc., N.Y., as exclusive national rep.

Commercials in production...

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager and approximate cost of commercial.

Films Five Inc., 18 East 50th St., NYC 22

Firestone Tire & Rubber Co., one 60, live-animation, film. Jacques Dufour, creative director; Walter Bergman, prod. mgr. Agency: Campbell-Ewald; A. J. Miranda, prod. mgr.

Format Films Inc., 4741 Laurel Canyon Blvd., North Hollywood, Calif.

General Foods Corp. (JELL-O), two 60s, two 10s, animation, film. Herbert Klynn, producer. Agency: Young & Rubicam Inc.; Reed Springer, prod. mgr.

General Foods Corp. (Post Cereals), four 60s, two 40s, one 30, two 10s, animation, film. Herbert Klynn, producer. Agency: Benton & Bowles Inc.; Maximilian Bryer, prod. mgr.

Sande & Green Inc., 8400 Sunset Blvd., Hollywood, Calif.

Barker Brothers (Furniture), three 20s, three 10s, tv ID's. Bob Sande, prod. mgr. Agency: Rod Mays & Co.; Rod Mays, prod. mgr.

American Gas Assoc. (Gas), five 60s, radio. Bob Sande, prod. mgr. Agency: Lennen & Newell; Sam Cerni a.e. and prod. mgr.

Van Praag Productions Inc., 1600 Broadway, NYC

American Telephone & Telegraph Co. (Princess, Wall, Desk Set Telephones), two 60s, two 20s, one 10, live, film. William Van Praag, prod. mgr. Agency: N. W. Ayer & Son Inc.; J. Vance Babb a.e., Wynn Walsh, prod. mgr.

WCD Inc., 1600 Broadway, NYC

Union Carbide-Consumer Products Co. (Eveready Batteries), one 60, two 30s, live, film. Robert Carlisle, prod. mgr. Agency: William Esty Co.; James M. Stewart, a.e., Robert Badenhausen, prod. mgr.

Compliments to a friend

ADVERTISING TIME SALES, INC.
(Formerly the Broadcast Division of Branham)

from

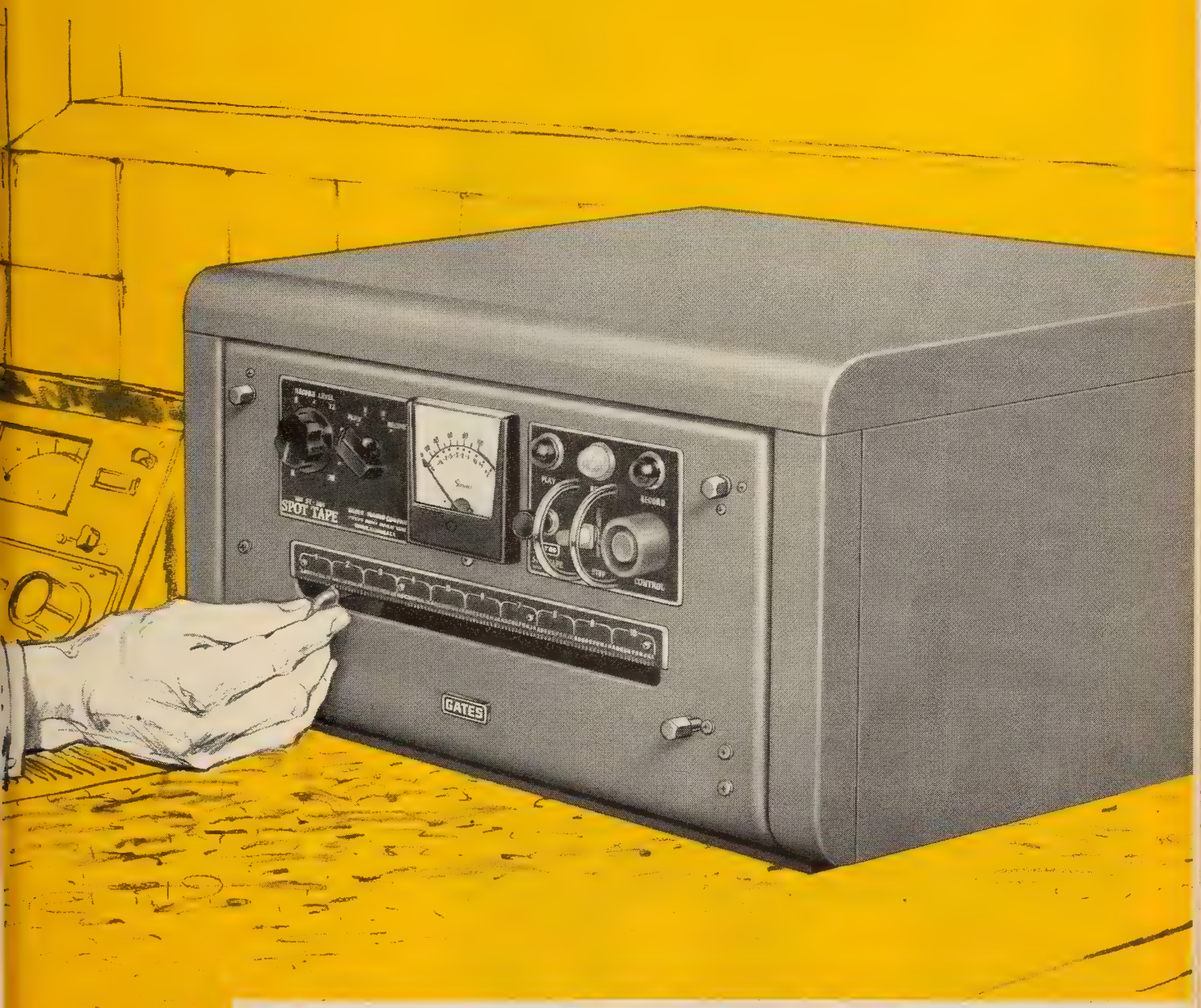
SPRINGFIELD's #1 RADIO STATION*
SPRINGFIELD's #1 TELEVISION STATION*

W H Y N AM-FM & TV
SPRINGFIELD, MASS.

Charles N. De Rose, General Manager

*HOOPER—April-June, '61 (7AM to 7PM)
*ARB—March, '61 (6PM to Midnight)

REPORTED THE TRADE PRESS IN MARCH 1959: *"A new working tool to make spot announcement handling as simple as push-button technology will permit."* The attention was focused on the new Gates Spot Tape Recorder, soon to be called the greatest boon to broadcasters since the invention of the microphone. Now, two years later, more than 500 stations from coast to coast have one or more Spot Tape Recorders in operation. ■ Just look at the application: On *one* tape 13″ wide are 101 announcements up to 90 seconds duration each. You simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest, including automatic rewind and perfect cue for split-second airing of the next spot. ■ Let us tell you more about the *exclusive* Gates Spot Tape Recorder. Write today for Brochure No. 73 – yours for the asking.



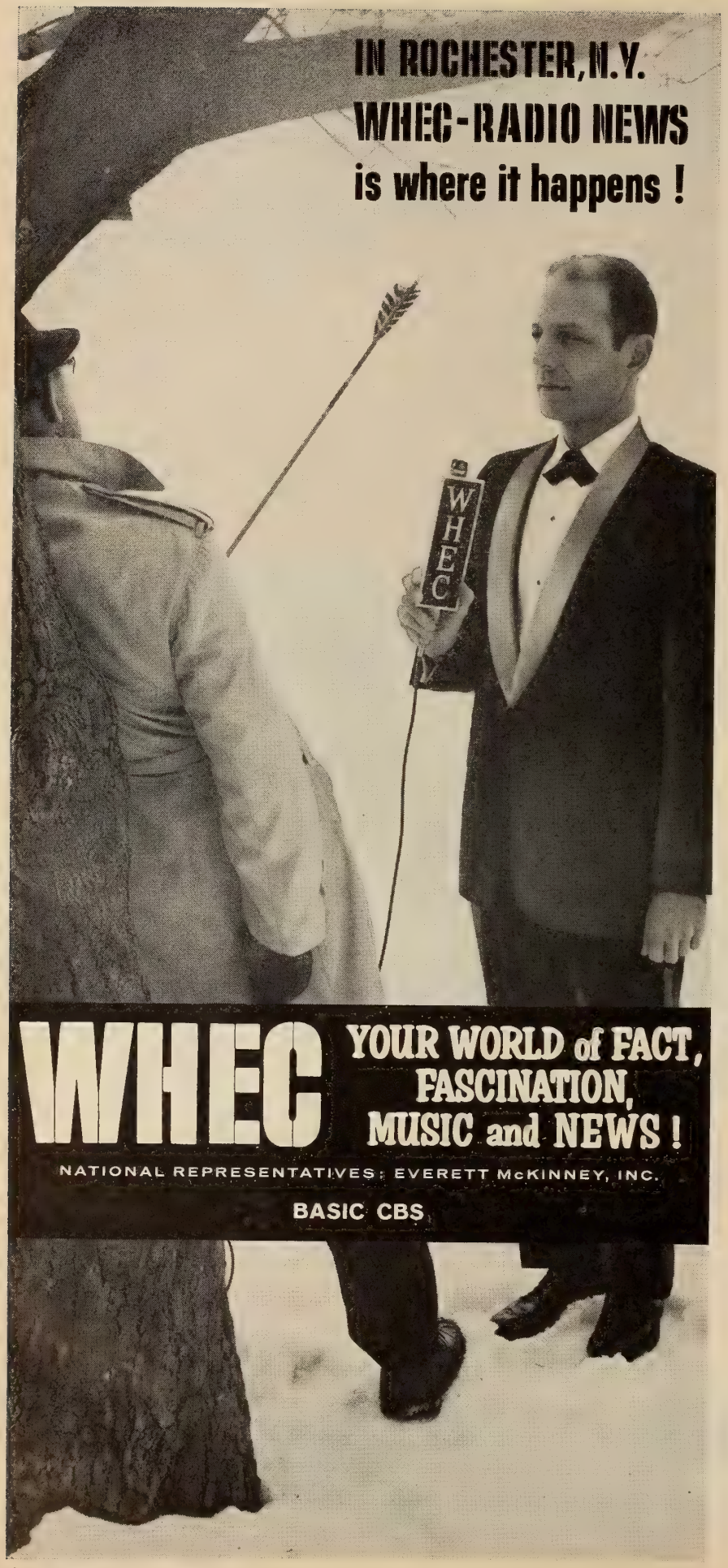
GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

HARRIS INTERTYPE CORPORATION

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C. In Canada. CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB



Station Index tv service measurement expanded

A. C. Nielsen Co. announced last week a series of expansions of its Nielsen Station Index television service, including an increase that will mean all U. S. tv markets will be measured at least twice a year.

Simultaneous measurements will take place in all markets in the spring and fall, in addition to the more frequent measurements made in most markets. In another phase of the expansion move the survey samples in major markets have been enlarged.

The expanded service, officials said, will produce more precise station total audience data and also, for the first time, will provide audience data by advertiser sales figures.

Nielsen said the new total U. S. measurement means about 200 markets will be measured at least twice a year, as against 197 markets in the past. Nielsen reports quarter-hour metro (central city) and station total ratings for more than 180 of the larger markets. In the rest, where there is no substantial metropolitan area, station total audiences are reported.

Most of the expansion moves, officials said, have already gone into effect.

Also in advertising...

Coffee firms blend ▪ Duncan Coffee Co., Houston, and Butter-Nut Foods Co., Omaha, Neb., announced June 20 their plans for merger. Under the plan, there will be no change in the corporate structures, personnel or distribution of the two regional firms.

GMM&B consolidates ▪ Geyer, Morey, Madden & Ballar Inc., western division, has consolidated its Chicago operations, with headquarters now in the Blair Bldg., 645 N. Michigan Ave. The move brings together some 50 persons on the agency's staff who formerly were located in two separate offices. New telephone: Mohawk 4-8000. The New York based agency also has branch offices in Racine, Wis., Omaha, Dayton, Detroit, Los Angeles and Portland, Ore.

In business ▪ Tele-Video Productions, N.Y., has been formed to produce tv commercial films, tv film series and feature motion pictures. Tele-Video was established by Lew Pollack, president. Studios and offices are at 316 W. 57th St., New York 19, N. Y. Telephone is Judson 2-8095. Mr. Pollack formerly headed Lew Pollack Productions and earlier was with Elliot, Unger & Elliot and Video Productions Inc., both N. Y.

Move ▪ Kirkland, White & Schell, At-

AFA-AAW ad campaign

Douglas L. Smith, advertising and merchandising manager of S. C. Johnson & Sons, Racine, Wis., has been named chairman for the 1962 national campaign, jointly sponsored by Advertising Federation of America and Advertising Assn. of the West, to improve public understanding of advertising.

George W. Head, manager of advertising and sales promotion, National Cash Register Co., Dayton, Ohio, is 1961 chairman.

The blanket identification will be changed from Advertising Week Year to Advertising Recognition Program, a continuous advertising campaign to "give the public a recognition and understanding of advertising's basic contributions to American leadership."

lanta, last week announced it has moved to new and expanded quarters on the fifth floor of the new 1252 West Peachtree Building in that city. The firm's new telephone number is 875-0021.

Newly appointed The Blair Cos., N.Y., have appointed Ketchum, MacLeod & Grove, Inc., that city, to handle publication advertising. The Blair Cos. consist of: John Blair & Co., radio representative; Blair-Tv, dealers in national spot sales for tv exclusively; and Blair Television Assoc., station representatives for key markets. Maxfield Gibbons named account supervisor and Laurence Donino, account executive by KM&G to represent the new account.

Latest list ▪ The Advertising Educational Foundation Inc., N. Y., has released a new bibliography, *Advertising & Marketing Theses for the Doctorate in U. S. Colleges & Universities, 1944-1959.* Theses are classified in 46 subject categories and are cross-referenced where more than one major emphasis is indicated in the thesis title.

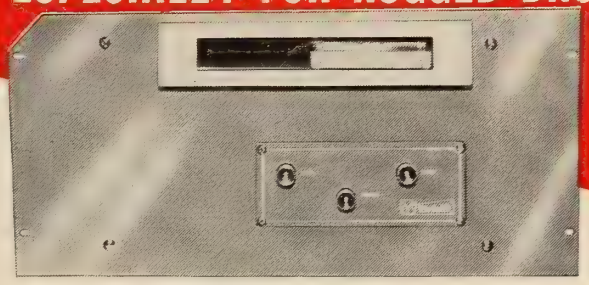
Agency appointments...

▪ The Southern Greeting Card Co., Memphis, Tenn.; Leathercraft Inc. and The Child's World Encyclopedia, both Chicago, all appoint Bozell & Jacobs as their agency.

▪ Hurley Products Co., Chicago, for Hurley press ironer, to Kuttner & Kuttner, Chicago. Tv will be used.

▪ National Allied Products Co., Omaha, for Brite-Eyes bleach and Dr. Brite disinfectant cleaner, to Allen & Reynolds Adv. there. Radio-tv planned.

At last! HEAVY DUTY PROFESSIONAL QUALITY AUTOMATIC TAPE CONTROL EQUIPMENT THAT IS DESIGNED ESPECIALLY FOR RUGGED BROADCAST USE



AND IS FULLY COMPATABLE WITH ANY SIMILAR UNIT

This is the machine that is the culmination of years of experience by the pioneer manufacturer of tape cartridge devices, Moulic Specialties of Bloomington, Illinois. It was designed and tested with continuous operation in mind. The electronics are smoothed out to a point of virtual perfection (no more wow and flutter problems!). Maintenance is simplicity itself. Truly, here is the first professionally designed, heavy duty unit ever offered the industry. And, it's available on any one of three plans:

- **outright purchase if you do not have automatic tape cartridge equipment now.**
- **trade-in your old equipment to modernize your facilities.**
- **add on to your present equipment to increase your capacity.**

Also available — the MaCarTa professionally built Recording Amplifier.

TAPE CARTRIDGE PROBLEMS?

The MaCarTa Factory Rebuilding Program Will Solve Them!

Now, for the first time, you may send *any* Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up! The low rebuilt price will delight you. That's all there is to it. Just send in malfunctioning cartridges and receive factory rebuilts in return at a substantial savings over new ones. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE - IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES.

MaCarTa

MaCarTa, Inc. • 820 HUBBELL BUILDING
ATlantic 3-1709 • DES MOINES 9, IOWA

Suppliers of Continuous Loop Tape Cartridges and Recording and Playback Equipment.

The National Marketing Organization For Moulic Specialties Company of Bloomington, Illinois

Using own product would help radio

EMIL MOGUL POINTS TO PRESTIGE CAMPAIGNS OF PAPERS, MAGAZINES

One of radio's most consistent supporters among the agencies feels that radio could and should improve its stature and its financial structure by buying some of what it's selling—advertising.

The suggestion comes from Emil Mogul, president of Mogul, Williams & Saylor, New York. The campaign he advocates would be akin to the big promotions conducted by magazines and newspapers and would be placed, as theirs are, in prestige magazines, key newspapers in the top cities—New York, Chicago and Los Angeles, for example—as well as in leading trade publications.

Would Boost Billings ▪ The idea has been accepted as good but dismissed as impractical or secondary in importance among other current radio-sales promotion activities, however. But Mr. Mogul contends it would help existing promotion activities do a much better job of increasing radio billings than they're doing now.

Mr. Mogul, a radio station owner himself, told BROADCASTING that if each station in the U.S. would contribute one-tenth of one percent of its billing, the resultant war chest—some $675,000, based on total billings of about $675,000,000 last year—would finance a "terrific" campaign with "wonderful" results.

The campaign he envisions would be in addition to the regular promotion activities of the Radio Advertising Bureau and the NAB. He felt that existing organizations, despite all the promotion they have done and are doing, have not succeeded in moving spot billings upward as fast as they should move. An "impact" campaign pushed consistently in "a handful of magazines and newspapers," he said, would "do more than anything done to date" to provide that extra boost, giving billings a 7-8% increase each year.

Radio's low costs, wide reach and proven sales impact were among the values he felt should be promoted in the proposed campaign.

Mr. Mogul emphasized that radio's values exist. The job, he said, is to convince more advertisers and agencies.

Radio Pays Off ▪ "In our experience," he said, "radio pays off as handsomely as any other medium—if not more so. For anything that is sold in the mass channels of trade, radio can sell it better. A $675,000 campaign would go a long way toward giving radio the stature it deserves—and make it easier to sell."

He recognized that buying space in big consumer publications for a radio promotion campaign would involve a great deal of "waste circulation," but pointed to the success of similar magazine and newspaper drives and noted that, despite the wastage, "they know

Miami officials think twice after radio-tv editorials

City hall is beginning to feel the heat of aroused citizenry spurred to action by tv and radio editorializing.

The latest example of broadcasting's position as the voice of public conscience, in past years a responsibility almost solely that of newspapers, took place in Miami last week.

Led by editorials on WTVJ (TV) and radio stations WAME, WQAM and WINZ, an aroused public forced the Miami Board of Commissioners to reverse itself and rehire the city manager, who had been fired by a 3-2 vote just one week previously.

The council meeting which rehired Melvin Reese, Miami's city manager, was packed with people as the result of a tv and radio editorial campaign. The meeting itself was carried live by WTVJ, WCKT (TV) and WAME.

Fracas Starts ▪ The fracas, which carried overtones of a political power play, and the suggestion of a competitive battle between two of Miami's tv stations, began July 19 when the Miami city fathers, by a one-vote majority, dismissed Mr. Reese as city manager. Mr. Reese had been in office 16 months.

Among the reasons given by the anti-Reese faction for the dismissal was his alleged lack of action in dealing with the city's slums. The slum-clearance issue was injected after a two-part documentary on Miami's slums by WCKT (TV) there.

Even while the commission's dismissal meeting was underway, WTVJ leaped into the fray with a stinging editorial advising the populace what was taking place. For the next five days the ch. 4 station carried editorials calling for public action against the three commissioners who had voted for the dismissal.

WTVJ was joined quickly by three radio stations in the campaign to undo the commissioners' action.

WAME, one of the radio battlers, on one day ran one-minute "minitorials" 10 times, on the next day ran a 30-second editorial 10 times and for the next three days ran the 30-second editorial 20 times daily. They urged Miamians to attend the next commission meeting.

The tv-radio campaign resulted in the initiation of a recall petition against the three commissioners and a public mass rally on July 24, the day before the next commission meeting.

Victory ▪ Mr. Reese was rehired on a 4-1 vote on the morning of July 25. He also won a change in terms which bolstered his tenure and made it more difficult for the city manager to be railroaded.

Only one of Miami's three daily newspapers joined in the fight editorially.

The first one-hour part of WCKT's documentary on Miami's slums (*Miami: Condemned*) ran twice last May. On July 18, the ch. 7 station put on the second part of the series, showing that not much action had been taken on the subject over 90 days.

This was one of the reasons given by the city commission majority on July 19 when it fired the Miami city manager. When the city commission rehired Mr. Reese July 25, it also passed a minimum housing ordinance, the first for Miami.

The WCKT documentaries run on a budget of $2,000-$3,000 monthly. Earlier this year, WCKT ran a story on juvenile delinquency which sparked adoption in Miami of the Mott plan (used initially in Flint, Mich.) whereby school facilities are used all day long for youth activities.

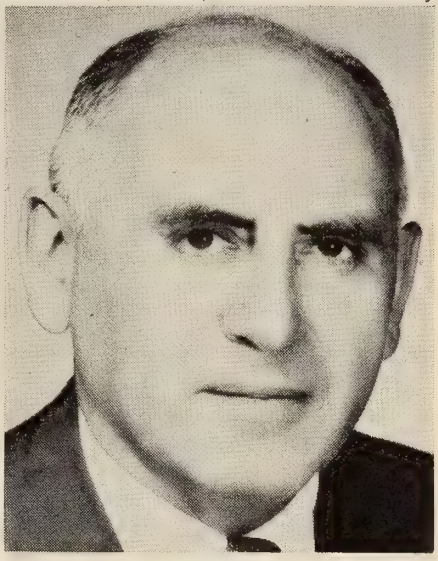
they're going to reach advertisers and agencies" when they buy papers like the *Wall Street Journal* and *New York Times.*

Mr. Mogul suggested that RAB would be the logical organization to administer such a campaign. But inquiries there found the reaction that the idea is good, but impractical.

Often Considered ▪ RAB President Sweeney said an advertising campaign of this sort had been considered "at least once a year since RAB's inception." He summarized RAB's position thus:

"We think Mr. Mogul's idea a good one, but one that we think cannot be financed out of present funds without giving up more valuable and productive functions; that the stations are unwilling to finance by a tithing method at a level sufficiently high to support a real campaign, and we are inclined to feel that if we could raise $200,000 from this industry that there are research projects and sales efforts that could be bought that would produce a far greater volume of business than the advertising would."

The $200,000 cited by Mr. Sweeney was the minimum he considered necessary for "a really important campaign." He said RAB authorities did not think stations would be willing to contribute that much. Even if the money could be raised, he said, "there are so many ways in which this amount of money could be translated into immediate dollars for radio that we would be reluctant to spend the funds that way."



Mr. Mogul

Half Million Total ▪ He said "radio has about $500,000 available to cover its national-level effort, including personnel and overhead—that is, a little less than half of the total RAB funds. This protects and tries to expand a volume of national business that is far smaller than TvB or the Magazine Advertising Bureau or the newspapers' Bureau of Advertising are working with. For example, MAB's campaign is financed out of gross national advertising revenues of $938,000,000 compared to radio's gross national advertising revenues of only $257 million."

Mr. Sweeney noted that radio once tried a campaign of this sort, and that since then "the judgment of successive boards of directors and plans committees [of RAB] has always been the same: It is a desirable step when RAB has the money but it cannot be given as high a priority as other functions financed by our national promotion and sales budgets."

'Image Audit' service offered to stations

AIM: TO HELP STATION PROGRAM, SELL, PLEASE FCC

A new "Station Image Audit" to evaluate the attitudes of audiences and advertisers toward their local television and radio stations was announced last week by Henderson & McNelis, New York research firm.

President John J. Henderson said the new service blends psychological and statistical research to produce station profiles that will help the stations program, sell and promote better— and also show the FCC how well the community thinks a specific station is doing its job.

The FCC applications are being stressed as an important collateral benefit in view of FCC Chairman Newton Minow's repeated emphasis on local opinion as a yardstick for measuring station performance.

Four Uses ▪ A brochure explaining the new service says a station manager can use the Station Image Audit in four ways:

"1. It will provide him with promotion for the advertisers—documented evidence of the selling influence of commercials on his station (compared with competing stations).

"2. It will provide him with a guide to program policy. It will enable him to create local programs and select music that will have the greatest appeal and favorable effect on the total station image.

"3. It will provide him with a guide to promotional policy. It will furnish him with the insights that will enable him to prepare new compelling on-air and print promotional themes that will attract listeners to his stations more often and for longer periods of time.

"4. It will provide him with evidence to the FCC that he is looking beyond raw ratings to find out what his listeners most want in programs."

The Station Image Audit is planned, according to Mr. Henderson, in two stages, the first based on psychological research and the second using the results of the psychological studies in conjunction with statistical techniques to produce "definitive answers" to practical questions about programming, promotion and advertising.

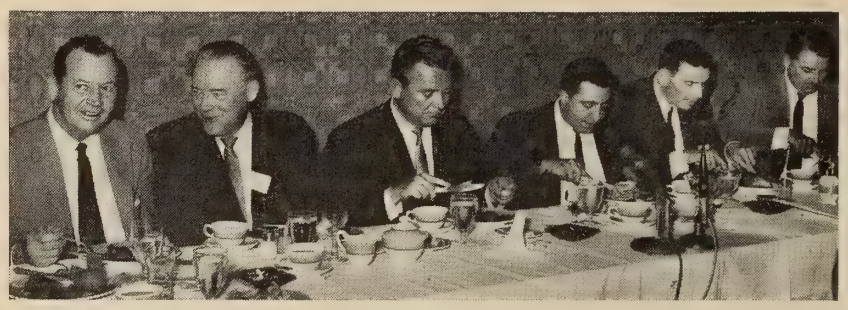
Reports ▪ Out of the results come two reports for client stations: (1) a confidential Image Audit for the use of management in reaching policy decisions affecting programming, promotion and community relations, and (2) a promotional Image Audit for use in selling by "documenting for advertisers the ways in which your station excels over lesser stations in getting sales messages to listeners and viewers."

Each of these two reports will be based on telephone surveys of 2,000 listeners, but back of the telephone questionnaires are a series of in-depth psychological interviews with both individuals and groups, according to the research firm.

First there is a session with station management to clarify objectives. Then come interviews with five groups of six to eight participants each—one group of women, one of men, one of teenagers and children, one of married couples having no college background, and one of couples who have gone beyond the first year of college. Next come depth interviews with 50 individuals representing a cross-section of listeners or viewers. The principal purpose of all these interviews, which are tape recorded, is to arrive at questions which will produce the most meaningful answers in the "mass" stage of telephone interviewing, according to H&M.

Findings ▪ In programming, the research firm said, the Audit provides answers to such questions as: "What are the specific interests, tastes, desires and convenience of each community? Which stations are best serving these interests, desires, etc? What specific needs or interests are not now being served but can practicably be served by broadcasters? What practical new ideas or techniques in local programming are large segments of viewers or listeners ready to accept?"

In station promotion the Audit seeks to show the "total image each station is projecting to the community," how these images influence audience loyalty and how the client station's image might be reshaped to increase loyalty. The objectives in evaluating advertising effectiveness are to show differences in the way viewers or listeners react to commercials on each station, and to de-



KVII-TV's new home opened in Amarillo

This was the head table scene at a luncheon prior to the opening of the Vaughn Building, new home of KVII-TV Amarillo, Tex. The 10-story structure is named after Jack C. Vaughn, board chairman of the Trigg-Vaughn stations and of the Reva Corp. (which owns the building), and Grady Vaughn Jr., his brother and co-owner of the building. L to r: Richard Reeves, Reva Corp. president; Cecil Trigg, president, Trigg-Vaughn stations (KVII-TV, KOSA-AM-TV Odessa, KROD-AM-TV El Paso, all Texas); Charlie Keys, manager of KVII-TV; Julius Barnathan, ABC-TV vice president; Jack C. Vaughn; Grady Vaughn Jr.

termine which station's image can best engage the viewer or listeners in the content of the commercials.

Henderson & McNelis, at 342 Madison Ave., New York 17, specializes in marketing and communications problems. Its Image Audit service is new, but among the companies for which it has done other research work, according to Mr. Henderson, are Television Advertising Representatives (TvAR), WHDH Boston, WPIX (TV) New York, and Trendex.

KFWB STRIKES BACK

Hires 'permanent' help to replace AFTRA strikers

A new tactic was introduced into the AFTRA-KFWB Los Angeles strike Wednesday, when a disc jockey who had joined the station on July 11, the opening day of the strike, was made a permanent member of the KFWB staff.

The next day Richard Lee Dobbyn was given a permanent berth at KFWB as a newsman.

Chuck Blore, vice president in charge of programming for Crowell-Collier Broadcasting Corp. (owner of KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul as well as KFWB), in announcing the appointment of Art Nelson, stated: "This action was taken under the law which protects management and labor alike, stating that we have the right to replace permanently any worker out on an economic strike. Should the strike be settled, we are not obligated either to reinstate the striker nor terminate the people we've employed during the strike."

Mr. Nelson, who worked at KABC Los Angeles until 1958 when he joined KLIF Dallas, withdrew from AFTRA at that time because KLIF does not operate with an AFTRA contract. Mr. Blore refused to comment as to which of the striking disc jockeys is being replaced. All seven of the KFWB staff d.j.s voted to support the station's newscasters in their wage dispute with the KFWB management and walked out with the newsmen, although their own wages are not in dispute. For this action, the d.j.s were commended by AFTRA at its national convention in Detroit July 20-23.

AFTRA "emphatically does not agree" with KFWB's contention that it has the right to make a permanent replacement for one of the men now out on strike, Claude McCue, executive secretary of the union's Los Angeles local, declared. The union has so notified the station management, Mr. McCue said. Further, he stated, "Mr. Nelson is a member on withdrawal and is subject to the same disciplinary action as any other member found guilty of scabbing."

Mr. Dobbyn, previously with the news department of KXYZ Houston, was appointed to the KFWB news staff by Jim Hawthorne, program director of KFWB. As Mr. Blore had done in the case of Art Nelson, Mr. Hawthorne declined to say which of the striking newsmen was being replaced by Mr. Dobbyn. The new KFWB newsman is not now and has not been an AFTRA member.

Short Meeting ▪ Representatives of the station and the union met briefly Tuesday (July 25) in the office of Jules Medoff, federal mediator, but no change in the situation resulted. Mr. Medoff, who called the Tuesday meeting, on Thursday contacted the station and the union and arranged for another meeting on Friday afternoon. He said such a meeting may be just a matter of exchanging pleasantries and an agreement to meet again or it may be that one side or the other is ready to make a move. There may be some hope, although there didn't seem to be any when they met earlier this week, he said.

Barring a sudden change, both sides are standing pat. Commenting on the Tuesday meeting, James F. Simons, KFWB station manager, said: "KFWB reaffirmed its position regarding AFTRA's refusal to agree to our offer and that's where we left it. We stated that we are still willing to listen to any reasonable approach to the problem."

Prior to the strike, AFTRA asked for an increase in minimum scale from $155 to $255. (The comment was made that the requested increase would actually amount to only $52, since KFWB has been paying $173 a week to its news announcers, but the station replied that one full-time and several part-time newsmen were working at the base rate.)

KFWB countered with an offer to raise the minimum from $155 to $170 a week for newly employed personnel the first year, to $177.50 the second year and to $185 the third year of a new three-year contract. For personnel employed at the station before the strike, KFWB proposed a minimum of $195 the first year, $200 the second and $207.50 the third.

AFTRA rejected this as a "dual pay scale for the same job classification," contrary to union policy.

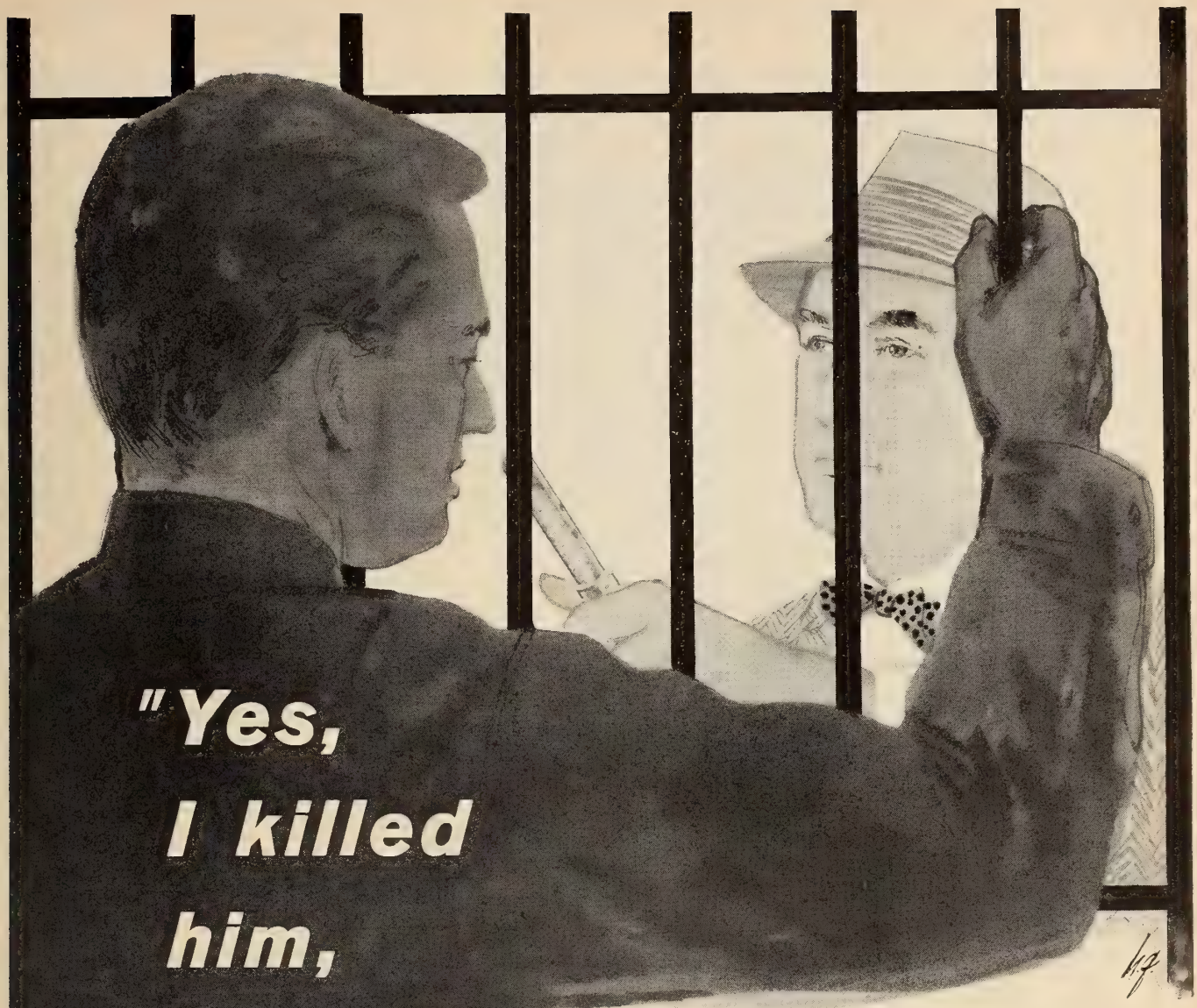
NAB fall conferences to be one-day affairs

NAB's fall conferences this year will be one-day meetings, open to nonmembers as well as members.

The eight meetings will consist of a morning report by the NAB staff to members on what they are doing, a noon report by NAB President LeRoy Collins, and an afternoon session answering questions from broadcasters.

The one-day meetings (CLOSED CIRCUIT, July 17) will make it more economical for members and for the NAB, Gov. Collins stated in an announcement to members, and will also make it possible for more broadcasters to attend. The schedule:

Oct. 13; Hotel Jefferson, St. Louis, Mo.; Oct. 16, Sheraton-Dallas, Dallas, Tex.; Oct. 18, Hotel Utah, Salt Lake City, Utah, Oct. 20, Sheraton Palace, San Francisco, Calif.; Nov. 10, Somerset Hotel, Boston, Mass.; Nov. 13, Pittsburgh-Hilton, Pittsburgh, Pa.; Nov. 15, Hotel Leamington, Minneapolis, Minn., and Nov. 20, Robert Meyer Hotel, Jacksonville, Fla.



"Yes, I killed him, but..."

Cold premeditated murder, or self-defense? WFAA-820 listeners were amazed at the stark, real-life, on-the-air confession from the lips of the accused man. Once again "Southwest Central" newsmen had scored a beat by taping an interview from just outside the jail cell. But WFAA-820 is where the unusual usually happens. And that's why it's fast becoming the most listened-to spot on the dial . . . with more reports first and first hand!

You can reach this huge news-conscious highly informed audience almost any time of day. Call your Petryman now for the full story on "Southwest Central"— home of electronic journalism for all North Texas!

"Southwest Central"

from

COMMUNICATIONS CENTER



WFAA 820 radio DALLAS

RADIO SERVICE OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

WHAT IS A TELEVISION NETWORK?

Pulse study shows half the viewing public doesn't know

Network television with all its ramifications remains a mystery to many viewers, a Pulse survey of the Philadelphia metropolitan area released last week revealed.

Some results of the survey:

• Almost one of five viewers (19%) never heard of a television network.

• Almost one of four (23%) were unable to name any of the three networks.

• Only half (51.2%) could give an acceptable meaning for the term "television network."

• 73% could name CBS, 72% could name NBC and 67% could name ABC.

• ABC is associated mainly with westerns (32%) and adventure-detective shows (25%) and is identified more closely with sports than are CBS and NBC.

• NBC is associated mainly with news (29%), quiz shows (22%) and musical-variety (16%).

• CBS associations are more widely scattered over program types. Soap operas and serials (22%); musical-variety (15%).

• NBC got the viewers' votes for presenting the "best tv programs" and the "best news and special events programs."

• Only 61% correctly identified WFIL-TV with ABC; 65%, WRCV-TV with NBC; 71%, WCAU-TV with CBS. See detailed charts below:

MEANING OF TERM "TELEVISION NETWORK"

Stations linked together across the country	19.4%
Stations linked with same programs	12.3
Stations linked together from one original point	13.5
Stations, ABC, CBS, NBC	5.7
Company putting on the programs	2.7
Stations like Channel 3, 6, 10	9.4
Company paying/backing the program	1.7
Company paying/backing the station	3.9
Misc. wrong answers	8.9
Don't know	22.5
Total	100.0%

KNOWLEDGE OF NETWORKS

Question: There are three different television networks which televise programs you can watch here in Philadelphia. Can you name them?

CBS	73.2%	ABC	66.8%
NBC	71.6%	Don't know	23.2%
Base For Percents 500			234.8*

*Totals over 100% due to multiple responses.

TYPE OF PROGRAMMING ASSOCIATED WITH NETWORKS

Question: What kind of television programs do you think of or associate with CBS (Columbia Broadcasting System); NBC (National Broadcasting Company) and ABC (American Broadcasting Company) to those respondents who don't know all.

	CBS %	NBC %	ABC %
Westerns	11.8	12.6	32.2
Musical Shows/Variety	14.6	16.4	10.8
Adventure-Detective Show	6.0	7.0	25.4
Comedy Shows	6.6	5.4	1.8
Quiz Shows	3.0	22.4	2.6
Sports Shows	4.2	11.0	16.6
News/Weather	13.8	29.2	8.0
Soap Opera-Series Type	21.8	6.2	4.2
Specials	5.6	4.8	.8
General, Programming	11.0	8.0	5.4
Misc.	10.8	3.2	6.8
Movies	5.8	4.8	4.8
No particular type	19.2	15.2	20.8
Base For Percents	500 134.2*	500 146.2*	500 140.2*

*Totals over 100% due to multiple responses.

NETWORK WITH BEST TELEVISION PROGRAMS

Question: In your opinion, which of these three television networks—if any—provides the best television programs?

CBS	25.8%	ABC	20.6%
NBC	28.0%	No Preference	25.6%

NETWORK PREFERRED FOR NEWS AND SPECIAL EVENTS

Question: Which of the three—if any—does the best job when it comes to news programs or televising special events?

CBS	26.0%	ABC	7.8%
NBC	42.6%	No Preference	23.6%

Telling it on tv

While plugging radio isn't particularly their game, Houston's three television stations, KHOU-TV, KPRC-TV and KTRK-TV nevertheless are finding it profitable. All three are running a day-long saturation schedule today (Monday), promoting the air debut of KODA, that city's first new am station in 13 years. The spots were placed at the regular commercial rates. KODA operates on 1010 kc with a power of 1 kw. It is owned by Taft Broadcasting Co., headed by Paul E. Taft, who at one time owned what is now KHOU-TV. According to Mr. Taft, KODA's copy for the three television stations is being received like that of any other advertiser, rather than a "competitor."

ABC-TV will video tape symposium for the record

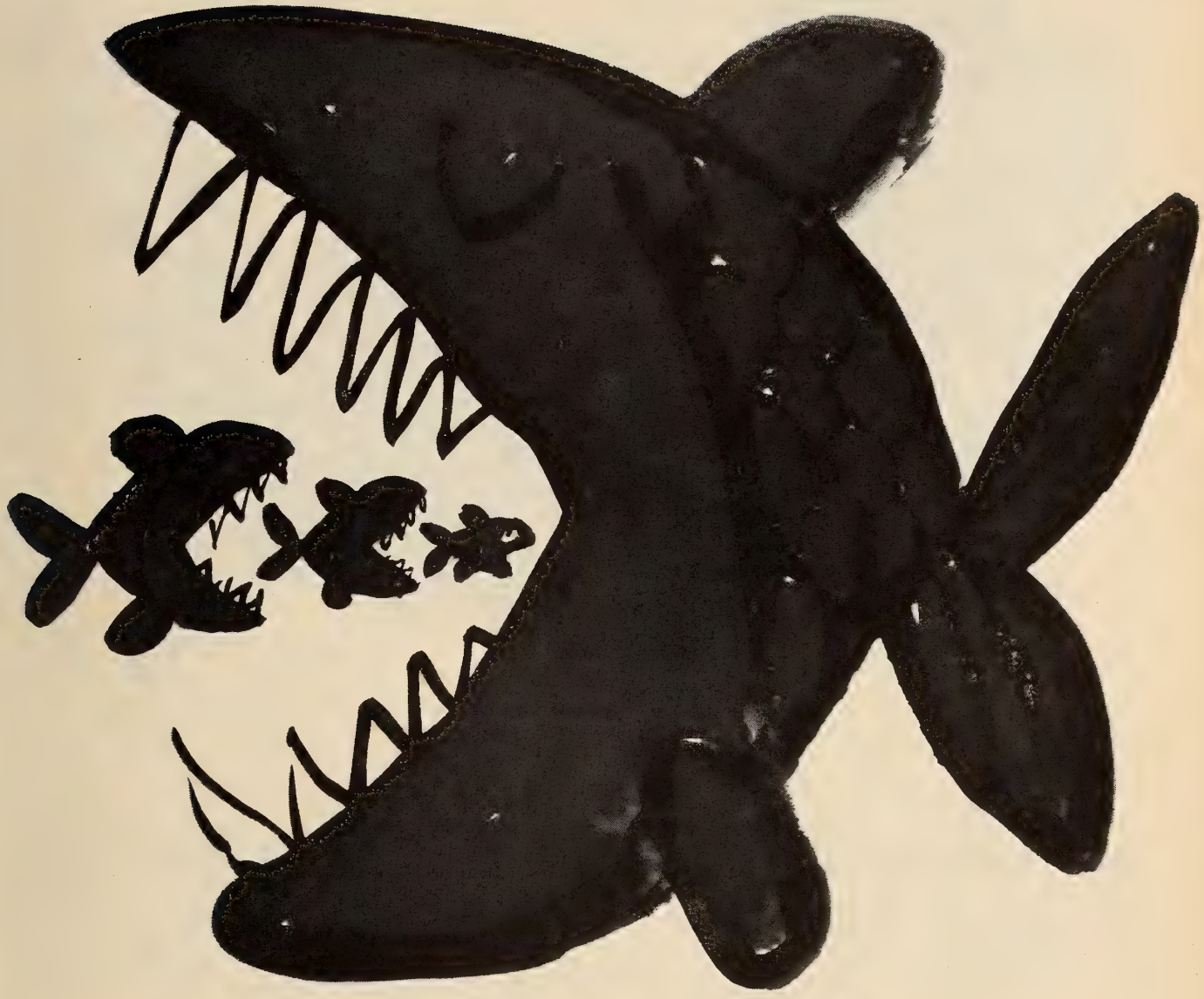
The freedom of broadcasting symposium at the Northwestern U. School of Law in Chicago on Thursday and Friday will be video taped by ABC-TV "for the record" and for possible subsequent use on the air.

In reaching this decision the network was motivated by the thought that the two-day symposium may emerge as an historic encounter between "the regulators and the regulated" in broadcasting (CLOSED CIRCUIT, July 24). FCC Chairman Newton Minow and NAB President LeRoy Collins will appear as speakers at one public session.

In addition to taping the entire symposium, ABC-TV is installing cameras and monitors to carry the proceedings of closed or limited-audience sessions to newsmen and invited guests in nearby rooms. The operation is under the direction of Bill Kusack, head of the ABC-TV engineering department in Chicago.

Catv sold for $550,000

The sale of an Oil City, Pa., community antenna system, by NWL Corp. to National Trans-Video Corp. for $550,000 was announced last week. The Oil City catv serves 4,200 subscribers and will be managed by Systems Management Co., Denver, Colo. National Trans-Video is principally owned by C. A. Sammons, Dallas, Tex., and owns 15 catv systems in Pennsylvania, Massachusetts, New York, Vermont, New Hampshire, Virginia, Arkansas and Oregon. The broker in the Oil City transaction was Daniels & Assoc.



Surprising how trends can be stopped

Maybe they're right. Maybe there *is* nothing harder to stop than a trend. Maybe. But we stopped one . . . cold!

In Minneapolis-St. Paul, the TV viewing trend was down. All three network affiliates (called X, Y & Z) played to fewer people in June than in May. A lot fewer.

Not so at WTCN, the Channel 11 independent.

Audience was up. 20% more viewers over-all, a whopping 37% more viewers in the big-time slot from 6 P.M.-10 P.M. Slice it any way you want. Hours per day, days per week . . . WTCN spells UP.

What did it? Such trend-stoppers as Killebrew and company—the Minnesota Twins—first with the fans, if not first in the league. News-on-the-hour (On TV? Sure!) First-rate, first-run feature films in prime time. Great kiddie shows. The best in syndicated programs. Community identification and endeavor.

And we've just begun to fight. From now on, things get bigger and better. If the Twin Cities figure in your marketing plans, climb aboard. Call the man from Katz and ask him to bring along the June ARB book. And the May book, too. Nielsen, if you prefer. Check the trend, the new Channel 11 trend in the Twins.

TIME-LIFE BROADCAST
Independent WTCN-11 • Minneapolis-St. Paul



TAPE COMMERCIALS COVER U.S.A. ON NETS OR SPOT

on SCOTCH® BRAND Live-Action Video Tape!

Today your TV commercials on "SCOTCH" BRAND Video Tape can reach the TV families in 126 top market areas . . . over 90% of the potential market for any product! In the 1960-61 season, "live-action" taped commercials have sold successfully in practically every product category, e.g., foods, coffee, beer, toothpaste, cosmetics, soaps and cleansers, automobiles, gasoline, appliances, etc.

Network and spot coverage are both excellent. The three major networks have complete tape facilities that enable your message to reach every TV family within range of a net's 150 to 200 affiliated stations. Spot coverage is virtually national and grows every day. All stations equipped for tape, located in major cities from coast to coast, will deliver your video-taped commercial. Altogether they cover more than 90% of all TV homes on either a regional or national campaign basis.

Today's trend to tape and resulting volume of use has reduced the cost of "SCOTCH" BRAND Video Tape significantly since its introduction, and has lowered the cost of making duplicate prints. Also, many "extras" such as station charges for roll-in or playback of tape have been virtually eliminated.

Any way you look at it . . . the comprehensive market coverage, the superior picture quality, the production advantages such as immediate playback and no processing (even for color!) . . . today's video-taped commercial is a better advertising buy than ever! Why not ask your local video tape producer to bid on your next storyboard? No cost or obligation.

Write for free copy of "Techniques of Editing Video Tape," to: 3M Company, St. Paul 6, Minn.

MAGNETIC PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

VTR-EQUIPPED STATIONS NOW REACH THESE 126 TOP MARKET AREAS... OVER 90% OF ALL U.S. TV HOMES!*



Alabama
Birmingham
Montgomery

Arizona
Phoenix
Tucson

Arkansas
Little Rock
El Dorado—Monroe, La.

California
Bakersfield
Hollywood
Los Angeles
Oakland
Sacramento
Stockton
San Diego
San Francisco

Colorado
Denver

Connecticut
Hartford
New Britain
New Haven

Florida
Jacksonville
Miami
Orlando
Palm Beach
Pensacola—
Mobile, Ala.
Tampa—St. Petersburg

Georgia
Atlanta
Augusta
Columbus

Hawaii
Honolulu

Illinois
Chicago
Decatur
Peoria
Rockford

Indiana
Bloomington
Evansville
Indianapolis
Fort Wayne
South Bend—Elkhart

Iowa
Ames
Cedar Rapids—Waterloo
Des Moines
Sioux City

Kansas
Pittsburg—Joplin, Mo.
Topeka
Wichita—Hutchinson

Kentucky
Louisville

Louisiana
Baton Rouge
Monroe
New Orleans
Shreveport

Maryland
Baltimore

Massachusetts
Boston
Greenfield
Springfield—Holyoke

Michigan
Detroit
Flint
Grand Rapids
Saginaw—Bay City

Minnesota
Duluth
Minneapolis
St. Paul

Mississippi
Jackson

Missouri
Columbia
Kansas City
St. Louis
Springfield

Nebraska
Lincoln
Omaha

New Mexico
Albuquerque

New York
Albany
Buffalo
New York—Newark, N.J.
Rochester
Schenectady
Syracuse

North Carolina
Asheville
Charlotte
Greensboro—
Winston-Salem
Greenville
Raleigh—Durham
Wilmington

North Dakota
Fargo—Valley City

Ohio
Cincinnati
Cleveland
Toledo
Youngstown

Oklahoma
Ada
Oklahoma City
Tulsa

Oregon
Portland

Pennsylvania
Altoona
Lancaster—Harrisburg
—York
Philadelphia
Pittsburgh
Wilkes-Barre

Rhode Island
Providence

South Carolina
Charleston
Florence
Greenville—Spartanburg

Tennessee
Memphis
Nashville

Texas
Amarillo
Austin
Beaumont—Port Arthur
Big Spring
Dallas—Ft. Worth
Harlingen
Houston
Lubbock
San Antonio
Weslaco
Wichita Falls

Utah
Provo
Salt Lake City

Virginia
Norfolk
Richmond—Petersburg
Roanoke

Washington
Seattle—Tacoma
Spokane
Yakima

West Virginia
Huntington—Charleston
Oak Hill
Wheeling

Wisconsin
Green Bay
Madison
Milwaukee

District of Columbia
Washington

*Growing every day! As this advertisement went to press, the above list was up-to-date and accurate. But by the time you read this, chances are, new VTR stations equipped for television recording and playback will have been added. So use this basic list for quick reference, but be sure to check for any new and additional market coverage that has since become available. Call your local tape producer for the latest information!

"SCOTCH" IS A REG. TRADEMARK OF 3M COMPANY, ST. PAUL 6, MINN. EXPORT: 99 PARK AVENUE, NEW YORK, N.Y. IN CANADA: LONDON, ONTARIO. ©1961 3M CO.

MAGNETIC PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

THERE'S NO TURNING BACK FOR TV

Competitors' troubles only beginning, says Pinkham

A prominent advertising agency executive bearded a group of magazine zealots in their den last week and left them speechless.

Richard A. R. Pinkham, senior vice president in charge of broadcast operations, Ted Bates & Co., addressed a luncheon meeting of the Magazine Promotion Group in New York on the subject, "Where Is Television Headed?" and his unequivocal answer to the rhetorical question was, "Why, up, of course." The reasons for Mr. Pinkham's optimism: tv "is free, it amuses and it sells merchandise."

In terse, hard-hitting terms, Mr. Pinkham alerted the magazine executives to tv's coming technical advances. He predicted the 1970s will find many homes equipped "with a veritable communications center in the living room," offering "more in performance and less in size," and featuring three-dimensional, four-color, eight-square-foot tv pictures.

"You think you've got competition now?" he asked. "It's going to get worse. And I would suggest that if you have lulled yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Discussing the current state of tv programming, Mr. Pinkham said its quality may not be "defensible," but "it is explicable." He maintained that tv is so much a part of "our hedonistic way of life," that no matter how bad it gets, people will still watch it and "it will still remain a superb advertising medium."

Therapy ▪ The Bates executive said FCC Chairman Newton Minow's "vast wasteland" speech may have been just the shock therapy that tv needs. He claimed the medium is suffering most from putting too many "program eggs into the Hollywood basket." Television, he charged, has satisfied the insatiable appetite of programming schedules by abdicating to Hollywood at the expense of live experimenting with programming.

The answer for tv programming, he feels, was indicated in the success of last season's *The Flintstones* and *Candid Camera*. Both programs were successful, he indicated, because they dared to be different, were experimental, and had imagination and courage. "Television," he said, "must stop being Hollywood so much and become television again . . . an entity of its own . . . doing the things it does best."

Mr. Pinkham believes that by next year "the pendulum should start to swing back toward live, experimental, fresh programming," with ample room for "young idea men" in the industry.

The agency programming veteran, who once headed NBC-TV's programming department under Sylvester (Pat) Weaver, had some final, unrelenting words for his magazine-minded listeners: "Don't overestimate our troubles, gentlemen. If television is a sick medium, it is just a slight head cold—not terminal cancer."

After the speech, the audience was invited to participate in a question-and-answer session. But the magazine men were apparently left speechless. The luncheon ended without a single question to Mr. Pinkham. The magazine group is made up of promotion writers from various consumer magazines. Their function is to tell the public of the importance of magazines in the American way of life.



New York agencies try Tidewater for size

Norfolk-Tidewater, Va., is the nation's 29th market, and when agencies rank Norfolk-Portsmouth as 46th and Newport News-Hampton as 120th, they are missing one of the most important markets in the country. So claim Norfolk's three tv stations—WVEC-TV, WTAR-TV and WAVY-TV—which brought a jointly-produced film presentation to New York recently to set the record straight among ad agencies. The stations were hosts to more than 25 media and research personnel, representing 18 agencies at a luncheon.

The 15-minute film, produced to clear up some often misunderstood features of the quad-market area, portrays the compactness of the market and emphasizes that the cities of Norfolk-Portsmouth and Newport News-Hampton are all within a 20-mile radius. Their combined population, the film points out, exceeds that of Boston, Pittsburgh or Milwaukee.

Among those attending the presentation: (l to r): Bill Gietz, of WTAR-TV; Carol Hecht, Compton Adv.; Jerry Baldwin, Young & Rubicam; John Harris, Ogilvy, Benson & Mather, and Harrol Brauer, of WVEC-TV.

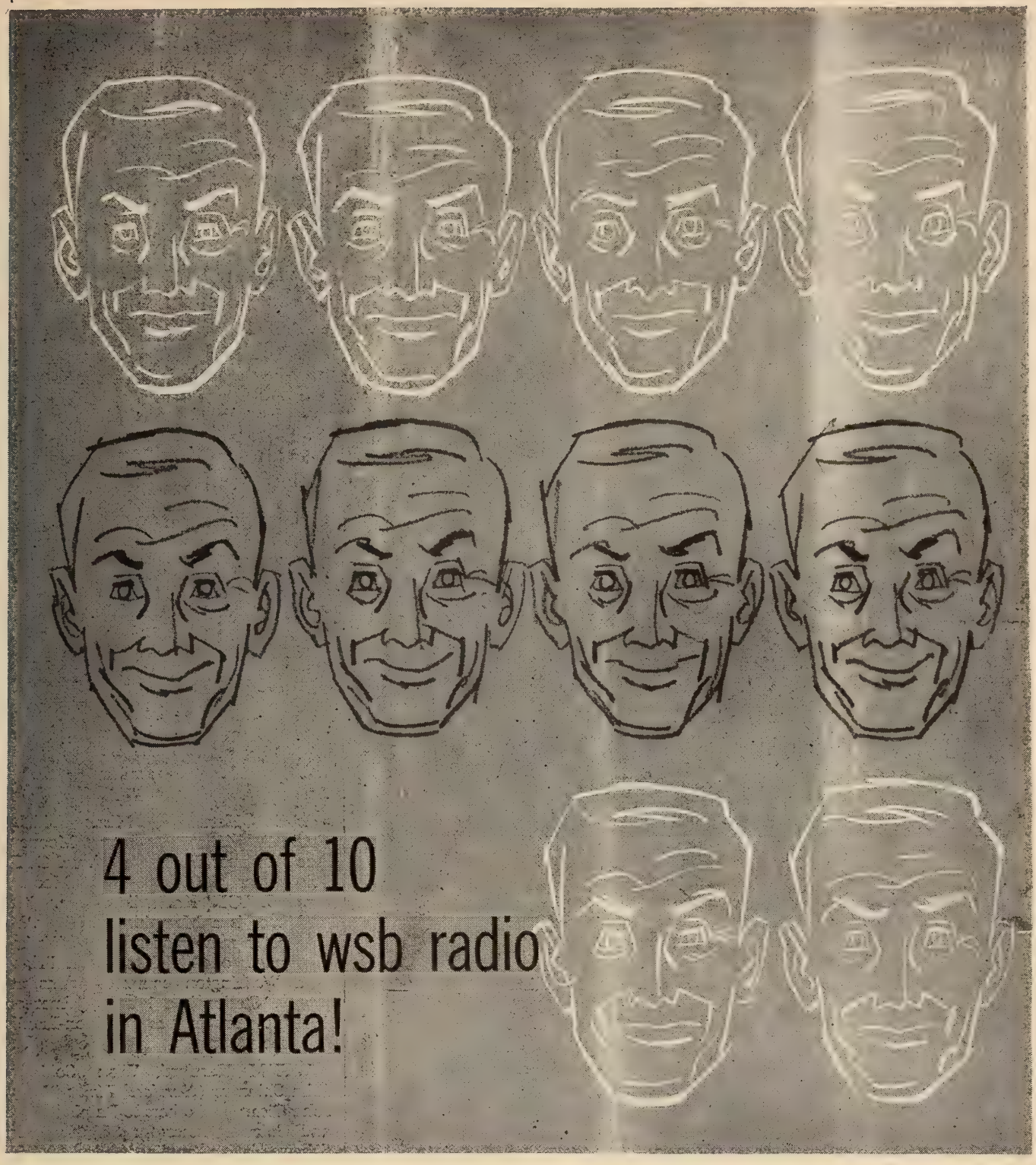
Twelve copies of the film have been distributed among the stations' tv reps for presentations to agencies and advertisers throughout the country. The reps are: Katz (WVEC-TV), Petry (WTAR-TV) and H-R (WAVY-TV).

Mutual's shy just one in top 50 U.S. markets

Mutual's signing of KLIV San Jose, Calif., and WRVM Rochester, N.Y., gives the network affiliations in all but one of the nation's top 50 markets. Dayton, Ohio, is missing from the MBS station lineup, but coverage there is achieved through Mutual's Columbus affiliate, the network claims.

KLIV, a 1-kw outlet at 1590 kc but granted an increase to 5 kw by the FCC, began airing Mutual service July 23. The station is owned and operated by Cal-Radio Inc., of which Riley R. Gibson is president and general manager. WRVM, owned and operated by State Broadcasting Co. (Frank W. Miller Jr., president), operates with 250 w at 680 kc.

Charles W. Godwin, MBS stations



DAY AND NIGHT . . . an average of 4 out of every 10 Atlanta radio listeners are tuned to WSB. The latest Nielsen report shows a 43.5% average quarter-hour share of Atlanta area audience (March-April, '61.) Four times as many people listen to WSB Radio as to any other station in metropolitan Atlanta. (And, there are 16 stations here, too.) WSB's consistent dominance of Atlanta radio results in consistent sales for WSB advertisers!

ATLANTA'S
wsb radio

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

vice president, said Mutual is changing its affiliation arrangement for the Hartford, Conn., area on Aug. 14, when its affiliation there switches from WINF to WCCC, a 500-w outlet on 1290 kc. WCCC is owned by Greater Hartford Broadcasting Inc. (William M. Savitt, president).

Mutual also signed affiliations during July with KHAK Cedar Rapids, a 1-kw, 1360 kc station owned and operated by Don-Lo Broadcasting Co., and WJRL Rockford, Ill., a 500-w, 1150 kc outlet operated by the O'Connor station group. WJRL is licensed to Town & Country Radio Inc. A non-metropolitan area station, WCMA Corinth, Miss., also joined MBS this month. Owned and operated by Corinth Broadcasting Co., WCMA operates with 250 w at 1230 kc.

Market Exclusivity ▪ MBS claimed last week that the so-called national population explosion has caused more than four-million radio homes to be located in municipal centers where Mutual provides the only network service to the community. Irv Lichtenstein, MBS advertising and sales promotion director, noted in a special four-page memorandum to advertising directors and agency account executives and timebuyers that 211 of Mutual's more than 420 affiliates have this exclusive network coverage advantage.

Broadcasters injured in Philadelphia rioting

Philadelphia, the city of brotherly love, turned into a hotbed of chaos last Monday (July 24) in protest against Mayor Richardson Dilworth's proposed overnight parking fee, leaving three injured newsmen attempting on-the-spot coverage.

WRCV reporter Herb Dundnick was hit in the face with a dirt clot, resulting in eye injuries while his soundman Don Bustard suffered a cut hand and leg bruises. Seven others of the nine-man news team escaped injury at the hands of the angry mob.

Jim Klash, a newsman for WPEN, was splattered by thrown eggs and fruit and was hit on the head with a rock, causing a mild concussion which required hospital treatment.

In another incident, WRCV newsroom assistant Ed Lain was trapped in the station's news station wagon by a mob which rocked the car back and forth violently, shattered windows and tore off chrome strips, windshield wipers and short wave radio antenna. He finally managed to drive off slowly, virtually backing the rioters away.

WRCV, which aired a tape recording of the stormy session from 9:05 to 10:00 p.m., had planned to present the entire two-hour meeting but was foiled when its broadcast lines were ripped out. Portions of WRCV-TV's film sequences were shown on NBC-TV's *Today Show* Tuesday morning.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WGES Chicago, Ill.: Sold by John Dyer and associates to Gordon and B. R. McLendon for $2 million. See story, page 46.

▪ WDBF Delray Beach, Fla.: Sold by Boca Raton Bible Conference to Dr. Roscoe R. Miller, Fort Lauderdale, Fla., for $350,000. WDBF is a 5 kw daytimer on 1420 kc. Broker was Associated Media Brokers, Fort Lauderdale, Fla.

▪ WEOA Evansville, Ind.: Sold by Edwin G. Richter Jr. and associates to J. B. Fuqua for $75,000 and $48,000 not to compete. Mr. Fuqua owns WJBF-TV Augusta, Ga. WEOA is a 250 w fulltimer on 1400 kc.

▪ WEIC Charleston, Ill.: Sold by Jack G. and Betty Jane Owens to William L. Kepper, Philip A. Thompson and Marvin Homer for $105,000. Messrs. Kepper and Thompson are on the sales staff of WBBM Chicago. Mr. Homer is in the furniture business. Station is 1 kw daytimer on 1270 kc. Transaction was handled by Hamilton-Landis & Assoc.

▪ WXXX Hattiesburg, Miss.: Sold by David A. Matison to George Mooney, Abe Waldauer, F. E. Walker and D. F. Prince for $100,000. Mr. Mooney owns WKGN Knoxville, Tenn.; Mr. Waldauer is a Memphis attorney with interests in radio properties; Mr. Walker is manager of WXXX and Mr. Prince is a Washington communications attorney. Station is a 1 kw daytimer on 1310 kc. Broker was Hamilton-Landis & Assoc.

▪ WTKM Hartford, Wis.: Sold by John Shinners (*Hartford Times-Press*), John Cleary and others to Ralph Schewe and Galen Brunner for $63,000. Mr. Schewe is an appliance dealer; Mr. Brunner has been in radio work in Wisconsin and Minnesota in various capacities. WTKM is a 500 w daytimer on 1540 kc. Handling the transaction was Hamilton-Landis & Assoc.

▪ KDUO (FM) Riverside, Calif.: Sold by Southeastern Conference of Seventh Day Adventists to Howard L. Tullis, Los Angeles advertising executive, and John P. Hearne, Hollywood attorney, for $60,000. Messrs. Tullis and Hearne are also owners of KFSM San Bernardino, KDEO El Cajon (San Diego) and KAFY Bakersfield, all California. KDUO operates on 97.5 mc with 72

Outstanding Values in Broadcast Properties

A single station market daytime property. Doing well under absentee management, but greater potential for owner-operator. 29% down and liberal pay-out.	EAST $110,000
Fulltime station in one of the South's top metropolitan markets. Has had consistently high ratings. 29% down and terms.	SOUTH $160,000
This is a fine property in one of the country's top 50 markets, a 24-hour operation and in the black. $65,000 down and terms.	SOUTH $265,000

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ATLANTA
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Robert M. Baird
John G. Williams
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

kw. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 80).

▪ KMBC-AM-TV Kansas City, Mo.; KFRM Concordia, Kan.; KMOS-TV Sedalia, Mo.: Sold by Cook Broadcasting Co. to Metropolitan Broadcasting (Metromedia Inc.), which in turn is selling KFRM and KMOS-TV to other parties (see story this page).

▪ WBOC-AM-TV Salisbury, Md.: Sold by John W. Downing, Charles J. Truitt and associates to A. S. Abell Co. for $1,211,246 and agreement not to compete. Transaction includes 80% interest in community antenna system in Salisbury. The A. S. Abell Co. (*Baltimore Sunpapers*) is licensee of WMAR-TV Baltimore.

▪ KPRO Riverside, KREO Indio, KROP Brawley, KYOR Blythe, all California: Sold by Morris Pfaelzer and Sherrill C. Corwin to Tom E. Foster, Tolbert Foster, W. E. Dyche Jr., John Blake and Edgar B. Younger for $450,000. Messrs. Foster and Dyche own KGUN Tucson, Ariz., and KDET Center, Tex. Commission notified buyers that it intends to review overlap and concentration question when license renewals are submitted or before then if applications for increased powers are filed. Chairman Newton N. Minow dissented; Commissioner Robert T. Bartley did not participate.

▪ KSEL Lubbock, Tex.: Sold by David R. Worley and Gerald H. Sanders to R. B. McAlister and associates for $450,000. Mr. McAlister owns KZZN Littlefield (see below) and KBYG Big Spring, both Texas.

▪ WKNB New Britain, Conn.: Sold by Sheldon Smerling to Louis A. Sodokoff and group for $270,000.

▪ KZZN Littlefield, Tex.: Sold by R. B. McAlister to Gerald H. Sanders for $125,000, conditioned that sale not be consummated until Mr. Sanders disposes of his interest in KSEL Lubbock, Tex. (see above).

▪ WSOK Savannah, Ga.: Sold by Albert T. and Elizabeth B. Fisher Jr. and James J. Duffy to Joe Speidel III for $100,000. Mr. Speidel controls WWBD Bamberg, WPAL Charleston, WOIC Columbia and WYNN Florence, all South Carolina.

▪ KBAY-FM San Francisco, Calif.: Sold by Sherrill C. Corwin to International Good Music Inc. for $100,000. International Good Music is headed by Rogan Jones and is the licensee of fm stations KGMI (FM) Bellingham, KGMJ (FM) Seattle, both Washington; KGMG (FM) Portland, Ore.; KFMU (FM) Los Angeles and KFMW (FM) San Bernardino, both California.

Chairman Newton N. Minow and Commissioner Robert E. Lee voted to send a McFarland letter; Commissioner Robert T. Bartley dissented.

$9.65 million sale of KMBC

METROMEDIA WINS AWARD DESPITE SPLIT VOTE

A $10¼ million station sale transaction was approved by the FCC last week as it ground through an above-average number of assignments and transfers in its penultimate meeting before the August recess (see CHANGING HANDS, this page).

The commission approved the sale of KMBC-AM-TV Kansas City, KMOS-TV Sedalia (Mo.) and KFRM Concordia (Kan.) to Metropolitan Broadcasting (Metromedia Inc.).

Metropolitan, which paid Cook Broadcasting $9.65 million for the Kansas City properties, is selling the Sedalia station to a group headed by William H. Weldon, former senior executive of the John Blair station representative firm, for $200,000 for the tangible property. Cook is assigning the license to the same group without charge. Mr. Weldon's group operates KCRG-TV Jefferson City, Mo., and intends to operate KMOS-TV as a satellite of that station.

The purchase of KFRM by Metropolitan for $400,000 is scheduled to go a second step when Metropolitan sells the Kansas station to N. E. Knightinger and associates for $201,000.

Opposition ▪ The transfers did not go through without dissent. In the Kansas City transaction, Chairman Newton N. Minow and Commissioners Robert T. Bartley and John S. Cross voted for a hearing. In the Concordia and Sedalia arrangements, Chairman Minow and Commissioner Cross voted for a hearing; Commissioner Robert T. Bartley did not participate.

The Kansas City grant was conditioned on the outcome of the hearing into *ex parte* charges in the Orlando ch. 9 case. An initial decision from the hearing examiner is awaited.

The Concordia deal included a grant of a waiver permitting KFRM to continue to operate with its transmitter 10 miles south of that city and its main studio in Kansas City, 170 miles away. The commission said that when a continuance of this waiver is requested

EXCEPTIONAL QUALITY BUYS

Northwest—Fulltime radio station operating in black with fixed assets, including land & building, over $80,000.00. Priced at less than 1½ times gross. Total price $95,000.00 with 29% down and balance over ten years.

New England—1000 watt daytimer with FM. Grossing $130,000.00, owner-operator potential, cash flow—very lucrative. Priced at $200,000.00 on terms.

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DALLAS
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Riverside 8-1175
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Triangle executives meet, map course

Present and future plans regarding all aspects of The Triangle Stations (WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghampton, N.Y.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-TV and KRFM (FM) Fresno, Calif.; WFBG-AM-TV Altoona, Pa.; WYLH-TV Lebanon, Pa.) were discussed in a three-day management conference of the firm's radio-tv division last week in Philadelphia.

Some 40 Triangle and John Blair & Co. (Triangle's representative firm) executives attended the session presided over by Roger W. Clipp, vice president, Radio & Television Div., Triangle Publications.

Of major interest at the session was the time sale discussion (see photo above) composed of (l to r) Arthur H. McCoy, executive vice president, John Blair Co.; Edward H. Benedict, national sales director, The Triangle Stations; John Blair, president, John Blair & Co.; Mr. Clipp; Kenneth W. Stowman, general sales manager, WFIL-AM-FM-TV Philadelphia; and Edward P. Shurick, executive vp, Blair-TV.

again, it will have to be supported with a detailed showing. The commission answered a request by WIBW Topeka that this application be set for hearing by advising the Topeka station of the conditions.

Metropolitan Broadcasting is headed by John Kluge and owns and controls WNEW-AM-FM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, KVOR (TV) Stockton (Calif.), WIP-AM-FM Philadelphia, WTVH (TV) Peoria (Ill.), WTVP (TV) Decatur (Ill.) and international station WRUL Scituate, Mass.

McLendons buy Chicago station for $2 million

Sale of WGES Chicago for a record $2 million in cash—the second highest sum for a Chicago radio station—was announced last week.

The 5 kw fulltime independent (on 1390 kc) is being bought by Gordon and B. R. McLendon, who announced also they are seeking a buyer for WAKY Louisville, Ky.

Only two weeks ago the McLendons bought WBNY Buffalo, N. Y., which they plan to substitute for their WYSL there. They are paying $650,000 for the Buffalo outlet (CHANGING HANDS, July 24).

Other McLendon stations are KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La., and KABL San Francisco, Calif.

The highest sum paid for a Chicago radio station was the $4 million paid by Westinghouse Broadcasting Co. for WIND in that city in 1956.

WGES was founded in 1924 and has been under John A. Dyer ownership for the 35 years. In recent years it has programmed particularly for the Negro audience, in addition to foreign language specialties.

Gilmore heads AFTRA; group commends Minow

Art Gilmore of Los Angeles was elected president of the American Federation of Television & Radio Artists at the union's annual convention in Detroit July 23. He succeeds Virginia Payne of New York.

The convention adopted a resolution praising FCC Chairman Newton N. Minow's decision to "give a long, hard look" at applications for radio-tv station license renewals, and called upon Mr. Minow to hold public hearings in the broadcaster's own community when requests for such hearings are made. (BROADCASTING, July 24).

Media notes...

New affiliates ▪ CBS Radio last week signed WGTC Greenville, N. C., as an affiliate. The station, owned by A. W. Lewin, former board chairman of Mogul, Lewin, Williams & Saylor Adv., New York, operates full time with 5 kw daytime and 1 kw nighttime on 1590 kc. The affiliation becomes effective Aug. 14. WDEB Pensacola, Fla., became a primary CBS Radio affiliate, effective July 16. Limited time, 500 w station is owned and operated by Johnston Broadcasting Co.

NBC affiliate to be ▪ WEPA-TV Erie, Pa., will become an affiliate of NBC-TV on Oct. 1, according to Tom Knode, NBC vice president for station relations. The station, now under construction, has been assigned uhf ch. 66, but applied to FCC for switch to ch. 24.

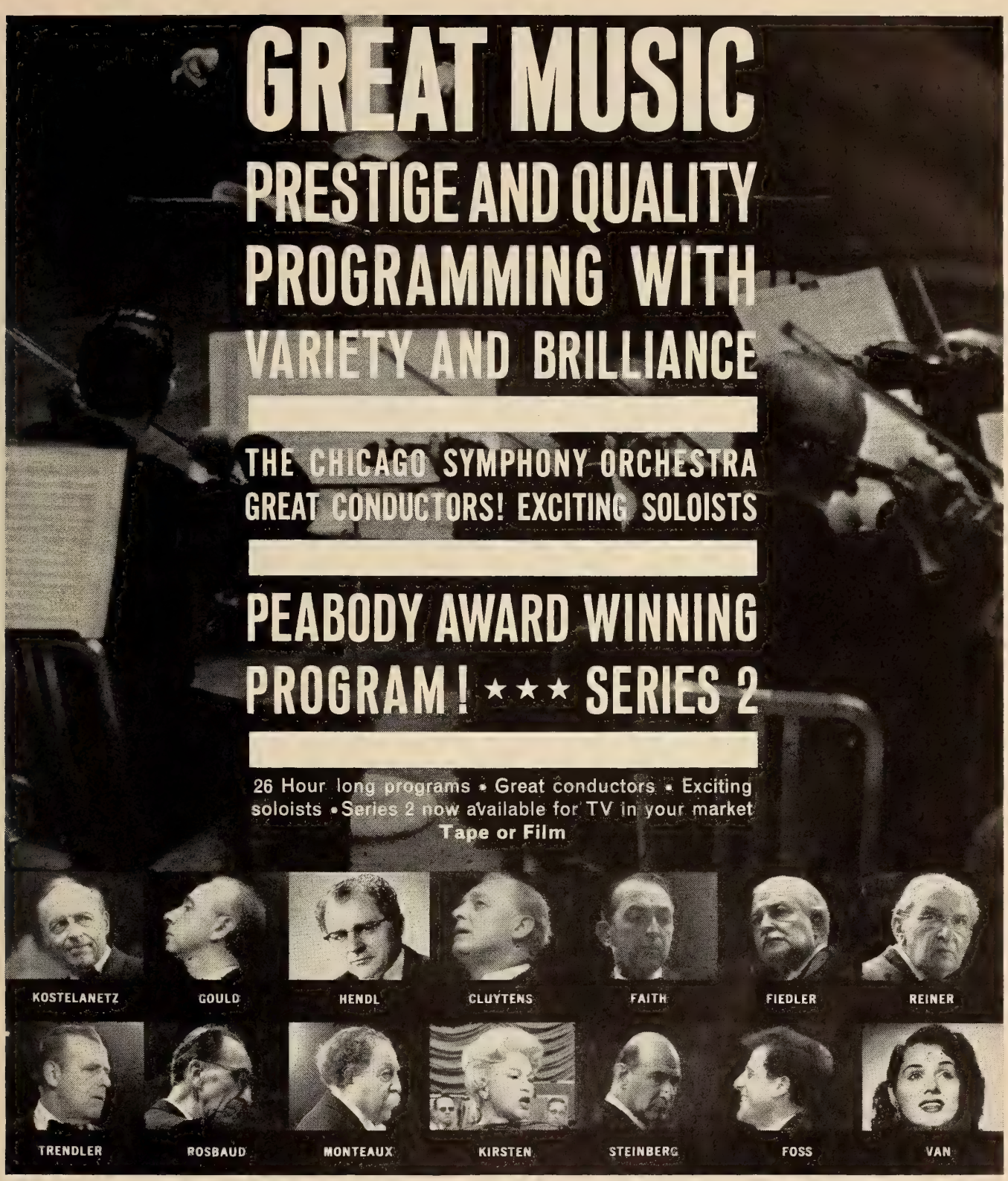
MBS signer ▪ WCKY Cincinnati affiliated with Mutual on July 23. Mrs. Jeanette Heinze is vice president and general manager of the 50 kw outlet on 1530 kc. The present MBS affiliate, WZIP Cincinnati, changed its programming format effective the date of the changes.

CBS rumors 'utter nonsense'

CBS Chairman William S. Paley and President Frank Stanton dismissed as "utter nonsense" reports published last week speculating on far-reaching changes in the CBS organization.

In a one-sentence memo distributed to the CBS organization late Wednesday Messrs. Paley and Stanton used this two-word label to characterize a story published earlier that day. The story had suggested that Mr. Paley may take a cabinet-level post, that Dr. Stanton may leave for a post in government, education or public service, that the CBS Radio Network may be abandoned and that the CBS-TV network may change its sales format entirely to the so-called "magazine concept."

In addition CBS Radio President Arthur Hull Hayes went on closed circuit to the network's affiliates Wednesday afternoon to deny the story generally and to give assurance specifically that the radio network is not going out of business. Actually, he said, the outlook for CBS Radio has not in years been as bright as now, and promises to be brighter.



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Write or call for a composite screening tape: Brad Eidmann, LAkeview 8-2311

New v for 11 markets, 8 will lose

COMMISSION SAYS NO NEW CITIES WILL BE CONSIDERED FOR DROP-INS

A brilliant "go" sign in deintermixture and vhf drop-ins was turned on by the FCC last week.

By a bare majority of one, the commission decided to ask for comments on rulemaking which would add a third commercial vhf channel in eight major markets and delete the single low band channel in eight intermixed markets (BROADCASTING, July 17). These cities will gain a vhf channel under the proposal:

Baton Rouge, La. (ch. 11); Dayton (ch. 11); Birmingham, Ala. (ch. 3); Jacksonville, Fla. (ch. 10); Knoxville, Tenn. (ch. 8); Johnstown, Pa. (ch. 8); Charlotte, N. C. (ch. 6), and Oklahoma City (ch. 5 KOCO-TV Enid, Okla.). Most if not all of the new allocations would be added at reduced mileage separations. Comments are due Oct. 2.

And, the commission added, these are ALL the cities where it is prepared to consider vhf drop-ins now and in the future.

The following vhf channels would be deleted from present uhf-vhf markets: Ch. 12 Erie, Pa. (WICU [TV]); ch. 13 Rockford, Ill. (WREX-TV); ch. 3 Madison, Wis. (WISC-TV); ch. 10 Columbia, S. C. (WIS-TV); ch. 3 Hartford, Conn. (WTIC-TV); ch. 3 Champaign, Ill. (WICA [TV]); ch. 12 Binghamton, N.Y. (WNBF-TV), and ch. 12 Montgomery, Ala. (WSFA-TV).

No announcement of the commission's decision, reached in a special meeting last Thursday, was made pending notification of the Federal Aviation Agency of the new allocations. This was an effort by the commission to improve relations with the FAA, somewhat strained at times in the past (BROADCASTING, July 10), by giving that agency advance knowledge. It also is in line with a new FCC-FAA agreement on tall towers calling for closer liasion (BROADCASTING, July 24).

The Voters ▪ All seven commissioners participated in the decision to issue the deintermixture-drop-in rulemaking, with Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross dissenting. The majority was composed of Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and Robert E. Lee.

At the same time the new comments were invited, the FCC dropped in ch. 13 to Rochester, N.Y., and finalized rulemaking which adds ch. 13 to Grand Rapids, Mich., and ch. 9 to Syracuse, N.Y.

These changes were accomplished by shifting ch. 5 from Rochester to Syracuse and ch. 8 from Syracuse to Rochester, substituting ch. 9 for ch. 13 in Cadillac, Mich., ch. 6 for ch. 9 at Alpena was moved to ch. 11 and ch. 13, WWTV (TV) Cadillac was shifted to ch. 9. Chairman Minow dissented to this phase. In Rochester-Syracuse, Commissioners Lee and Ford dissented. WHEN-TV Syracuse, ch. 8, was shifted to ch. 5 and WROC-TV, ch. 5, Rochester to ch. 8.

The FCC has had various phases of deintermixture under consideration for several years trying to reach a solution on the uhf-vhf problem. Last week's action is a culmination of a January 1960 rulemaking seeking comments on a proposal to break down mileage separations to permit vhf drop-ins (BROADCASTING, Oct. 3, 1960, Jan. 9). Congress has been highly critical of the FCC's failure to reach a decision, "whether it's right or wrong," as one senator put it.

The Criteria ▪ Among criteria listed by the commission as reasons for selecting the 8 cities to get a third vhf: (1) all are in the top 75 markets; (2) two commercial stations already are in operation in each; (3) a minimal dislocation of existing stations will be caused; (4) all meet international agreements, and (5) reduced separations will be held to 120 miles for co-channel assignments (presently 170 and 190) and 40 miles for adjacent channels (presently 60).

As part of its plan, the commission will continue its all-out push to encourage uhf development. This will include such facets as all-channel legislation; encouragement of vhf assignments for both commercial and educational operators and opening of a uhf preserve on a first come, first served basis.

ABC, which has been striving for years for a third v in principal markets, stands to benefit most from the commission's proposal. There still are several cities where the network does not have a fulltime primary affiliate because of the allocation shortage.

The Vital Statistics ▪ Each of the eight cities losing vhf channels currently have uhf stations in operation. This is the lineup:

Madison—Losing ch. 3, has WKOW-TV (ch. 27), WMTV (TV) (ch. 33) and educational WHA-TV (ch. 21).

Rockford—losing ch. 13, has WTVO (TV) (ch. 39).

Columbia—losing ch. 10, has WNOK-TV (ch. 19).

Binghamton—losing ch. 12, has WINR-TV (ch. 40).

Hartford—losing ch. 3, has WHCT (TV) (ch. 18), slated for pay tv test, WHNB-TV (ch. 30) (New Britain), plus a New Haven vhf and Waterbury uhf.

Champaign—losing ch. 3, has educational WILL-TV (ch. 12) and WCHU (TV) (ch. 33), plus other uhfs in the immediate area.

Erie—losing ch. 12, has WSEE (TV) ch. 35.

FCC inquiry involves Mrs. Lyndon Johnson

Is the wife of the vice president of the U. S. attempting to gain an "undue concentration of control" in Texas tv stations?

That is one of the questions the FCC said it wants answered last week in setting for hearing the application of KWTX-TV Waco to increase power from 107 kw to 225 kw and increase antenna height from 520 to 1,140 feet.

The LBJ Co. (of which Mrs. Lyndon B. [Lady Bird] Johnson, wife of the vice president is board chairman and 60% owner) owns 29% of KWTX-TV. LBJ Co. also owns KTBC-TV Austin and KRGV-TV Weslaco. KWTX-TV in turn owns 50% of KBTX-TV Bryan and 75% of KXII (TV) Ardmore, Okla.

The commission ordered the hearing to determine whether KTBC-TV and KWTX-TV are under common control, to the extent of overlap between the two stations if the KWTX-TV application is granted and whether the proposed Waco power increase and taller tower would result in undue concentration of control.

Commissioners Rosel H. Hyde, Frederick W. Ford and T. A. M. Craven voted for a grant of the KWTX-TV application. Voting for the hearing here Chairman Newton N. Minow and Commissioners John S. Cross, Robert E. Lee and Robert T. Bartley.



Another famous bell comes to Philadelphia

WRCV-TV was honored as America's "outstanding television station." It received the coveted Gold Bell Award of the Catholic Broadcaster's Association. This is the first Gold Bell Award ever presented to a Philadelphia station. Announcing the honor, the awards committee said: "In both quantity and quality of broadcast WRCV-TV has performed exceptional service during the past year. Throughout a wide range of programming, WRCV-TV has shown itself truly desirous of assisting Catholic Broadcasters in every way possible." And in every way possible, from pure entertainment to public service, WRCV-TV serves Philadelphia with award calibre television programming.

WRCV-TV NBC TELEVISION IN PHILADELPHIA CHANNEL 3

ch. 35.

Montgomery, Ala.—losing ch. 12 has WCOV-TV, ch. 20.

Committee restores FCC budget cut

The Senate Appropriations Committee last week voted to grant the FCC every cent of the $12,525,000 it is seeking for its 1962 budget.

The action, which looks to restoration of the $125,000 cut by the House, was taken in connection with committee approval of an Independent Offices appropriations bill totalling $9,098,614,500.

This is $694,516,500 more than the House approved for the independent agencies, boards and commissions that are lumped together in the Independent Offices category. Any difference between the House and Senate figures remaining after upper chamber action expected this week, will have to be settled in conference.

The report accompanying the Independent Offices bill was submitted by Sen. Warren G. Magnuson (D-Wash.), who is chairman of the Independent Offices Subcommittee as well as the Commerce Committee, which has jurisdiction over the regulatory agencies.

The report said the proposed $125,000 cut in the FCC budget for salaries and expenses would lead to increased workloads without reducing any of the case backlogs.

The committee recommended that the commission be given an additional six months in which to use the $2 million granted it last year to conduct a uhf television study. The present deadline is July 1, 1962.

The Federal Trade Commission was treated well by the committee, too. The report recommended that it be given its full budget request of $10,690,000. This is $690,000 more than the House voted.

Akron slighted for vhf, WAKR-TV charges to FCC

Noting reports in the trade press of imminent vhf drop-in considerations by the FCC (BROADCASTING, July 17), WAKR-TV (ch. 49) Akron, Ohio, renewed requests that a vhf be assigned to that city.

WAKR-TV said Akron was not included in the published reports of these cities which would get a vhf and maintained the city should be given the "highest priority." The station said that "certain large interests, for purposes of their own, would like to consider Akron as being served by the Cleveland [vhf] stations." All authoritative sources, including the U. S. Census, list Akron and Cleveland as entirely separate communities, WAKR-TV said.

Foley Square, again

The FCC's long-running investigation of television network broadcasting practices (BROADCASTING, July 3) will resume in New York Sept. 26 (CLOSED CIRCUIT, July 24), the commission announced last week.

Sharing the witness spotlight before Chief Hearing Examiner James D. Cunningham upon the resumption of the hearing will be numerous blue chip advertisers, a list of which the commission will release at a later date. Key point of the probe will be advertising's relationship to the networks.

The station said it has lost money each year it has operated and that it cannot continue to compete against the vhf competition from Cleveland. Akron has not received "fair, efficient and equitable" allocations treatment as required by Sec. 307 (b) of the Communications Act, WAKR-TV maintained.

Commission tightens local notice requirements

The FCC moved last week to tighten its rules requiring applicants to give local notice of their filings or designations for hearing, by amending Secs. 1.359 and 1.362. The new rules also are designed to help eliminate past confusion on what is required of stations. They provide:

- Publication (once a week for three weeks) can be made in a weekly newspaper published in the community if it has no daily newspaper.
- If the application involves the only operating station of its kind in the community, notice can be accomplished solely by broadcasting (at least once daily for four days) with no publication required.
- Where broadcast announcements are permitted or required they are to be made between 7 p.m. and 10 p.m. on television stations, and between 7 a.m. and 10 a.m. on radio.
- In the case of notices relating to the filing or designation for hearing of renewal applications, additional statements are required to inform the public that those desiring to do so can write to the commission to call its attention to facts for consideration in determining whether a grant of an application would serve the public interest.

Commissioners Rosel H. Hyde, Frederick W. Ford and John S. Cross each dissented in part.

Complete text will appear in next week's FOR THE RECORD.

FCC would combine STLs

The FCC has invited comments on its proposal to make rules to combine am, fm and tv (aural) studio-transmitter link stations into one station through the use of improved multiplex techniques. The FCC thinks this can conserve spectrum space without sacrificing aural quality.

The FCC proposal also would permit a tv STL to carry one or more aural program circuits used by the same licensee for am or fm, would combine fm and tv (aural) intercity relay circuits into one category to which am would be added, and would provide for operational communications for use by stations or for fm background music transmission.

Antenna notification asked

Applicants who seek FCC grants for nonbroadcast land radio stations from now on will be queried on whether they've notified the Federal Aviation Agency if they plan an antenna more than 20 feet high. The FCC said last week it's asking the information as a step in implementing discussions with the FAA for coordinated handling of antenna construction.

FCC questions Estes' character

SAYS HE COMPELLED EMPLOYES TO VIOLATE RULES

Edwin H. Estes, licensee of WMOZ Mobile, Ala., and WPFA Pensacola, Fla., was accused by the FCC last week of compelling employes to violate commission rules and of making forged, false and misleading statements to the agency.

Consequently, the commission set the WMOZ renewal application for hearing and instituted license revocation proceedings against WPFA. A combined hearing will be held in Mobile on a date to be announced.

The commission said consideration of the renewal application has raised "serious questions" as to Mr. Estes character qualifications because it appears: (1) that false and forged program logs were knowingly and willingly submitted with the WMOZ application; (2) gross revenues in the annual financial report contained misrepresentations; (3) the renewal application contained false and misleading information on programming, particularly with respect to news and public affairs programs which were not in fact broadcast, and (4) that Mr. Estes compelled employes to violate FCC rules under a threat of being fired if they refused to comply.

RERUN ON BOSTON CH.5

Three applicants agree on one thing: each thinks it should have the grant

Battle lines were drawn once more on the long-bloodied terrain of Boston ch. 5 last week. Each of the veterans —applicants WHDH Inc., Greater Boston Tv Corp. and Massachusetts Bay Telecasters—held fiercely that it alone should receive the victory.

The FCC Broadcast Bureau, a noncombatant in the hail of findings showered on the commission last week, claimed two of the participants had been dishonored in the course of the four-year war and should not even be considered. The two, WHDH and MBT, were besmirched by allegations of off-the-record approaches to former FCC Chairman George C. McConnaughey.

Said the bureau: "WHDH and Massachusetts Bay Telecasters having sustained determinative comparative disadvantages in this proceeding, Greater Boston" should have the grant for the channel. The bureau cited contacts of Robert Choate, WHDH principal, and Forrester A. Clark, vice president and director of MBT, with Chairman McConnaughey as the disqualifying taints. The bureau called these "attempts" to influence a commissioner outside the merits of the direct case and claimed that attempts should be as disqualifying as successes.

WHDH claimed it was clearly entitled to preference on the original hearing record and further added that the FCC's July 14, 1960 decision reopening the case in light of *ex parte* considerations does not attach to WHDH an onus which overcomes the preference so clearly established in the hearing record. It charged MBT with attempts to influence the FCC more heinous than its own and in addition to the Clark-McConnaughey entente, detailed an alleged letter from Gen. Robert Cutler, an aide of Gen. Eisenhower, to Sherman Adams, which (WHDH claimed) made a blatant political plea for preference. The fact that Mr. Adams did not forward the letter to the FCC does not alleviate MBT of its attempt to coerce the FCC through the White House, MBT maintained.

As for GBT—WHDH referred to that company's "lack of candor" in not revealing in its application that Michael Henry, vice president and general manager, had been disbarred in Missouri some 15 years prior. The FCC, in its original decision, had chided GBT for this omission, but did not find it a disqualifying factor.

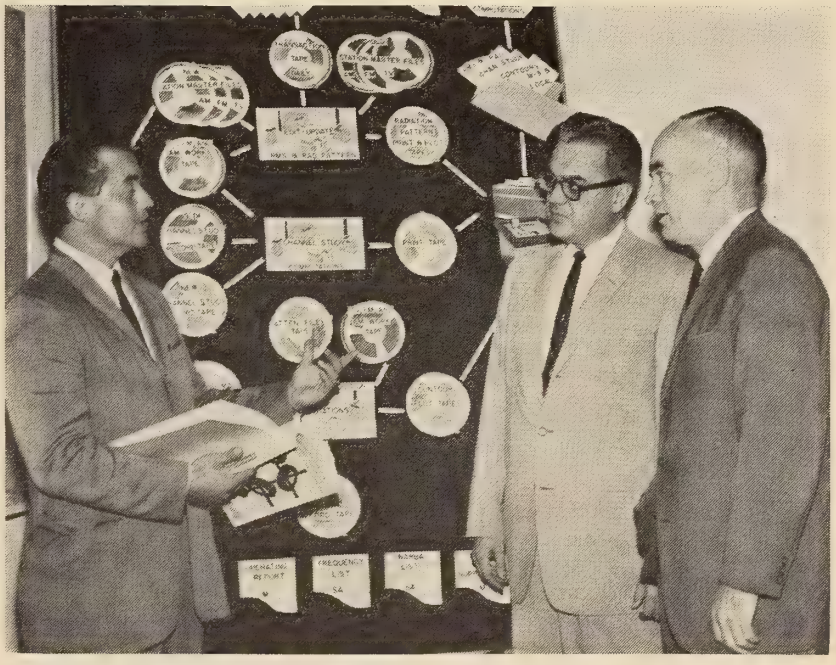
WHDH also claimed that GBT was no longer the same applicant as originally considered because Richard Maguire, one of 36 stockholders had sold 2.77% to another stockholder (BROADCASTING, July 24).

GBT's Retort ▪ Greater Boston held, much as had the Broadcast Bureau, that its two rivals should be summarily disqualified. Aside from that, it said, it was the superior in the fields of local residence, civic participation, diversification of occupations of principals, experience, integration of ownership with management, programming and studios and equipment.

MBT said of the *ex parte* charges against it "Mr. Clark's *only* infraction was that which was but the *least* of Mr. Choate's infractions—seeking to demonstrate the responsible nature of the MBT group."

MBT also stated that it is far superior to WHDH in areas of local residence, civic participation and diversification of occupations. MBT further claimed its superiority to GBT in many of these fields. The MBT also criticized WHDH for maintaining an "anticompetitive" policy and tending toward massing of media interests in the Boston area.

MBT also boasted it would provide superior programming to the others by utilizing the talents of several of its talented stockholders, such as Boston Pops conductor Arthur Fiedler and *Atlantic Monthly* editor Edward Weeks.



Machine age at the FCC?

A wonderful system whereby the FCC can dispose of the computing aspects of engineering data and also keep a running up-to-date file of ownerships and frequencies by means of an "intelligence center," is described to FCC Executive Officer Robert Cox (c) by Gerald Galler, (l) who has been working on the project. Jasper Hand, another architect of the FCC automation scheme, (r) stands by approvingly.

The chart was used to "sell" first the Broadcast Bureau and then the commissioners on the job the computers could do in cutting the FCC's routine backlog. Target date for the first installation is July 1963.

Mr. Galler explained that the printer and plotter units of the proposed computer would expedite material mainly in three areas—radiation patterns, contour predictions and channel studies.

The machines would enable an engineer to spend "his time and talent" in analyzing applications instead of on the menial task of computing the figures to fill out the patterns and studies.

Mr. Cox declined to discuss cost since the computers were being set out for bids to 14 leading electronic companies, but he said that some comparable systems in Washington are currently rented for $20,000-$25,000 per month. (Computer systems are customarily rented rather than sold outright and the commission gave indication that this was the basis upon which it anticipates bargaining.)

FCC attorney dies after heart attack

James T. Brennan, 46, attorney in the general counsel's office of the FCC and prominent in rehearing of the tv *ex parte* cases, died of a heart attack last Tuesday (July 25). He was on a family vacation at Rehoboth Beach, Del., and collapsed while swimming.

On the FCCs' staff since 1957, Mr. Brennan served as a commission counsel in the re-opened Miami chs. 10 and 7, Boston ch. 5, St. Louis ch. 2 and the recently concluded Orlando ch. 9 *ex parte* cases. He was in the process of helping prepare the government's case in the Jacksonville ch. 12 hearing, scheduled to begin Sept. 6.

Last December, the commission commended Mr. Brennan, along with Ed Holtz and Joel Rosenbloom (other FCC counsel in all except the Orlando case), for "sustained superior performance."

Mr. Brennan, a native of Wilkes-Barre, Pa., is survived by his wife, Florence, a son and a daughter. Final services were held Friday.

Its old tower sold, WOOD-TV tells FCC

WOOD-TV Grand Rapids, Mich., told the FCC last week it no longer owns or has any control whatever over its old tv tower, being dismantled by RCA. Answering charges by WILX-TV Onandaga, Mich., that WOOD-TV is attempting to circumvent due process (BROADCASTING, July 24), the Grand Rapids station said the underlying premise of the WILX-TV charge is "patently false."

The Time-Life station first received permission to move its tower-transmitter to a new site in 1959. WILX-TV protested to the FCC and the court and the latter remanded the case to the former in a blistering decision two weeks ago (BROADCASTING, July 17). WOOD-TV said one condition of the grant was that the old tower be dismantled within 90 days after the station begins operation from its new site; this period expires next month. WOOD-TV at present is operating from the new site under special temporary authority.

WOOD-TV said it sold the tower May 31 "in good faith" to RCA which in turn sold it to WPBN-TV Traverse City, Mich. The station charged that the latest WILX-TV move is an effort to secure a stay of the FCC grant. Such a stay already has been denied by both the commission and the court.

Commission upholds GE, tells MDC to cool heels

Multiplex Development Corp., New York, was told by the FCC last week it had little reason to get hot under the collar about the fee charged by General Electric Co. for attendance at a GE seminar on multiplex stereo broadcasting last May 15, at Utica, N. Y.

MDC before the seminar complained to the FCC that GE reportedly planned to charge a $1,000 fee against future royalties for GE fm multiplex stereo equipment designs and that this amounted to "extortion" (EQUIPMENT & ENGINEERING, May 15). The company also was worried lest the GE-Zenith stereo system result in interference to fm background music broadcasting.

The FCC said last week that the GE fee was only $250, not $1,000, for MDC, and that GE feels no obligation to give free training to other companies to do what it learned at considerable expense.

The FCC thought the GE-Zenith royalties would be "reasonable," but said MDC should feel free to develop its own circuitry as long as equipment performance meets FCC standards. The FCC cares little about design, so long as the equipment works as specified, MDC was told.

Cross-talk interference should be no trouble in properly designed equipment, the FCC said, but since any interference to a licensee would be "self-induced," the licensee has only to choose between multiplex stereo or background music.

KRLA, Bureau differ on examiner's stand

The Broadcast Bureau and KRLA Los Angeles took conflicting views in exceptions filed Friday, July 21 to an initial decision recommending that KRLA be given a one-year license renewal (BROADCASTING, April 24). The bureau repeated its earlier contention that the license should not be renewed for any period and, while KRLA expressed willingness to accept a short renewal, the station took strong exceptions to most of Chief Hearing Examiner James D. Cunningham's conclusions.

Most of the bureau's proposed findings were incorporated into the initial decision, the Broadcast Bureau said. "We urge that these findings are irreconcilable" with the ultimate conclusion that KRLA's license should be renewed. The commission staff repeated the charge that the licensee, Eleven-Ten Broadcasting Corp., had been guilty of bad faith in programming, fraud in contests and an unauthorized transfer of control.

KRLA did not except to the ultimate conclusion of the examiner—recommending a one-year renewal—but the licensee did submit 135 exceptions to findings plus 52 paragraphs on operations of the stations. The decision was based on "interpretation and selection of the evidence which was prejudicially unfavorable to the applicant," KRLA stated.

In spite of this, the station said, the examiner still correctly found that there had been no unauthorized transfer and no evidence that KRLA program proposals were not made in good faith. KRLA said it would accept a short-term license "as an opportunity to demonstrate its ability to render a responsible and meritorious service."

Governor told to go through FCC channels

When the governor of Maine strongly urged FCC Chairman Newton N. Minow to cooperate and allocate certain Maine channels for etv, the chairman politely told the governor he would have to go through the FCC's administrative channels just like anyone else.

Chairman Minow sent a long letter July 11 to Maine's Republican Gov. John H. Reed giving in detail the procedures relating to allocation of tv channels, comparative hearings and reservations for noncommercial educational channels.

Seven days later the governor wired Mr. Minow: "I strongly urge" that ch. 7 be reassigned to Calais for educational tv and that ch. 10 be reserved for etv in Presque Isle. This was the subject of rulemaking proposed by a Maine educational group in early 1961 and on April 19 the FCC decided to reserve ch. 10 in Augusta and ch. 10 in Presque Isle for educational use but to shift commercial channel 7 in Calais to Bangor instead of leaving it in Calais for the educators.

Chairman Minow July 20 informed the governor that if he had "new or significant information" to present the commission bearing on the allocation he could formally petition the FCC to accept such comments, giving good cause and requesting waiver of the normal rules, but that his telegram did not constitute a formal comment and was sent long after the matter was considered by the FCC.

The U. of Maine, which had petitioned the FCC to reconsider its decision and leave ch. 7 in Calais for etv, last week asked that no action be taken on this petition until September.



Armchair Education Via Radio

This June 13, Radio Station WSM and the University of Tennessee, Nashville Branch, began a unique experiment in Educational Radio. The experiment was Music 131, a ten week 3 college credit hour course in music appreciation to be broadcast from WSM's studios each Tuesday evening from 6:45 to 9:45 P.M. UT furnishes the instructor with WSM's David Cobb assisting. WSM also rebroadcasts the entire program to its vast clear channel audience each Sunday evening.

These are the results of the experiment:

37 classroom students, officially registered at $24 each, by UT, are attending and participating in the broadcasts each Tuesday evening at WSM.

Over 500 Registered Certificate students from 12 states have also enrolled at $1.00 each and are taking the course at home by radio. These certificate students will take all tests and examinations and will be graded by the course instructor.

Radio Station WSM considers this response as indicative of a deep public interest in and a desire for more Educational Radio. WSM, therefore, plans to devote an increasing amount of air time to programs of an educational nature. This, WSM believes, is broadcasting in "the public interest, convenience and necessity."

WSM

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They're starting over in St. Louis ch. 2

EVALUATION OF 1957 MOVE NOT SUFFICIENT, COURT SAYS

A federal court told the FCC last week that its plan for re-evaluating the 1957 move of ch. 2 from Springfield, Ill., to St. Louis was not sufficient.

The U. S. Court of Appeals in Washington told the commission to start afresh in this rule-making case which was remanded by the Supreme Court in 1959 because of allegations of off-the-record approaches to commissioners.

The commission held hearings on these charges and determined that Harry Tenenbaum, a principal owner of what is now KTVI (TV) St. Louis, had made private approaches to commissioners. It held that the 1957 decision was voidable but that no commissioner should be disqualified and that no absolute qualification was necessary against KTVI. It decided that it would reopen the original rulemaking case in order to give interested parties the right to answer or comment on matters not made on the public record.

It was this proposal that Circuit Judge Henry W. Edgerton, for himself and Judges Charles Fahy and Walter M. Bastian, said was unsuitable. Alluding to the Dept. of Justice's contention that the entire proceeding should be started afresh, Judge Edgerton noted that the FCC's original order was issued over four years ago, that three new members have been appointed to the commission and "we think it would not be appropriate for the commission to determine in 1961 on the basis of a somewhat supplemented 1957 record where and to whom vhf ch. 2 ought to be assigned."

The court said that the commission does not have to withdraw its decision that no commissioner is disqualified and that no party is absolutely disqualified. It added, however: "But we do not doubt that conduct of the type Tenenbaum engaged in, occurring since the commission's earlier decision on this point in this case, would be grounds for disqualification."

The commission can continue existing services, the court said.

The St. Louis ch. 2 case was taken to court by Sangamon Valley Telecasting Corp., an applicant for ch. 2 in Springfield originally.

Low-cost tv packet may include engineering data

A television equipment manufacturer which sells equipment packages to applicants who plan to build low-cost television stations was told last week it may include with each package the engineering information required by the FCC in the application for a grant.

But, the FCC cautioned Electron Corp., Dallas, the information furnished to such applicants may not include any "legal services," such as that which would be employed in advising an applicant on the intepretation or applicability of statutes or FCC rules and regulations.

Attorneys Protected ▪ Above all, the FCC said, Electron Corp. may not represent one of its clients before the FCC —a function clearly reserved only to attorneys in good standing. And the applicant continues to be ultimately responsible for the accuracy of any information in his application, the FCC said.

And, speaking of that, the FCC in another letter told Electron that the agency is witholding action on the company's own application for ch. 8 at Missoula, Mont., because ownership reports for KCDA (TV) Douglas, Ariz. (ch. 3) were filed by the wrong party, Electron Corp., instead of Electron's parent company and KCDA's licensee, Ling-Temco Corp.

The FCC's report to Electron Corp. was in answer to the company's inquiry as to whether it may give stations non-legal advice in filling out applications for new tv stations. The FCC acknowledged it has never before set up rules or procedures covering assistance of a non-legal nature in filing applications.

N.Y. uhf experiment proceeds on schedule

A $2 million plus experiment in uhf telecasting and reception in the "canyons" of New York City is moving ahead on schedule with all major contracts having been let, the FCC announced last week in a progress report.

The study was authorized by Congress in appropriations for fiscal 1961, with the government station scheduled to go on the air late this fall. Commissioner Robert E. Lee is pushing the project for the FCC with Arnold Shrivseth officially the FCC project representative.

Using ch. 31, WUHF (TV) will be operated by the City of New York under control of the federal government. WUHF will duplicate the programs of New York stations during specified hours and the rest of the time the city will be free to broadcast its own programming. The following contracts have been signed by the government for the experiment: lease of transmitter space from Empire State Building; RCA for lease of transmitter and transmission lines with installation to be completed by Aug. 1

Also, Smith Electronics Inc. for 12 light-weight field strength meters to measure both uhf and vhf; Melpar Inc. for an antenna to be mounted atop the Empire State Building and a temporary window mount antenna on the 80th floor; RCA Sales Corp. for 100 monochrome, 15 portable and 10 color receivers; Jerrold Electronics Corp. for installation of the receivers and observations and measurements, and the U.S. Census Bureau for determining locations of the receivers.

The commission also is seeking cooperation of the tv industry for the test and an advisory committee has been formed. Various music licensing groups have given free rights for music aired over WUHF and similar service is being sought from labor unions, guilds and program suppliers.

The New York City Board of Estimates has also approved an allocation of $384,000 as the city's share of WUHF's operating costs.

WITT loses in move to postpone hearing

WITT Lewisburg, Pa., lost a final appeal to the FCC last week when the agency refused to postpone a hearing beginning today (Monday) on the station's license renewal application (BROADCASTING, July 24). The issues include one alleged unauthorized transfer of control (and possibly two), misrepresentation and lack of candor and of character qualifications, according to the commission order.

Interlocutory pleadings have been hotly contested for several weeks and the hearing site was moved two weeks ago from Washington to Lewisburg over WITT's protests. The station maintains that the FCC should have instituted revocation proceedings with the burden of proof on the agency rather than on WITT.

The FCC charges that there was an unauthorized transfer of control in December 1959 to Robert L. Wilson or Central Broadcasting Co. or both, and that WITT violated 18 commission rules. Further, FCC counsel said in a pre-hearing conference, the telephone company cut off WITT's telephone facilities June 1 for non-payment of bills and the station was off the air until June 11 when it resumed with new management over which the board of directors had no control.



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Commission vacates Miami ch. 7 grant

WINNING BISCAYNE TV DISQUALIFIED FOR EX PARTE CONTACTS

A second Miami vhf tv station grant was set aside by the FCC last week because of *ex parte* contacts with members of the commission.

Just as in the ch. 10 case, the commission disqualified the winning ch. 7 applicant—Biscayne Tv Corp. (WCKT [TV])—plus all other applicants save one and granted the application of Sunbeam Tv Corp. Sunbeam, principally owned by Miami businessman Sidney D. Ansin, was the only one of four aspirants found untainted by illegal contacts.

The other two applicants, also disqualified by the commission, are East Coast Tv Corp. and South Florida Tv Corp.

The FCC's decision, by a 5-1 vote, will not become effective until further orders from the agency. Specifically, it sets aside the January 1956 grant to Biscayne and orders WCKT to cease operations on ch. 7. In addition, the commission stated that any license issued to Sunbeam will be for four months only, after which new applications will be accepted for the channel.

Last week's action adopted *en toto* a September 1960 initial decision by special Examiner Horace Stern (BROADCASTING, Sept. 19, 1960). Commissioner Robert E. Lee dissented, with Commissioner T. A. M. Craven abstaining. The FCC decision upholds staff instructions issued last March.

As in other *ex parte* cases remanded to the commission, the charges first were aired by the House Legislative Oversight Subcommittee in 1958. The commission asked the court to remand the ch. 7 case following earlier remands and the Hill disclosures. Hearings were held in Philadelphia before Judge Stern in June 1960.

WCKT and its companion station, WCKR-AM-FM, are owned by principals of the *Miami News* (Cox) and *Miami Herald* (Knight) and Niles Trammell (15%), former president of NBC. The am-fm stations were not involved.

Ex Parte Principals ▪ Biscayne was disqualified for enlisting the aid of Ben A. Fuqua, personal friend of former Commissioner Richard A. Mack, to contact the commissioner. Also, the de-

DODD RESUMES ATTACK

Juvenile Delinquency hearing sure of linkage between youthful crimes and television violence

Sen. Thomas Dodd (D-Conn.) walloped the television industry last week with his biggest cudgels to date as his Juvenile Delinquency Subcommittee resumed its hearings on the possible effects of television crime shows on the zooming juvenile-delinquency rate.

Convinced that there is a link between such shows and juvenile delinquency ("We have established a definite connection," he told his home state in a tv-radio broadcast Wednesday night), he proposed that Congress authorize the FCC to regulate the networks "to eliminate broadcasting of violence for its own sake."

Furthermore, he wants action now. Taking issue with FCC Chairman Newton N. Minow, who has said that network commitments would prevent significant programming changes until 1962, Sen. Dodd said the time has already arrived to curtail tv violence.

When a certain polio vaccine was found several years ago to be dangerous to children, he said in his opening statement, it was pulled off the market, without regard for the financial loss to the manufacturer. "I insist that our stand be the same regarding dangerous television shows," he said.

He accused broadcasters of making "a mockery" of the industry's standards regarding television's responsibility toward children "by programming a diet of murder, extortion, eccentric sex, and subhuman brutality."

Violence Leads to More ▪ "The sad truth," he said, is that "the industry has not tried to rid itself of the overabundance of crime and violence which their productions contain." On the contrary, he charged, the networks are engaged in a competition to determine which can program the most violence.

Consequently, he said, Congress should "authorize the FCC to assume a regulative and coordinative function over the networks in order to eliminate broadcasting of violence for its own sake, in order to enable television to develop to its true capacity, and in order to assure that networks and independent stations operate in the best interests of the American people."

But if Sen. Dodd is convinced there is a direct connection between television crime and juvenile delinquency, Secretary Abraham A. Ribicoff of the Dept. of Health, Education & Welfare isn't.

"Let's be perfectly frank about it," he told subcommittee, "We cannot say with certainty that a bad program causes a child to do bad things, or that a good one guides him towards better things. We have our strong suspicions, but we do not know for sure."

In any event, he declared, the causes of juvenile delinquency are complex, and television can only be regarded as one aspect.

He said many authorities have expressed differing views on the question of television's influence on the juvenile-delinquency rate, and added that an intensive, long-term research project in this area would be helpful.

He said his department would be willing to cooperate with the subcommittee and NAB in setting up such a study. NAB President LeRoy Collins proposed a similar project in his appearance before the subcommittee last month (BROADCASTING, June 26).

Programs Could be Better ▪ But while he declined to put the finger on television crime as a proven factor in the juvenile delinquency problem, he did say that "the programs our boys and girls watch could be better—much better."

And he not only called on the industry to provide this better programming, he offered a suggestion as to where the material could be found—in American history books.

"The greatest stories that can be told to inspire our children are the stories of the people who built our country," he said. "They don't have to get fancy

Pay raise for FCC?

Members of the FCC and other regulatory agencies would get pay raises of $2,000 a year under legislation introduced last week by Sen. Warren G. Magnuson (D-Wash.).

The bill (S-2307) would increase commissioners' annual salaries from $20,000 to $22,000. The chairman's pay would be boosted from $20,500 to $22,400.

cision of the examiner adopted by the commission found that Mr. Trammell and James M. Cox Jr., (president of the *Miami News* and principal owner of the Cox radio-tv stations) had off-the-record contacts with Mr. Mack while the case was pending.

South Florida (headed by Jack Stein) was disqualified for using Perrine Palmer Jr. and the late Thurman Whiteside, also friends of Mr. Mack, to intercede with the former commissioner. East Coast (whose principal owner is Richard Mead) also was found guilty of hiring a Florida friend of Mr. Mack's —Miles H. Draper—to contact the then commissioner.

The commission said that the activities of Biscayne, South Florida and East Coast reflects so adversely on their character as to show that they lack the necessary qualifications to be a licensee.

Further, the commission said, the public interest can best be served by a grant of ch. 7 to Sunbeam. Also, the commission stated that it is aware such a grant results in an award by default and therefore the initial license period will encompass only four months.

This is identical to the action taken in the Miami ch. 10 case—relied upon heavily by the examiner's decision adopted by the commission. In ch. 10, the commission disqualified the winning applicant, National Airlines (WPST-TV) and awarded a four month grant to L. B. Wilson Inc. Two other applications also were absolutely disqualified in that case.

While the commission gave no reason for leaving the effective date of its order blank, it is understood this move was taken because the agency is not absolutely sure of its legal authority to go as far as it did. Such authority presently is awaiting a test in the Supreme Court in the Miami ch. 10 case. The court of appeals has affirmed the stiff FCC action but a notice of appeal with the Supreme Court has been filed.

A spokesman for Biscayne already has indicated that an appeal would be made as soon as the decision becomes final at the FCC.

In dissenting, Commissioner Lee said absolute disqualification of three of the applicants was "harsh justice." He said they should be given a comparative demerit (as was done in the Boston ch. 5 case, see page 51). Another vote should be taken by the FCC with consideration given to the three demerits, he maintained.

In light of the language of the decision finding that the acitvities of Biscayne reflects so adversely on their character, the question of the eventual fate of other Cox and Knight broadcast properties was raised in case the FCC decision withstands the court tests. The Cox interests also own WHIO-AM-TV Dayton, Ohio, WSOC-AM-TV Charlotte, N. C., and WSB-AM-TV Atlanta. The Knights also own 45% of WAKR-AM-TV Akron, Ohio.

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scriptwriters to invent stories; they can go back to the stories of Washington and Jefferson" and other figures in American history.

He said he would give "short shrift" to the argument that because people like crime and violence shows, the television industry must concentrate on them. "Television shouldn't pander to the worst in human nature," he said.

But he also declared he is opposed to government censorship, adding, "There are enough high-minded and intelligent people in the television industry who know what must be done."

Parents, too, are deeply involved in the problem, he said, for they are primarily responsible for the viewing habits developed by their children. "A child watches what he is permitted to watch, and listens to what he is permitted to listen to," he said.

"If he is permitted to sit like a vegetable, pursuing moronic murders, and ceaseless crimes, he suffers, and his parents do, too."

"Parents," he added, "must learn to get tough with themselves and their children, as well as with the television industry."

Another Hard Line ▪ Industry representatives in the hearing room who had begun to breathe more easily during Secretary Ribicoff's testimony, found themselves wincing again when the Rt. Rev. Monsignor Joseph E. Schieder took over the witness table.

The monsignor, who is director of the Youth Dept. of the National Catholic Welfare Conference, urged that immediate steps be taken to eliminate crime and violence shows from tv.

He said he "cannot dismiss the idea of a basic relationship" between soaring crime figures and television's "almost totalitarian grip on the minds of the people."

He said "the diet of terror" fed young people by the mass media and particularly television has induced in them "a tolerance of evil."

He said the situation he portrayed could be remedied by industry self-policing, and the enforcement and expansion of legislative controls. Perhaps the most important step, he said, would be "the relief of advertising and sponsorship pressures on program directors —pressures related to the 'giving the public, or the kids, what they want' school of thought."

He described as "a step in the right



Washington's uhf television exhibit

Studying equipment plans for educational WETA-TV Washington are (l to r) FCC Commissioner Robert E. Lee, Rep. John Taber (R-N. Y.) Mrs. Edmund Campbell, president of Greater Washington Educational Tv Authority, and Sen. Alexander Wiley (R-Wis.). The meeting took place at an Electronic Industries Assn. reception in Washington held in conjunction with a joint FCC-GWETA exhibit of uhf equipment.

direction" the bill (HR 8109) introduced by Rep. Harris B. McDowell (D-Del.) to make it a crime to exploit sex and crime and violence on television (BROADCASTING, July 17).

The monsignor was only the first of several clergymen expected to testify before the hearings conclude.

WMIN sales hearing set on trafficking issue

BOTH BUYER (TEDESCOS), SELLER (JOHNS) UNDER CLOUD

The proposed $200,000 sale of WMIN St. Paul, Minn., was set for hearing by the FCC last week on questions of trafficking in licenses by both the buyer and seller. Also set for hearing on the same issue was the application of Plains Broadcasting Co. to sell its construction permits for five new fm stations to United Communications Inc. for $21,008.

Tedesco Inc. (Victor and Nicholas Tedesco) is buying WMIN from William F. Johns Jr. and associates (BROADCASTING, Feb. 20). In ordering the hearing, the commission said that both parties have acquired and disposed of numerous stations in the past. This raises the question "whether a grant would be consistent with the commission's policy against trafficking," a one-man FCC majority said.

Voting for the hearing were Chairman Newton N. Minow and Commissioners Robert T. Bartley, Frederick W. Ford and Robert E. Lee. Dissenting were Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross.

The Johns group bought WMIN in 1955 for $75,000. The family (including William Sr., William Jr., Miles, and Mrs. William Sr.) has individually and collectively held interests in a total of 35 broadcast properties between 1943 and 1960, according to the FCC. William Jr. held interests in 14, William Sr., 8; Miles, 8; and Mrs. Johns, 5. Many of these involved the same station, it was pointed out.

Mr. Johns purchased WWOM New Orleans in April 1960 and since that date has acquired WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla, according to the FCC.

The Tedescos, the commission staff found, have owned or now own interests in 12 stations since 1948. They presently own KWKY Des Moines, WIXK New Richmond, Wis., KFNF Shenandoah, Iowa, KCUE Red Wing, Minn. (sale to third party is pending FCC approval). In addition, Tedesco Brothers have applications pending for their purchases of KBLO Hot Springs, Ark., WRNE Wisconsin, Rapids, Wis., and have applied for a new am in Chisholm, Minn.

Plains Broadcasting holds construction permits for KRKY (FM) Denver, WFFM (FM) Cincinnati, KFMV (FM) Minneapolis, KFMC (FM) Portland, Ore., and KPRN (FM) Seattle. The commission said that no actual construction has been started and now pending are applications for extension of completion dates. The commission questioned the "good faith, diligence" and programming plans, among other matters, of Plains in announcing the hearing.

Commissioners Lee and Cross voted for a grant of the Plains applications; Commissioner Ford did not participate.

Illegal contacts charged to Minow

An Ilinois congressman accused FCC Chairman Newton N. Minow last week of allowing "conflict of interest and *ex parte* contacts to influence him" to turn his back on the commission's own professed standards.

Rep. Robert H. Michel (R-Ill.) made the charge in connection with the FCC's proposed grant of ch. 8 Moline, Ill., to Moline Tv Corp. Three other applicants for the channel have already accused the FCC of inconsistency in the case (BROADCASTING, July 24).

An Incredible Grant ▪ Like the three applicants (Community Telecasting Corp., Midland Broadcasting Co., and Illiway Tv Inc.), Rep. Michel said it is "incredible" that the FCC should grant the Moline application on the same day (June 28) that it denied the application of Suburban Broadcasters for an fm license in Elizabeth, N. J.

Suburban was turned down on the ground that it had made no effort to determine local needs, he noted. Yet, Moline Tv Corp., he said, was "the only one of five applicants which made no effort to determine local program needs."

Rep. Michel said Moline Tv Corp's president, Frank P. Schreiber, has no record of civic activity anywhere but that Richard Stengel, "one of the controlling principals," has a considerable background in Illinois Democratic politics.

And, Rep. Michel indicated, this background was the company's main advantage in seeking the tv grant.

[Note: Chairman Minow did not participate in the instructions to the FCC staff to write a decision granting the Moline Tv application.]

He said Mr. Stengel served four terms in the Illinois legislature and was the Democratic nominee for the U. S. Senate in 1956. President Kennedy, then a senator, was one of the speakers at a fund-raising luncheon given Mr. Stengel during that campaign, Rep. Michel said.

The congressman did not say specifically that Mr. Stengel knows Chairman Minow. But he asserted that Mr. Stengel's "political activities obviously brought him in close contact with Chairman Minow and President Kennedy, not only during the 1956 campaign, but during his years in the state legislature," from 1948 to 1956.

Chairman Minow, whose home is in Chicago, was administrative assistant to former Gov. Adlai Stevenson from 1950 to 1952 and participated with him in his unsuccessful campaigns for the presidency in 1952 and 1956.

Rep. Michel said he "had to gag" when he read Chairman Minow's NAB convention speech in which he promised the FCC would steer clear of *ex parte* contacts to such an extent that the commission would be called The Seven Untouchables.

"It is obvious to me," Rep. Michel said, "this is just another case where the deeds of the New Frontiersmen do not measure up to their sanctimonious public pronouncements."

He said "Chairman Minow has permitted his conflict of interest and *ex parte* contacts to influence him to ignore and ingeniously explain away announced standards in such fashion as to make a mockery of justice."

He said the commission should set aside its proposed order, "schedule a re-argument at the earliest possible date, and reconsider this case strictly on its merits, rather than on what clearly appears to me to be political considerations."

KOB-ABC feud reopens in consolidated case

A decades-old fued between ABC and KOB Albuquerque, N. M., flared anew last week when the FCC consolidated a KOB application for modification of its construction permit with the application for renewal by WABC New York, owned by the network.

Both stations operate on 770 kc. For 15 years ABC tried to get KOB off that frequency, claiming that WABC was a Class 1-A station and no other facility should be permitted to operate on the same frequency at night. In 1958 the commission ordered both stations to operate on 770 kc with 50 kw and directional antennas for mutual protection.

The commission ordered that the application of KSTP Inc. for 770 kc in New York (in opposition to the WABC renewal application) be withheld pending the outcome of the consolidated hearing. KSTP Inc. is the owner of KOB.



"RCA Color TV Tape...Equal of Color Live!"

—says William B. McGrath, V.P. and Managing Director, WHDH-AM, FM, TV, Boston

"Here at WHDH-TV we are enjoying great success with our RCA Color Television Tape operation. Taped programs, commercials and special events sparkle in color. We find color *tape* the equal of color *live*—and with the convenience and ease that only RCA TV Tape can give.

"RCA Color TV Tape Recorders have completed our RCA color facilities. We do all our local programs in color. By adding the client convenience of television tape to the new dimension of color, we have an unbeatable combination for success."

RCA Color TV Tape Recorders are proving themselves in installations like WHDH because they are designed for color. Picture quality is virtually built in, thanks to multiple monitoring checks. You can check through the entire system for the very best picture. Precision head-wheel interchangeability for color, too, means you can play back tape on any machine, regardless of where it was made.

More and more broadcasters are specifying RCA TV Tape for color operation because it is part of a completely matched line of color equipment available from one single source—including color TV tape recorders, studio color cameras, 3-V film cameras and projectors, color monitors, switching and special effects. They find service before and after the sale of the kind that only RCA with its broad background in color television can perform.

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get live color quality
with tape convenience.
See your RCA Representative.
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RADIO CORPORATION OF AMERICA

COMMISSION TRIES OUT NEW TEETH

Bites Crowell-Collier for $2,500 in KDWB case

The FCC has completed its first case since new teeth were put into the Communications Act by Congress last year. The agency last week put a $2,500 bite on Crowell-Collier Broadcasting Corp. for operating KDWB Minneapolis from midnight to 4 a.m. daily for more than a year and a half with power and type of antenna authorized only for daytime (daylight) operation.

But even so, the FCC's bite was $7,500 less than its bark last March when the agency issued its "first notice of liability for forfeiture" in the amount of $10,000. (BROADCASTING, March 27.

The FCC, in announcing the reduced forfeiture, did not explain the reason for its change of heart—whether it was merely leaning away from excesses in the first monetary forfeiture case or whether it felt there were mitigating factors in KDWB's explanation of the engineering violation.

Minow Outvoted ▪ The reduced fine was imposed by a vote of six commissioners, who overrode FCC Chairman Newton Minow's holdout for the maximum of $10,000.

Crowell-Collier may now ask the FCC to remit or mitigate the fines. or may pay it. The money is payable to the U.S. Treasurer. If the station refuses to pay, the amount is recoverable by a Justice Dept. civil suit. A suit for recovery must be held on the merits of the case, and additional safeguard given licensees.

The FCC charged that KDWB (630 kc) was operated by Crowell-Collier from midnight to 4 a.m. with 5 kw power and a directional antenna pattern authorized only for the daytime. KDWB's nighttime authorization is for 500 w only with a different directional pattern than that for daytime.

Crowell-Collier denied that the violations were willful on its part, explaining that the station was using the contested power-antenna pattern before the company purchased it in August 1959. Crowell-Collier engineers discussed the midnight-4 a.m. operation and it was continued on the advice of John H. Mullaney, Washington consulting engineer, the FCC was told. The station discontinued the practice upon receipt of a notice of violation from the FCC last January.

In imposing the fine last week, the FCC said the forfeitures were authorized to obtain greater compliance by licensees with the terms of their licenses and FCC rules and to deter non-compliance. If serious, repeated violations go unpunished, the forfeiture sanction will not be "the effective tool it was intended to be," the statement said.

The agency said it intends to use the forfeiture to "impel" broadcasters to become familiar with the terms of their licenses and FCC rules and to adopt procedures, including periodic review of operations, to insure station operation in substantial compliance with licenses and FCC rules.

Kentucky asks new etvs

Submitting an educational tv report by a special state legislative committee, Gov. Bert Combs of Kentucky last week asked the FCC to reserve nine uhf channels assigned to that state for etv. The channels and cities: ch. 59 Ashland, ch. 19 Hazard, ch. 24 Maysville, ch. 14 Pikeville, ch. 54 Covington, ch. 17 Bowling Green, ch. 26 Madisonville, ch. 33 Murray and ch. 29 Somerset.

The governor said all the channels are unused and to date have not been applied for.

WILD, WAVA get short-term licenses

The FCC struck again last week with its authority to issue short-term licenses by granting renewals for only one year to WILD Boston and WAVA Arlington, Va.

In renewing WILD, the commission said it has information indicating that several tax liens are outstanding against the station for non-payment of employe withholding taxes. Also, the FCC said, questions are outstanding concerning the financial condition of WILD and the station has been guilty of technical violations of a "serious nature."

Considering this, the FCC said, it is of the opinion that WILD's "past actions have fallen considerably short of the exercise of that degree of responsibility in the operation of a broadcast station which the commission has a right to expect. . . ."

At the same time, the FCC denied a petition by Local No. 9 of the American Federation of Musicians seeking a hearing on the WILD application on the grounds that the station had not originated live music programs. However, the commission advised the AFM local that it is considering this question with respect to its new programming forms.

WAVA (formerly WARL) was given a one-year renewal "to afford the licensee opportunity to demonstrate continued improvement of its programming and commercial policies and practices." The licensee, U. S. Transdynamics Corp., had been questioned by the commission on long-pitch announcements, "objectionable references" of announcers and improper identification of sponsors. The station said that it inherited commercial contracts from previous owner (Transdynamics acquired the station in August 1960) and has been trying to eliminate the spots of five minute duration or longer. Ad lib statements had been made by one personality about "amusement machines" (slot machines) in a Maryland restaurant he owned and the station said this practice has been stopped.

PROBE SPORT PACKAGE

Dept. of Justice will decide if pacts violate antitrust

The future of tv sport packages is hanging in the balance as the Dept. of Justice acknowledged last week that it is looking into three such deals to see whether they violate the antitrust laws.

Such investigations have been going on for some time, a Justice Dept. spokesman said. Their existence came to light after a federal judge ruled that the National Football League-CBS two-year, $9.3 million package violated a 1953 antitrust judgment.

In that ruling, Philadelphia U. S. District Court Judge Allen K. Grim held that the NFL-CBS package deal was illegal because it eliminated competition among the teams of the senior pro football league for sales of rights to tv (BROADCASTING, July 24).

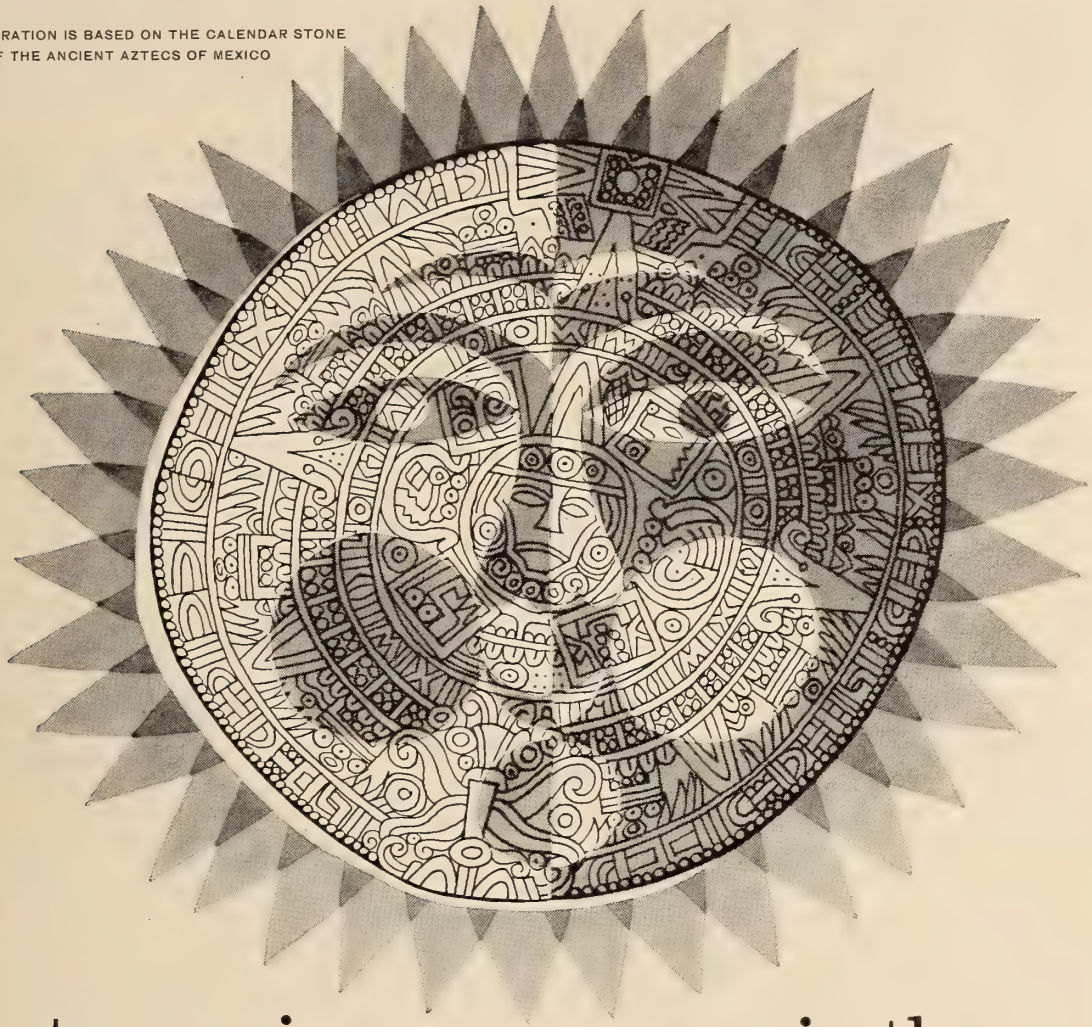
Suspension Asked ▪ The National Football League early this week asked Judge Grim to suspend this ruling until Dec. 31. This would permit the NFL-CBS contract to be executed for half of its two-year term. Arguments on this request took place July 27 and 28. NFL asked the judge to reverse his ruling because the banned contract is similar to several others that have not been challenged. These are the American Football League's five year $11 million deal with ABC; National Collegiate Athletic Assn.'s two-year, $6 million deal with ABC; and National Basketball Assn.'s year-to-year contract with NBC amounting to about $500,000 a year.

Blackouts Okay ▪ The 1953 decree, handed down also by Judge Grim, resulted from a government antitrust suit against the National Football League. It held proper a clause in NFL's bylaws which permitted a tv blackout when one of its teams was playing at home. The court, however, ruled that it was illegal to blackout radio broadcasts of home games since radio did not affect local attendance.

In March of 1960, the National

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THIS ILLUSTRATION IS BASED ON THE CALENDAR STONE OF THE ANCIENT AZTECS OF MEXICO



How to survive your season in the sun...

TO HELP YOU have a wonderful time during your season in the sun, the following do's and don't's are worth remembering.

Do get your suntan gradually. Never expose more than a few minutes at first. Increase sunning five minutes daily thereafter. Use a protective cream or lotion. Should you get a severe burn with blisters, have your physician treat it.

Do take it easy. If you suddenly plunge into strenuous activities, you'll risk muscular aches and pains and perhaps a strain on your heart. Pace yourself. Stop when you begin to feel pleasantly tired.

Do be a careful camper. If you plan a camping trip at some faraway place, take along adequate first-aid supplies—plus a few household remedies.

When building a fire outdoors, keep it small, watch it constantly and have pails of water or sand nearby. Never leave a fire until it is out completely.

Don't take chances in the water. Always follow a most important rule of water safety . . . never swim alone. And when toddlers are around water, watch them constantly. Even if you think you're an expert swimmer, be extra careful in strange waters.

Stay out of water during thunder storms. Learn rescue breathing. This simple technique—when applied promptly and properly—can save many lives.

Don't be a risky boater. Know and obey all the marine "rules of the road." Provide life jackets for every passenger at all times. If possible, stay with any small craft that upsets, and signal for help.

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INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868 • Head Office—SAN FRANCISCO—Since 1901
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Football League informally asked the Dept. of Justice to approve the proposed contract with CBS. The government, it is understood, indicated disapproval. In April of this year the transaction was signed, and the NFL asked the U. S. District Court in Philadelphia to approve the contract as within the bounds of the 1953 decree. The transaction was opposed by the Justice Dept. and Judge Grim's ruling two week's ago was the result.

It was stressed at the Dept. of Justice that the fact it was looking into the other tv sports contracts did not indicate that the government felt they were illegal or legal.

New issue added to WSPA-TV case

The often-heard 1953 grant of ch. 7 Spartanburg, S. C., to WSPA-TV (Spartanburg Radiocasting Co.) will be heard again by an FCC hearing examiner.

The record was ordered reopened last week by the commission for the taking of testimony concerning a purported 1956 *ex parte* contact made by WSPA-TV President Walter Brown. A 5-2 commission majority ruled that the rights of protestant Wilton Hall, president of ch. 40 WAIM-TV Anderson, S. C., were unduly restricted when the hearing examiner prohibited questions on the *ex parte* contact.

Mr. Brown admitted contacting Commissioner Rosel Hyde in September 1956 but said he did not discuss the merits. The examiner ruled out further questions on the ground the case was not before the FCC at the time because it was not remanded by the court until December of the same year.

Such a ruling, the commission said, places an unjustifiable restrictive interpretation on the term "adjudicatory status." Also, the FCC said, it is the commission's function to determine whether merits were discussed.

Another issue in the newly-ordered hearing concerns what role Mr. Brown played, if any, in influencing Sen. Strom Thurmond (D-S.C.) to write a letter regarding the case to former FCC Chairman George C. McConnaughey. The issues will be limited to these narrow areas, the commission stated.

Remanded Three Times ▪ The grant to WSPA-TV has been remanded to the commission three times by the court in a continuing legal fight. Last week's decision is the first time that official notice has been taken of the *ex parte* aspect, however. Last January, Hearing Examiners James Cunningham and Herbert Sharfman issued an initial decision which found Spartan qualified to hold a license but at the same time found the licensee misrepresented to the commission (BROADCASTING, Jan. 9).

The misrepresentation concerned a move of the WSPA-TV transmitter to Paris Mountain from the originally authorized site on Hogback Mountain.

No ruling was made by the FCC last week on the examiners' recommendation that the grant of the move to Paris Mountain be set aside. Voting for the new hearing were Chairman Newton Minow and Commissioners Rosel Hyde, Robert Bartley, T. A. M. Craven and Frederick W. Ford. Dissenting were Commissioners Robert E. Lee and John S. Cross.

Dr. Travell: Grip

Tv broadcasters setting up President's broadcast last Tuesday night found new figure involved in arrangements. This is Dr. Janet Travell, President's physician, who insisted on several changes in setup: inclusion of 3-4 inch platform under chair to bring President to proper height over desk; proper lighting and other details.

WHAS-TV tall tower would hurt uhf—FCC

Protection of two existing uhf stations from vhf competition was the reason given by the FCC last week for refusing to approve the plans of WHAS-TV Louisville (ch. 11) to build a 1,859-foot tower (BROADCASTING, July 10).

The proposed WHAS-TV tower would have been located 19 miles from Louisville and 58 miles from Lexington, Ky. —the home of WLEX-TV (ch. 18) and WKYT (TV) (ch. 27). The commission said that economic failure of the Lexington stations would do violence to the Sixth Report and Order and cause 61,336 persons to lose their only tv service. The commission added:

"The very real possibility that either or both Lexington stations would be forced off the air in the event of a grant to WHAS-TV makes it patently clear that violence, rather than observance, of the priorities of the Sixth Report would result. . . .

Movie men say FCC lacks pay tv power

Connecticut theatre owners told a federal court last week that the FCC has no power to approve any system of pay tv requiring a direct payment by the public.

That point was the first and most significant of five made by the Connecticut Committee Against Pay Tv in a brief submitted to the U.S. Court of Appeals for the District of Columbia. The theatre-backed committee is fighting the FCC's decision last February authorizing RKO General to try out the Phonevision system of pay tv for three years over WHCT (TV) Hartford, Conn. (BROADCASTING, Feb. 6).

The brief was submitted in behalf of the committee and also five area theatre owners (Stanley Warner Management Co., Loew's Inc., Connecticut Theatres, Manchester Drive-in Theatre Corp. and Out-Door Theatres Corp.).

Among other charges, the theatre group claimed that the FCC erred in:

- Finding that subscribers would not have to "purchase" special decoding equipment.
- Concluding that the arrangements between RKO General, licensee of WHCT (TV) Hartford, Conn., and Zenith and Teco does not impair the licensee's freedom. Zenith is the promoter of the Phonevision system of subscription tv; Teco holds the license on Phonevision from Zenith.
- Making the grant without knowing what programs would be telecast.

FCC reorganization bill passes the Senate

HOUSE VERSION HITS SNAG IN RULES COMMITTEE

The FCC-reorganization bill (S-2034) sailed through the Senate on a voice vote last week without an audible nay in its course.

Clouds of opposition had gathered in advance of the vote but were dissipated by floor amendments.

None of the changes, however, affect the substance of the bill, which was drafted in cooperation with the FCC and introduced by Sen. John O. Pastore (D-R. I.), as a substitute for the ill-fated Presidential reorganization plan.

The key provisions of permitting the commission to delegate adjudicatory functions to commissioners, employes or employe boards, and to exercise discretion in granting review, remain.

One amendment was offered by Sen. Pastore himself to satisfy the objections of Sens. Everett Dirksen (R-Ill.) and Frank Lausche (D-Ohio). It spells out the requirement that those to whom the commission delegates a review function must have qualifications at least equal to those of a hearing examiner.

Two other amendments were offered by Sen. Dirksen. One specifies that the commission may not delegate a review matter to the same person who made the original decision. The other merely tightens up the language in a section dealing with *ex parte* matters.

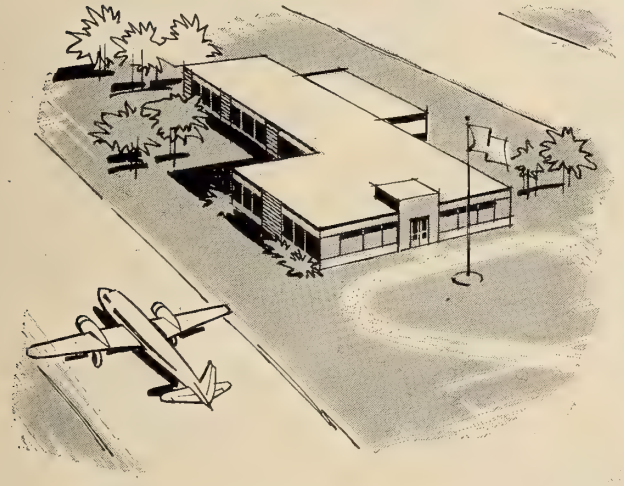
On the ground . . .

"Thank you for forwarding to me your station's editorial in recognition of the superior manner in which a member of the Force carried out his duty on a recent occasion. The officer referred to in your release has been identified as Private Daniel D. Boccabella, and he has been commended by his supervisory official for the action taken. I am particularly pleased that you used your facilities to convey this act to the public. Your editorial will be forwarded for the information of Officer Boccabella and his Commanding Officer and placed in his personnel folder."*

ROBERT V. MURRAY, Chief of Police
Government of the District of Columbia



*Officer Boccabella rendered full assistance, including first aid, to a pedestrian who slipped on an icy street and injured himself. Boccabella used his own winter overcoat, gloves and hat to keep the victim warm and comfortable.



. . . and in the air

"I want to thank you for your editorial "Air Force Damage to Private Property." You are doing us a great service to bring this deplorable situation out in the open. We are faced with still another major problem: the danger and noise disturbance to our elementary school. Due to the construction of these runways, our school now finds itself midway between the centerline of the 2 runways in an area that will experience noise levels of over 100 decibels. The noise is so great that instruction is interrupted many times every day. We are appealing to our Congressman, Prince Georges County officials and the P.T.A. to relocate our school."

MRS. GRETCHEN KLEE

. . . *the station that keeps people in mind*

As a public servant, we believe in being of public service. That's why, several years ago, we were the first station in Washington—and one of the first in the nation—to express our views through the medium of the radio *editorial.*

We don't pussyfoot. We speak out on all manner of subjects concerning our listeners and community—from praising a policeman to frowning at the Air Force. Controversial issues are grist for our mill—not because they are controversial, but because they are important. We may not be always right, but we call them as we see them—and we seem to have the respect of our public. They've made us far and away *first* in ratings.

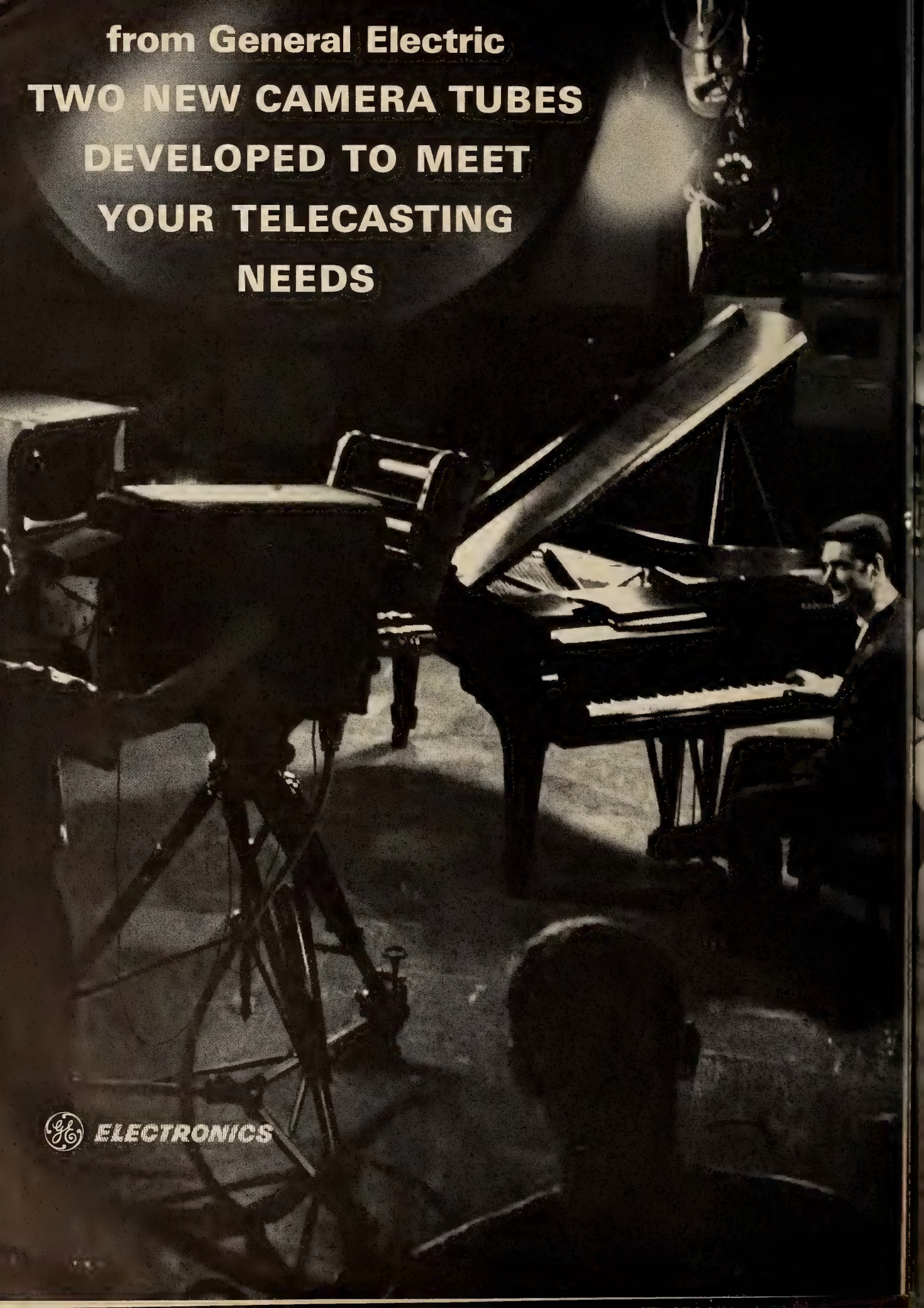
The station that keeps *people* in mind? That's us — for you—in the rich Washington market.

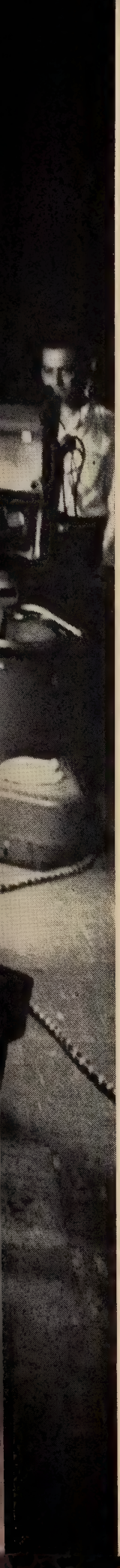


WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

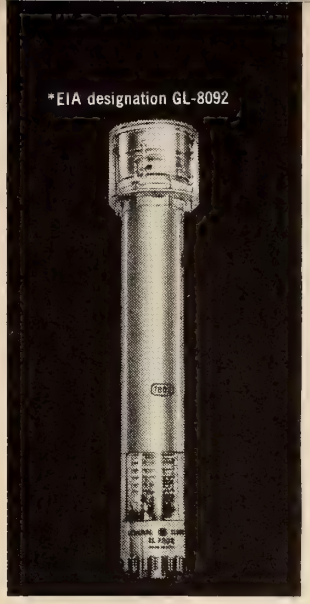
And in growing Jacksonville, Fla.—it's WWDC-owned WMBR


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DEVELOPED TO MEET
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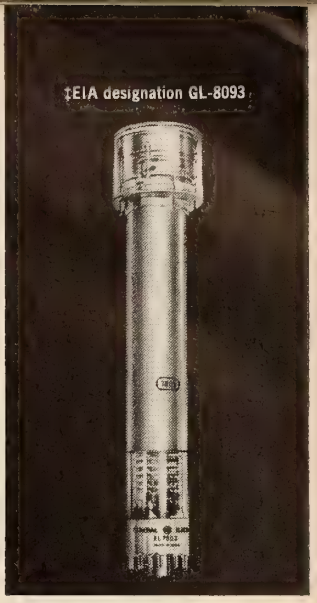
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Supersensitive,
Large Dynamic Range,
Longer Life,
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Flatter Field,
Reduced
Beam-Bending,
No Orth Spot



ZL-7803‡

High
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Ratio,
Improved
Definition,
Flatter Field,
Reduced
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TV STATION-DESIGNED...

...for flexibility in your color and special telecast work

ZL-7802 represents a significant advance in image orthicon design. It will pay dividends every day in your studio and remote telecasting. A high-gain, thin-film semiconductor target is the key to ZL-7802 sensitivity and ability to handle wide ranges of scene illumination. This supersensitive target improves depth-of-focus, effectively reduces "stickiness," and permits pickup of dramatically lighted scenes with a minimum of set-up time. The thin-film target also provides excellent high-amplitude response, greatly reduces susceptibility to permanent burn-in damage, affords stable operation during life and eliminates raster burns.

The addition of a field mesh in the scanning section provides excellent landing, shading and dynamic match in color cameras using three image orthicons. Because of this field mesh, only simple adjustments are required and you save on set-up time.

ZL-7802 is interchangeable with the 7629, 7513, 7293, 7293A, 5820 and 5820A.

...for quality you require in critical video tape recording

ZL-7803 is specially designed for studio pickup service where you control lighting and demand high-quality performance. An improved target-mesh assembly assures you of a *high signal-to-noise ratio* (peak-to-peak signal vs. [RMS] noise —min.: 38, av.: 50). A special field-mesh in the scanning section enhances picture quality by providing sharp transition from black to white without spurious effect (white edges). This feature, by equalizing the decelerating field which the scanning beam encounters, causes the beam to strike the target in a more evenly perpendicular direction over the entire target area. This improves flatness of field and corner resolution . . . helps prevent distortion. The ZL-7803 will noticeably shorten your set-up time and reduce the need to compromise between sharpest focus and minimum background blemishes.

Now you don't have to use a costly color tube to achieve the quality you require in video taping. The ZL-7803 is competitively priced with standard camera tubes. Yet, the high signal-to-noise ratio provides premium video taping quality.

ZL-7803 is interchangeable with the 5820, 5820A, 7293, 7293A and 7513.

Try these new General Electric Image Orthicons in your own cameras. Put them on the tough jobs—for the ZL-7802, demanding special application, color, or low light-level work; for the ZL-7803, critical video taping or quality studio pickup service in black and white or color. You'll appreciate the way these tubes perform.

For additional information, call your General Electric industrial tube distributor or write for descriptive literature... ZL-7802 (ETR-2800) and ZL-7803 (ETR-2801)... to General Electric Company, Room 7249 B, Owensboro, Kentucky.

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GENERAL ELECTRIC

Audience group finds tv 'mediocre'

OPINION LEADERS LIKE PROGRAMS, COMMERCIALS LESS THAN IN 1959

Television programming and commercials, with few exceptions, are rated as "mediocre" by so-called opinion leaders throughout the country.

This conclusion was reached by the National Audience Board last week from the results of a survey conducted by the board among its non-dues-paying membership. The board, a nonprofit organization representing civic, business, educational and cultural groups, conducted its study by distributing more than 20,000 questionnaires among these groups by mail and at meetings and conventions. More than 2,400 replies were received. The group works in conjunction with such organizations as the General Federation of Women's Clubs, the American Legion and the National Council of Churches.

The board stated that the size and status level of its sample, as well as the high proportion of homemakers represented (the sample is 82.8% female) should make the survey findings of "vital concern to virtually every tv advertiser in the country."

Survey respondents were asked to rate 10 categories of tv programs and 12 categories of commercials on a four-point scale: "excellent," "good," "fair" and "poor." Respondents also were asked to indicate, on an identical scale, how they felt they would have rated these same categories two years ago. In arriving at scores for categories of programs, the board applied a statistical weight for each scale.

The following are highlights of the findings:

- Today's programming scores less than 70% in 6 out of 10 categories, whereas only 4 out of 10 categories score below 70% in respondents' ratings of tv programming two years ago.
- Tv programming in three categories has dropped in quality in the past two years: drama, children's and variety shows.
- Programming in four categories—public affairs, mystery-detective-adventure, news-weather, and sports—rates higher today than they would have two years ago.
- Public affairs programming made the highest gain. Respondents give it an 80% score today; only 70% two years ago.
- News and weather programming scores highest of all categories with 88%; sports is second with 83% and public affairs is third with 80%.
- Lowest scores are for westerns: 48%.

A closer examination of the survey shows a sharp decline in ratings on dramatic programs. Twice as many respondents rate drama "poor" today as did two years ago (6.2% versus 3.1%) and only 39.1% rate it "good" as compared to 43.8% two years ago.

No Indignation ▪ Contrary to what might be expected, the board said, strong public concern over violence on tv is not borne out by the survey findings in the mystery-detective-adventure category. These programs are rated "excellent" by 17.4% of respondents while only 6.2% said they would have rated them "excellent" in 1959. But this category scores second highest in the "poor" ratings, with 28.1% of respondents indicating that judgment, as compared with 29.2% two years ago.

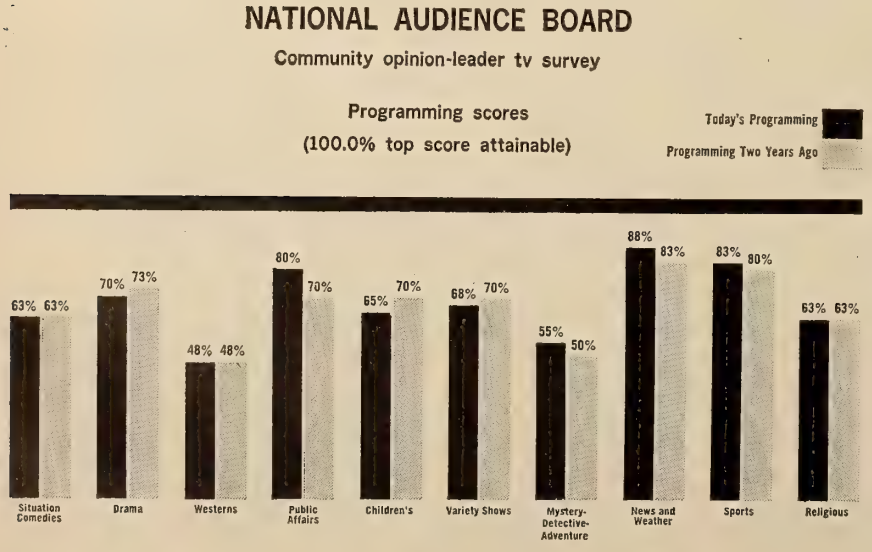
Westerns received the highest number of "poor" responses, both for programming today (36.1%) and that of two years ago (35.9%).

In the study on commercials, the board concluded that ratings were about the same today and in 1959 for 10 categories, while two classifications —beer and wine and cigarettes— dropped in ratings.

Auto commercials are rated the highest with a score of 68%, followed by foods (65%) and gasoline and oil (63%). Rated among the lowest are deodorants (43%), women's undergarments (43%), drugs (45%) and cosmetics (50%).

Questioned about network public service programming, the respondents said the top programs they "watched regularly" are *CBS Reports* (68.6%), *Chet Huntley Reporting* (62.9%) and *Twentieth Century* (54.3%). Asked to rate public service programs as "most outstanding," they chose *Chet Huntley Reporting* for the top ranking (38.9%), followed by *CBS Reports* (16.9%), *Twentieth Century* (11.5%), and 11 other programs.

The results of the survey will be available for review and discussion at the "National Symposium on Freedom and Responsibility in Broadcasting," sponsored by the Northwestern U. Law School in Evanston, Ill., on Thursday and Friday (Aug. 3-4). Peter Goelet, president of the National Audience Board, will attend the seminar and make the study data open for round-table discussion.



NATIONAL AUDIENCE BOARD
COMMUNITY OPINION-LEADER TV SURVEY

COMMERCIAL SCORES
(100% top score attainable)

CATEGORY	TODAY	TWO YEARS AGO
Autos	68%	68%
Beer & wine	55	58
Cigarettes	50	53
Cosmetics	50	50
Deodorants	43	43
Drugs	45	45
Foods	65	65
Gasoline & oil	63	63
Household soaps, detergents, cleansers	48	48
Shampoos, hair preparations	53	53
Toothpastes	53	53
Women's undergarments	43	43

Radio network for teenagers starts

A new concept in programming—a radio network for teenagers—has made its debut in the Washington area under the auspices of Milt Grant, a popular local air personality-turned program packager.

Participating in the new Teen Network are WPGC Morningside and WINX Rockville, both Maryland, and WAVA Arlington and WEEL Fairfax, both Virginia. All are suburban Washington facilities. Two other stations, according to Mr. Grant, are in the midst of negotiations which may bring them into the network next month.

The show, handled by Mr. Grant's own production firm, Milt Grant Productions, Washington, is sponsored on a package basis. Thus far 90% of the sponsorship has been assumed by advertisers who sponsored Mr. Grant's record hop show on Washington's WTTG (TV) before it was dropped three months ago when the station "changed its programming format."

The broadcasts, heard each Saturday and Sunday from 1 to 4 p.m., originate from various locales.

Though Mr. Grant was not specific, he said another major northeastern city is near accord on a Teen Network of its own—under his guidance. He said he hopes to have a number of other Teen Networks in operation by year's end, some incorporating television.

MGM-TV may expand international setup

There are strong indications that MGM-TV plans a major expansion of its international sales operation before the end of the year. Richard S. Harper, the film company's director of worldwide syndicated sales, returned to New York from a five-week trip through Europe, during which time he met with representatives of MGM International in England, Germany, Italy and France. Purpose of Mr. Harper's visit was to coordinate MGM's distribution and sales activities in European markets, and to strengthen the company's licensing of various MGM-TV properties with representatives of several national tv networks including Television Luxembourg and Tv Monte Carlo.

The trip was Mr. Harper's second overseas jaunt in the last nine months. He previously met with MGM International people and executives of national tv networks in Australia, Japan, The Philippines and Hong Kong.

On the domestic front Mr. Harper announced the sale of *The Passing Parade*, MGM-TV's package of 69 short subjects, to WPIX (TV) New York. The short subjects have been sold in 22 markets including two Canadian stations, CFTO-TV Toronto, and CKCO-TV Kitchener, Ont.

PUBLICISTS EXPAND

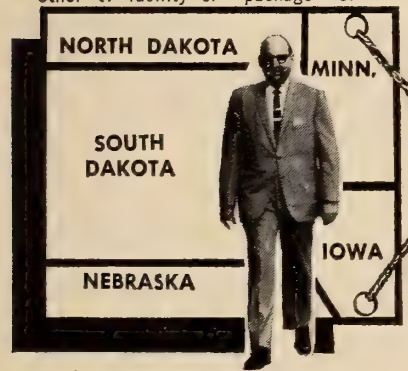
Union reports organizing 40 agencies, free-lancers

The Publicists Assn., Hollywood Local 818, IATSE, "now has, or is in the process of writing, some 40-odd agreements with the agencies and free lance publicity offices in the Los Angeles area," Lloyd Ritchie, business representative of the local, has notified its membership in an informational bulletin dated July 21.

For the past several years, the local "has expended considerable time and effort in establishing minimum salaries and working conditions for publicists in the agency field of the entertainment industry," Mr. Ritchie states. "The first

KELO-LAND

is a 103-county market. We have engineered KELO-LAND TV coverage to blanket all 103 counties. No other tv facility or "package" of unrelated stations can come even close to it!



ONE BUY! ONE RATE CARD! ONE FILM ORIGINATION GETS YOU ALL KELO-LAND SIMULTANEOUSLY!

MAJOR MARKET
TIE IT UP TIGHT WITH ONE BUY!
KELOLAND tv
KELO-tv SIOUX FALLS and boosters
KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.
Represented by H-R *In Minneapolis by Wayne Evans & Associates*
CBS • ABC

KELO-LAND TV GIVES YOU:

15% more viewers than the highest rated Omaha station.
35% more viewers than the highest rated Des Moines station.
94% more viewers than the highest rated North Dakota station.
24% more viewers than the highest rated Duluth-Superior station.

Source: ARB Audience Reports March 1961, average quarter-hour homes reached Sunday thru Saturday 9 a.m. to midnight

contract between the association and a publicity agency was signed in July of 1956. It was not until last week, however, that the first contract between the Publicists Assn. and a national advertising agency (Young & Rubicam) was ratified by our executive board.

"With the signing of this agreement, the association has firmly established the union shop principle in this rapidly growing field of employment and has established minimum salary rates which are identical to those in motion picture production . . ."

Originally composed almost entirely of studio publicists employed by the motion picture production companies, Local 818 today also represents the staff publicists at CBS. (ABC and NBC publicity staffers are members of NABET.) With the growth of tv and the increase in the number of tv filmed programs being produced in Hollywood, much of the publicizing of the tv films was being done by independent publicity firms instead of studio publicists, the union noted, so it began an organizational drive among these firms, with the result that most of them now have agreements requiring membership in the Publicists Assn. for all employees who need entry to the film studios in their tv program publicity work.

About a year ago, Local 818 began an organizing drive for publicists at the advertising agencies. Young & Rubicam is the first to sign such an agreement, covering two employes with four-year contracts starting at the senior publicist's rate of $245 a week, with an additional 5% to be added next January. J. Walter Thompson Co. and BBDO have discontinued their program publicity activities. These presumably will be taken over by independent publicity organizations which already have agreements with the Publicists Assn.

Program publicists working directly for advertisers, like Frances Scully of Lever Brothers and Joseph Santley Jr. of Liggett & Myers, will also be expected to become members of Local 818, Mr. Ritchie said.

GAC-TV re-formed to develop tv programs

SHARPE HEADS TALENT AGENCY'S EXPLOITATION UNIT

General Artists Corp., New York, the nation's third largest talent agency, has reactivated GAC-TV to compete more closely with the Music Corp. of America and the William Morris Agency (the two front-running talent companies) in the development and preparation of television programs.

The strategy on the part of GAC was revealed last week by Don W. Sharpe, who was appointed president of GAC-TV. Mr. Sharpe believes the "time is ripe" for another organization with a variety of talent at its disposal to prepare tv programs for networks and sponsors.

Mr. Sharpe explained that GAC-TV's role will be to "initiate an idea for a program, develop a format and perhaps make a pilot with one of the stars it has under contract." GAC-TV will serve as sales agent for a projected series or program specials and present them to networks, advertisers and agencies. Unlike MCA-TV, which produces programs through its subsidiary, Revue Productions, GAC-TV has no plans at present to handle its own production.

"The chances are that once we have developed a project and sold it to a network, sponsor or agency, we will turn the property over to a star's production company or help him start a company if he doesn't have one," Mr. Sharpe said.

Mr. Sharpe was named to his post last week by Herbert J. Siegel, board chairman of GAC. Mr. Sharpe has been an independent radio-tv producer and agent for 20 years, and has produced or represented more than 20 tv program series, including *I Love Lucy, Four-Star Playhouse, Douglas Fairbanks Presents, Desilu Playhouse* and *Peter Gunn.*

GAC-TV was named two weeks ago as sales agent for Desilu Productions (BROADCASTING, July 24). Mr. Sharpe indicated that GAC-TV would represent other production organizations but none has been signed as yet.

Mr. Sharpe said he was "hopeful" that by January, GAC-TV will have about 25 properties in various stages of development. He declined to name any immediate projects but said programs would "run the gamut of the entertainment spectrum with film, live and tape shows covering drama, music-variety, comedy and other types." The accent, he said, would be on live programs at the outset.

Among the performers handled by GAC are Fabian, Paul Anka, Connie Francis, Nat "King" Cole, Sidney Poitier, Jackie Gleason and Lee J. Cobb.

New name for Niles firm

Fred A. Niles Productions Inc., Chicago and Hollywood, has changed its name to Fred Niles Communications Centers. President Fred Niles, expecting $3.5 million volume this year, said the name change more accurately describes the outfit's diversification in the fields of tv, industrial films, live "business theatre" presentations and other business development services.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 31, Aug. 1-4, 7-9 (10:30-11 a.m.) **Play Your Hunch,** part.

July 31, Aug. 1-4, 7-9 (11-11:30 a.m.) **The Price Is Right,** part.

July 31, Aug. 1-4, 7-9 (12:30-12:55 p.m.) **It Could Be You,** part.

July 31, Aug. 1-4, 7-9 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 31 (2:45 p.m. to conclusion) **31st All-Star Baseball Game,** Gillette through Maxon, Chrysler through Leo Burnett.

July 31, Aug. 1-4, 7-9 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 31, Aug. 7 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 2, 9 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 2 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 3 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 4 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 5 (9:30-10 a.m.) **Pip The Piper.** General Mills through Dancer-Fitzgerald-Sample.

Aug. 5 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 5 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 5 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 6 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 6 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 6 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Aug. 9 (10-11 p.m.) **The Jimmy Durante Show,** Brewers Assn. through J. Walter Thompson.

Record lineup claimed for 'Digest' series

What was described as the largest station lineup ever to carry a regularly scheduled program series was slated to broadcast the premiere of *All America Wants to Know* yesterday (July 30).

The monthly half-hour public service series for both radio and tv, produced by *Reader's Digest* at no cost to stations, is being carried on tape on 1,016 radio stations in 50 states and on film on 144 tv outlets in 45 states.

Three one-minute breaks during each program are available for local sale, public service announcements or station promotion spots. The *Digest* itself will have no commercials as such during the programs, but will identify its role as producer and use visual promotions on television for the magazine at the beginning and end of each program.

Adlai Stevenson set for ABC series

In step with the Kennedy administration's pattern of making the most effective use of television in explaining its policies, problems and progress to the American public, Adlai Stevenson, head of the U. S. Mission to the United Nations, will be featured in a half-hour report on ABC-TV on alternate Sundays, 3-3:30 p.m., starting Oct. 1. A sponsor for the series of 13 *Adlai Stevenson Reports* programs is being sought by the network.

To be produced by Arnold Michaelis and Stanley Frankel in association with ABC-TV, the series will feature Mr. Michaelis in conversations with Mr. Stevenson and his guests, including heads of state and other foreign and U. S. officials, as well as key figures from other fields. Mr. Stevenson said "There is certainly little doubt that television at its best can add a dimension to the appreciation of almost any of the great problems and issues of the day. We of the U. S. Mission are hopeful that the ABC series will provide a new insight into the workings of the U.N."

Film sales...

The Beachcomber (Filmaster): Sold to American Stores Inc. for showing in Philadelphia, Baltimore, Wilkes-Barre, Pa., and Syracuse through Gray & Rogers Adv. Also purchasing was Streitmann Biscuit Co. for showing in Nashville, Tenn., Roanoke, Va., Orlando, Fla., Bristol, Va., Clarksburg, W. Va., and Birmingham, Ala., all through Ralph H. Jones Co., Cincinnati.

Pre-1948 feature films (MGM-TV): Sold to 12-station French-language television network of Canadian Broadcasting Corp.: CKCO-TV Kitchener, Ont.; CFTO-TV Toronto, and CFCY-TV Charlottetown, Prince Edward Island.

Ripcord (Ziv-UA): Sold to Mick-or-Mack Stores; WNBC-TV New York; WSLS-TV Roanoke, Va.; KOIN-TV Portland, Ore.; WTAE (TV) Pittsburgh, KVOS-TV Bellingham, Wash.; Lincoln Income Life Insurance Co. for KWTV (TV) Oklahoma City; WKYT (TV) Lexington, Ky., and, alternating with Brown & Williamson on WHAS-TV Louisville; Savannah Sugar Refining for WSB-TV Atlanta, WITN (TV) Greenville-Washington, N. C., and WSJS-TV Winston-Salem, N. C.; Streitmann Biscuit Co. for WKYT (TV) Lexington; Franklin Furniture and La Gondola Foods for WSYR-TV Syracuse, and Ellison Bakery for WKYG-TV. Now in more than 100 markets.

King of Diamonds (Ziv-UA): Sold to Jackson Brewing Co. for KGNC-TV Amarillo and WAFB-TV Baton Rouge; Fels and Co. for alternate week sponsorship on WXEX-TV Richmond, Va.; WBRE-TV Wilkes-Barre, and WNEM-TV Saginaw-Bay City, Mich., and to Kroger Co. for KSLA (TV) Shreveport, La.; WJW-TV Cleveland, and WFMJ-TV Youngstown. Also sold to Acme Building Supply for WTOK-TV Meridian, Miss.; G. D. Reddick Inc. for WFMY-TV Greensboro, N. C.; Du-Kane Supply Co. for WIIC (TV) Pittsburgh; Stag Beer for WTVP (TV) Decatur, Ill.; International Harvester for KFBC-TV Cheyenne, and Strietmann Biscuit for WTVN (TV) Columbus, Ohio. Stations signed are: KGO-TV San Francisco; WJAR-TV Providence; WMCT (TV) Memphis; WINK-TV Ft. Myers, Fla.; KHSL-TV Chico-Redding, Calif.; KOLO-TV Reno; KOLN-TV Lincoln, Neb.; WEHT (TV) Evansville, Ind.; WTVH (TV) Peoria; and WSFA-TV Montgomery, Ala. Now in 171 markets.

Bozo the Clown (Jayark Films Corp.): Sold to WKBT (TV) La Crosse, Wis. Now on 199 stations.

Big Time Wrestling (Barnet-Doyle, Indianapolis): Sold to KGW-TV Port-

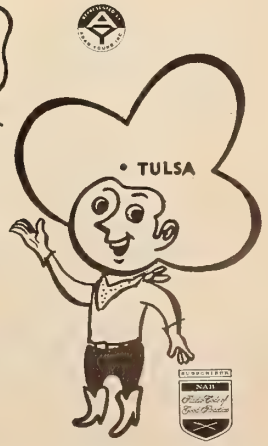
WHAT! the new KAKC FIRST AGAIN! That makes almost *5 Years in a Row!



Yes sir, and to top it off, advertisers who use the new KAKC are selling like never before because the new KAKC is not only the "Quality" station in the Tulsa market but also the "Quantity" station. Yes, you get the best of everything when you use the new KAKC. It's the best "IMAGE BUY" in Tulsa and Northeastern Oklahoma, too. It's been that way quite awhile . . . and we intend to keep it that way.

**According to Hooper and Pulse.*

Hi, I'm K. A. Casey . . . offering you the best radio "buy" in Tulsa. Why not call your Adam Young representative and see for yourself.



FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA



ABC-TV newsman risks life for POWs

Jack Begon (l), ABC-TV newsman who accompanied French Foreign Legion troops during the recent fighting in Bizerte, found himself in dead center of one skirmish. Here he talks to a French paratrooper, while three Tunisian prisoners stand by at right. The Tunisians were engaged in street fighting with French paratroopers when they attempted to surrender to AP photographer Joseph Babout. The French troops threatened to shoot the three men, so Mr. Begon shielded them with his body until assured that they would be treated as prisoners of war.

land, Ore.; WTVW (TV) Evansville, Ind.; WMT-TV Cedar Rapids, Iowa, and KSL-TV Salt Lake City. Now in 20 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WGN-TV Chicago. Now in 28 markets.

A Way Of Thinking (Banner Films): Sold to KOMO-TV Seattle; WOW-TV Omaha; KRLD-TV Dallas; WTMJ-TV Milwaukee; KPRC-TV Houston; WAVE-TV Louisville; WWL-TV New Orleans; WBTV (TV) Charlotte, N.C., and WEAR-TV Pensacola. Now in 20 markets.

Looney Tunes Cartoons (Seven Arts Associated): Sold to WHEN-TV Syracuse, N.Y.; WGAL-TV Lancaster, Pa., and KBMT (TV) Beaumont, Tex.

Debbie Drake Show (Banner Films): Sold to Stop & Shop Supermarkets and Top Value Stamps for WPRO-TV Providence; WHDH-TV Boston, and WTIC-TV Hartford. Now in 72 markets.

Aquanauts off-network programs (Ziv-UA): Sold to WNEW-TV New York; WGN-TV Chicago; KGO-TV San Francisco; WTTG (TV) Washington, D. C.; KMSP-TV Minneapolis; WBAP-TV Dallas-Ft. Worth, and WOAI-TV San Antonio.

Films of the 50's, Vol. 1 and 11 (Seven Arts Associated): Sold to KING-TV Seattle.

10 *Special Features* (Seven Arts Associated): Sold to KTBC-TV Austin and KRGV-TV Weslaco, both Tex.

2 *Special Features* (Seven Arts Associated): Sold to KOGO-TV San Diego.

Fountainhead to handle W-S sales regionally

Sterling Television Co., New York, has formed a new distribution organization, Fountainhead International Inc., to market tv specials produced by Wolper-Sterling Productions Inc. Fountainhead's initial purpose is to handle regional sales of the Wolper-Sterling output.

Saul J. Turell, Sterling president, announced that if conditions warrant, Fountainhead may draw specific sales assignments in other fields also. Regional selling, he noted, presents a unique set of marketing problems for the tv packager. Wolper-Sterling Productions, an affiliate of Sterling Television, which owns 50%, was formed last year and has grossed approximately $750,000 in its first 12 months of operations, according to authorities.

Agricultural reporting service made available

The formation of Washington Farm Broadcasters, an agricultural reporting service providing packaged tape programming and spot-feature coverage for radio stations, was announced last week.

Partners in the new firm are John F. Lewis, president of John F. Lewis Assoc., an agricultural information and analysis firm, and producer of *Farm Review*, heard each weekend on NBC Radio, and Claude A. Mahoney, Washington farm editor for the Mutual Network.

The firm will provide a wide variety of tape and "beeper" coverage programming pertinent to agriculture in addition to material available from the U. S. Dept. of Agriculture.

Washington Farm Broadcasters headquarters in the Homer Building, 601 13th St., N.W., Washington, D. C. Telephone: District 7-5506.

'We won't do it again, folks'

Executives of CBS News and NBC News acknowledged last week they may have confused viewers when they ran a day-old tape of Commander Alan B. Shepard talking with Capt. Virgil Grissom during their live tv coverage of Capt. Grissom's flight into space on July 21. The tape was an "exact simulation" of this part of the space flight but was shot at a rehearsal during the previous day.

Through both CBS-TV and NBC-TV carried brief announcements that the tape portion was an "exact simulation," network news officials said they realized that some viewers were confused.

A spokesman for NBC News said he doubted the network would integrate simulated or prepared tape with live tv in the future except in rare instances and, if it did, it would carry several explanations during the telecast. A spokesman for CBS News conceded he was "not satisfied that we did everything humanly possible" to avoid confusion in the Grissom-Shepard episode, and said steps would be taken in the future to prevent a repetition of the incident.

TAC signs first tv station subscribers

WEST COAST OUTLETS JOIN DURING PROGRAM HUNT

Six west coast tv stations have signed as the initial member subscribers of the recently-formed Television Affiliates Corp., New York, which will make locally produced cultural, informational and educational television programs available to members, Richard Carlton, TAC executive vice president revealed last week.

Mr. Carlton said more than 30 programs have been submitted to TAC by stations for incorporation in the organization's library. TAC hopes to have at least 100 programs ready for release to member stations by Jan. 1, 1962, when distribution begins.

The charter stations were signed up two weeks ago by Robert Weisberg, vice president of TAC, who reported he had made a business trip to the West Coast primarily to obtain programming. He said station officials there expressed "such enthusiasm" that many asked to sign as members. The first outlet to sign as a TAC member was KTTV (TV) Los Angeles, and others who joined shortly thereafter were KRON-TV San Francisco, KOGO-TV San Diego, KOIN-TV Portland, KOMO-TV Seattle and KCRA-TV Sacramento.

First Come, First Signed ▪ Inquiries have been coming into TAC's headquarters in New York since last month when the company was organized, according to Mr. Weisberg. He stressed that TAC has not tried to sign up members in the interim period, since it had been concentrating on procuring programs. In the future, he said, stations will be enrolled on a "first-come" basis. He said there have been instances of two or more stations in a market desiring affiliation.

Annual membership fees in TAC range from $1,750 for smaller markets up to $20,000 for top markets. Stations which provide TAC with programming need not be member stations. They will receive payment from TAC depending on the length of the program they provide, the number of performances it receives and the size of the market in which it is carried. TAC, a subsidiary of Trans-Lux Corp., will receive a management service fee of about 17½%.

Mr. Weisberg reported that programs already submitted to TAC cover a wide range of topics, including medical advances, national defense, progress in sciences and technology and community art projects.

A broadcast advisory committee works with TAC in setting up program standards and in establishing pricing policies. The committee consists of Richard Borel, director of tv, WBNS-TV Columbus and chairman of the CBS-TV Network Affiliates Assn.; Eldon Campbell, vice president and general manager, WFBM-TV Indianapolis; Roger Clipp, vice president and general manager, radio-tv division, Triangle Publications, Philadelphia; Jack Harris, vice president and general manager, KPRC-TV Houston; David Moore, president, Transcontinent Television Corp.; A. Louis Read, vice president and general manager, WDSU-TV New Orleans, and Norman Louvau, president and general manager, KCPX-TV Salt Lake City.

Program notes...

Presented jointly ▪ Dahlia Ltd. will produce, and ABC-TV Films will distribute, a series of 65 quarter-hours of filmed beauty and fashion programs starring Arlene Dahl, with rights to be held jointly by the syndicator and the production company, owned by Miss Dahl. In announcing the series, which will be completed by the end of the year and ready for use during the coming season, Henry Plitt, president of ABC-TV Films, said that the programs are being made for twice-weekly broadcast, but are so designed that they can be turned into a five-minute daily strip if the stations prefer. He estimated that Dahlia's portion of the proceeds would exceed $225,000.

Return of 'Macbeth' ▪ The two-hour color film production of "Macbeth," televised on *Hallmark Hall of Fame* by NBC-TV last November will be repeated on the network and again sponsored by Hallmark on Oct. 20, 8:30-10:30 p.m. (CLOSED CIRCUIT, July 10). The show, which won five Emmy awards, also is being shown in foreign art theatres in an effort by the producers to recoup its more than $500,000 production cost. The repeat tv showing in this country, however, rules out any near future attempt to show the play in domestic movie houses.

New film house ▪ Tele-Video Productions Inc., N. Y., a motion picture production firm, specializing in films for tv, as well as tv commercials, has been formed. Address is 316 W. 57th St.

Wolper engaged ▪ David Wolper has signed a $2 million deal with Ziv-United Artists to produce a series of 39 "documantics," half-hour dramatizations of the life stories of prominent people, with the individual portraying himself.

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS' "LIVING SHOULD BE FUN"



America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

YOU GET FIRM COMMITMENT from national advertiser to buy time immediately on your station!

For complete information and audition tapes, write, wire or 'phone . . .

CF PRODUCTIONS, INC.
1 Park Ave., N.Y. 16
MU 5-8757

These Top Stations KNOW Carlton Fredericks SELLS

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
WNAC Boston, Mass.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WDVH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WCAT Orange, Mass.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WJOY Burlington, Vt.
WFLA Tampa, Fla.
WAQE Baltimore, Md.
WGH-FM, Norfolk, Va.
WYCA, Hammond, Ind.
KUZN, Monroe, La.
WMFP Ft. Lauderdale, Fla.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KBMO Benson, Minn.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
WJWL Georgetown, Del.
WMOA Marietta, Ohio
WNAX Yankton, S. D.
KFAX San Francisco, Calif.
WHAY Hartford, Conn.

MOVE TO LONGER PROGRAMS

Canadian proposal on radio ads would discourage fragmentation of programs into shorter periods

Proposed changes in Canadian broadcasting regulations would encourage a return of unbroken programming to radio by permitting commercials to be lumped together.

The new regulations proposed for am and fm broadcasting, announced by the Board of Broadcast Governors, will be discussed at public hearings of the board beginning Aug. 22 in Ottawa. The current regulations were put into effect before the board was created as a national regulatory body in 1958.

The board's proposals stipulate only that the time devoted to commercials shall not exceed 20% of total broadcasting time between 6 a.m. and midnight, and that total advertising time shall not exceed 30% of any clock hour. At present, radio stations are limited to five spot advertisements during any 15-minute period—a regulation which has led to fragmentation of programs by commercials.

"We intend to send a directive to stations urging, but not forcing, them to leave two hours a day clear of ads except at quarter-hour intervals. It is more or less an experiment to see whether advertisers will sponsor such programs and whether people will listen," a board spokesman was quoted as saying.

Radio stations would not be required to carry a minimum proportion of programs of Canadian origin, as tv stations are required under BBG rules. However, radio stations would have to file annual reports showing how they have "promoted and ensured the greater use of Canadian talent" during the previous year.

Network regulations, similar to those in force for tv, would require radio networks and their affiliate stations to sign formal affiliation agreements and file them with the board within 30 days of signing. No station would be permitted to enter into an affiliation agreement with more than one network or with a non-Canadian network.

The board looked forward to a time when it might grant permission to a private radio network to begin operations in Canada in competition with the CBC. However, there is little likelihood of a new network for radio in the near future, due primarily to lack of available money.

Under the proposed regulations, no advertising would be permitted in the body of a newscast, including the time between an introductory summary of the news and the detailed reports.

Bringing radio into line with tv on beer and wine advertising, the proposed regulations state that in provinces where such advertising is permitted, breweries and wineries may sponsor programs of not less than 10 minutes duration. Sponsorship announcements—the only form of advertising which would be permitted—would be allowed only at the beginning or end of each program unless the program were more than 10 minutes in length, when the name of sponsor might be introduced at 15-minute intervals. Program format, form of sponsorship announcement and continuity would have to be approved in advance of broadcast by a board representative.

The hearing opening Aug. 22 will be the second comprehensive hearing the board has held into radio regulations. The first, in 1959, left regulations basically unchanged.

Persons who want to make representations at the hearings should file written briefs with the Secretary of the Board by Aug. 12. Ten copies of each brief are required.

CBC-TV fall lineup has 15 new shows

The Canadian Broadcasting Corp. has announced details of its fall and winter English-language tv schedule, including nine new Canadian program series.

The new American series beginning over CBC in the fall include *Bonanza,* whose star Lorne Greene is Canadian (9 p.m. Sun.), *The Garry Moore Show* (8 p.m. Tue.), *Fasten Your Seat Belts* (9 p.m. Mon.), *Hazel* (8.30 p.m. Thur.), *Car 54* (8:30 p.m. Fri) and *The Defenders* (9 p.m. Thurs.) CBC has rights to pre-release in Canada for all these programs except *Bonanza,* which will appear simultaneously with its U.S. release.

Some public affairs programs will be moved into prime evening time, among them *CBC Newsmagazine,* switching from 5 p.m. Sunday to 10 p.m. Wednesday. The time devoted to in-school educational programs will increase from 13 to 58 half-hour broadcasts on the national network.

For the first time, CBC coast-to-coast network will carry National Football League games on *World of Sports* in co-operation with CBS.

The new Canadian network shows will include the musical *Tommy Ambrose Show* (9 p.m. Fri.); *Mademoiselle de Paris* (2:30 p.m. Wed.), carrying tours and interviews from Paris and directed towards women; *Playdate* (8 p.m. Wed.), hour-long Canadian productions of plays by top Canadian and U.S. writers; *Concert* (3 p.m. Sun., beginning Dec. 31), classical music; *Almanac* (5 p.m. Sun., also beginning Dec. 31), outside broadcasts; *The Lively Arts* (10:30 p.m. Tues.), 20-week series on the arts; *Ensemble* (3 p.m. Fri), semi-classical music; *Discovery* (5 p.m. Sun.), a semi-documentary series; *Canada at War* (10 p.m. Tues.), a history using official film footage to appear over 13 weeks early in 1962.

CTV reports policy on CBC affiliates

CTV, Canada's new private tv network, has reiterated its stand that it has a right to use CBC network stations outside reserved time, in cases where sponsors want to extend coverage beyond the eight CTV members. It added, however, that it intends to do nothing to interfere with CBC's present relations with affiliates.

The CTV statement, aimed primarily at advertisers and agencies, follows a warning by CBC President Alphonse Ouimet that any move to split the CBC network in this way could prove disastrous to Canadian broadcasting in the long run. CBC affiliates may not join another network without consent.

In its new statement, CTV pointed out that until its microwave link is completed—a matter of 18 months or more from now—it can supply CBC affiliates only with programs on film or videotape. And—apparently distinguishing between such a service and network affiliation—CTV pointed out that according to section 14.5 of the broadcast regulations, no station shall be prohibited from broadcasting programs supplied by any person in broadcast time other than reserved time.

NBC unit to produce live Canadian tv fare

NBC, operating through its subsidiary, NBC Canada Ltd., has organized a tv production unit in Toronto. The new unit will deal exclusively with development and production of live tv programs for Canadian viewers.

Roger Muir and Robert Nicholson were named as executive producers of the first programs, which will soon be offered to the Canadian networks and stations.

Motorola introduces 23-inch color tube

SEEKS MANUFACTURER FOR SHORT-NECKED PRODUCT

Motorola Inc. last week showed a 23-inch, 90-degree rectangular color picture tube and said it was ready for mass production.

The company expressed the hope that tube manufacturers would become interested in making the tube. Motorola is a radio-tv receiver manufacturer and does not make picture tubes.

The announcement was greeted with some scepticism by RCA.

Edward R. Taylor, executive vice president of Motorola, told a New York news conference that "for years tube makers have told us that a wide angle, short-necked color tube was several years away, if ever. Well, here it is today.' He said the working prototype color tube, which had its first public showing in New York, climaxed a "night-and-day" effort that began two months ago.

The significance of the Motorola-developed color tube is its shorter and "less bulky" size than color tubes used in receivers currently marketed. The Motorola tube is five inches shorter than RCA's 21-inch 70 degree round color tube, which is used in all color sets now on the market. Motorola executives expressed the opinion that it's chiefly the large size of today's color sets that is holding back color set sales. The prototype tube shown was housed in a modern Drexel cabinet of a size similar to those used for conventional black and white tv receivers.

Color By Summer ▪ Mr. Taylor, who expressed the hope that Motorola would be able to introduce a complete line of color tv receivers next summer, said Motorola had spent nearly $100,000 to prove its prototype tube could be developed. "This money will not have to be spent again by anyone in the industry to get the basic answer to the question." He said "it is reasonable to expect tube makers to pick up the ball and run with it the rest of the way."

He said Motorola will not go into the manufacture of picture tubes, and will share its technical findings with the industry. Mr. Taylor predicted cost of receivers using the new wide angle tube would be "comparable" to the price range presently available.

W. Walter Watts, group executive vice president, RCA, issued a statement on RCA's position in reference to the Motorola development. Mr. Watts said:

"Over the years, there have been a number of announcements made regarding the development of color television tubes. However, there is today only one color television tube on the market and that is the three-gun shadow mask tube manufactured by RCA.

"This tube produces an outstanding color picture. Primarily because of its performance, practically every major manufacturer has announced plans to market color receivers this year.

"We are, of course, interested in any developments in this field. We have experimented with a number of different color tubes including 23-inch rectangular types but the color tube currently in use is the only one that meets our rigid standards."

Mr. Watts concluded that RCA would be happy to evaluate the Motorola color tube, but, "as a practical matter, it has been our experience that it would take several years for a manufacturer to get a new tube to the market place in any quantity."

Technical topics...

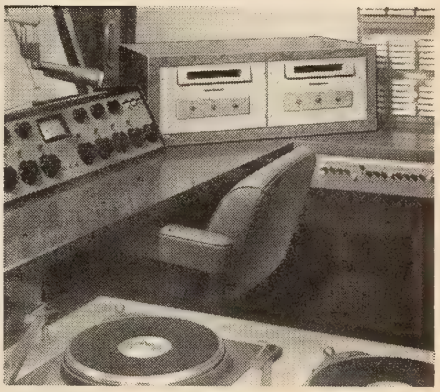
New manufacturer ▪ Now in the process of selecting distributors and manufacturer representatives, the newly formed Comrex Corp. has announced three models of wireless microphones as its first products. Subsequent products will include different types of high frequency and transistorized communications equipment for both commercial and consumer use. Information may be obtained by writing the company at box 51 ,Sudbury, Mass.

New occupant ▪ Raytheon Co. has agreed to lease the building formerly occupied by CBS Electronics in North Windham, Me., and has arranged to purchase the plant's specialized machinery from CBS. The new firm will employ about 100 people, mostly women, in assembling tube mounts for television sets.

Rep named ▪ Stoklos Sales Co., Pacific Palisades, Calif., named sales representative by Electronic Applications, Stamford, Conn., in Arizona, California, and Nevada for AKG, EMT and Nagra. Electronic Applications Inc., imports headphones and microphones for mono and stereo applications from AKG of Vienna, Austria; studio turntables and high-precision electrical equipment from EMT, West Germany; and battery-powered Nagra professional tape recorders from Nagra, of Lausanne, Switzerland.

Groundbreaking ▪ Ground has been broken for Prodelin Inc.'s new plant in Millstone Township, N. J. The firm designs and manufactures antennas and transmission line systems. The 60,000 square foot facility has a scheduled completion date of late fall.

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Space system, trans-ocean tv by 1963

KENNEDY FOR PRIVATE OWNERSHIP; SENATE HEARINGS TO BEGIN

A space communications system, including intercontinental tv, on a regular, commercial basis is foreseen by 1963, FCC Commissioner T. A. M. Craven, who is assigned to handle the FCC's part in developing U.S. policy on international space communications, told the House Commerce Committee last week when the committee, headed by Rep. Oren Harris (D-Ark.) heard witnesses from various government agencies and departments.

Early in the week, the FCC issued a call for existing international communications carriers to set up a committee to develop plans for a joint-venture combine to handle space communications.

Kennedy Statement ▪ The FCC's announcement followed by one day a policy statement by President Kennedy upholding the principle of private ownership of the space communications facility and system.

On Thursday, Sen. John O. Pastore (D-R.I.) announced that his Senate Commerce communications subcommittee would begin hearings on space communications tomorrow at 2 p.m. in the new Senate Office Bldg. First witness will be FCC Chairman Newton N. Minow.

Speedy Action ▪ Running throughout the testimony of witnesses, the FCC's announcement and the President's statement is the need for speed in putting space satellite communications on a regular basis.

As has been predicted for some time, one of the first benefits of the country's space program is expected to be in communications.

Congressional interest was expressed on two fronts: (1) How long will it be before there is an operating space communications system? And, (2) Is there duplication in this field among several federal agencies.

Space communications programs are underway by the National Aeronautics & Space Administration and the U.S. Army.

A third question, raised at the congressional hearings, is whether the FCC's plan for a joint-venture company to operate and own the satellite system might permit one company, or a group of companies, to dominate the field.

Fear has been expressed in a number of quarters that the AT&T might end up in a monopolistic position in the carrier's carrier.

Limited Ownership ▪ The FCC position tentatively looks to a jointly owned company comprising the existing and future international communications carriers. This has run into opposition from General Electric Co. and General Telephone & Electronics Corp. Both have asked that they be permitted to join in the ownership of the system. Last week, however, the FCC turned down petitions by both companies.

The commission stated, however, that these denials were without prejudice—which has led to the belief that it may reconsider this limitation after it has received a proposal for the establishment of the joint venture.

Credence is laid to this possibility, it is pointed out, because Lee Loevinger, antitrust chief of the Dept. of Justice, is on record in favor of opening the satellite syndicate to domestic carriers and possibly "hardware" manufacturers as well as to existing or future international carriers. He so expressed himself last week in testimony to the House committee.

Ad Hoc Committee ▪ Urging speed, the FCC asked the present 10 international carriers to establish a committee to formulate the organizational and operational formulae for owning and operating a joint venture space communications company. It asked that the committee report back no later than Oct. 13. After that time, the FCC said, it would reassess the whole picture in the light of all proposals—and presumably expressions from Congress.

The committee will consist of representatives of these carriers, the FCC said:

American Cable & Radio Corp., (Mackay Radio, Commercial Cable, All America Cables & Radio and Globe Wireless, all IT&T subsidiaries); AT&T, Hawaiian Telephone Co.; Press Wireless Inc.; Radio Corp. of Puerto Rico; RCA Communications Inc.; South Puerto Rico Sugar Co.; Tropical Radio Telegraph Co.; U.S.-Liberia Radio Corp. and Western Union Telegraph Co.

The committee, due to meet for the first time Thursday of this week, will have these objectives as the basis for discussion:

- Global coverage.
- Ownership of the satellite to be open to interested governments.
- Access to use of the space system by other carriers and foreign governments on an equitable basis and on reasonable, non-discriminatory terms.
- Structure of the holding company shall be so arranged that no one participating company will be able to dominate or control and no one participating company will be able to benefit from equipment procurement through its subsidiaries. IT&T, AT&T, RCAC are connected with manufacturing electronic companies.

The meeting on Thursday will be chaired by Commissioner Craven. This is the chaperonage which permits competing companies to meet together without running afoul of the antitrust laws. Bernard Strassburg, assistant chief of the FCC's Common Carrier Bureau, is expected to spell Commissioner Craven in presiding at the meetings.

Uncle Sam Still In ▪ That the government will continue to play a role in the space communications field was made clear by President Kennedy in his statement on communication satellite policy. This was based, it is understood, on the recommendations of the National Space Council.

The President said that the government will "conduct and encourage" research and development: conduct and maintain supervision over all international agreements and negotiations; control all launchings; make use of the commercial system for general government purposes (and establish a separ-

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ate space communications system when required in the national interest); provide technical assistance to newly developing countries to help attain an effective global system; examine with other countries the most constructive role for the United Nations and ITU.

Other sections of the President's message were similar in content to the safeguards imposed by the FCC in its call for a committee establishment. The President stated that NASA would continue to provide policy, to hold coordination and responsibility for recommending new actions.

"With the guidelines provided here, I am anxious that development of this new technology to bring the farthest corner of the globe within reach by voice and visual communications, fairly and equitably available for use, proceed with all possible promptness," the President concluded.

Congressional Eye ▪ Committee Chairman Oren Harris (D-Ark.) made it clear Congress in general and his committee in particular intended to have a hand in shaping national satellite communications policy. Congress, he said, will "decide whether to go along with the program as developed or whether to insist on particular changes." And his committee, he noted, has original jurisdiction in the communications field.

The enormous potential of the satellite communications business—$100 billion a year, according to estimates—troubled some committee members. If that estimate is correct, Rep. John J. Flynt Jr. (D-Ga.) said, "we may have to go in for a whole new reappraisal of the program."

Rep. John E. Moss (D-Calif.) expressed concern that the joint-venture companies would, by their participation in the experimental program, gain an advantage over those firms excluded. Rep. William Springer (R-Ill.), on the other hand, appeared to favor the FCC plan in principle but sought assurances from Chairman Minow and other witnesses that the participating companies would not be flirting with antitrust violations.

Lee Loevinger, the Justice Dept.'s antitrust chief, said this was not much of a danger, since the joint-venture companies would be involved in an experimental rather than an operational program.

He said several times that neither the President nor anyone else has made any "commitments" regarding ownership of the operational system. The program is still in an "amorphous" state, he said at one point.

However, he made it clear he felt the FCC was "wrong" in limiting the initial program to international carriers. Domestic carriers should have been permitted to participate, he said.

Experimental Permission ▪ From various sources in Washington last week it seems evident that NASA has decided to agree to AT&T's request for permission to send up an experimental satellite—with the Bell company paying the cost of launching facilities and the rocket booster. This is now undergoing final negotiations on the contract form and other details. The cost, it is believed, will reach over $150 million.

At the same time, NASA said it was close to a final $3¼-million contract with RCA for that company to build the satellite which NASA hopes to put up soon under the name Project Relay. All of these are considered low-level satellite orbits.

The Department of Defense has under development a space communications system, Project Advent, which looks to putting up an active satellite repeater 22,300 miles above the earth, as a "stationary" relay platform.

6.2 million tv sales in 1961 predicted

Prediction that there will be 6.2 million tv sets sold to the public in 1961 was made last week by an EIA committee chairman.

Frank W. Mansfield, Sylvania Electric Corp., chairman of EIA's marketing data policy committee, pointed out that current manufacturer, distribution and dealer inventories are at one of the lowest levels in the last six years and that current monthly production rate is running "below" the requirements of the market.

He pointed out that inventories, which reached a high of 2.8 million in late 1956, were at 1.7 million through May of this year. Since the going rate of retail sales for April and May has exceeded 7.1 million receivers, Mr. Mansfield said, industry sales should exceed 6.2 million sets this year.

Monthly tv set production through May, Mr. Mansfield said, averaged only 435,000 sets. Production therefore, he estimated, must average 680,000 sets monthly for the rest of the year. "We can expect either a rapid increase in production rate by mid-summer," he added, "or a shortage of sets this fall."

Mr. Mansfield made his remarks in a report to the EIA Consumer Products Div., reviewing its decision to discontinue gathering statistics on retail sales. The last such report, which was begun in 1951, will be for July, EIA reported.

Sylvania to re-enter color set production

Sylvania Electric Products Inc. will put a 21-inch color tv set on the market in mid-September. The set is the first color receiver to be introduced by Sylvania since 1956. Deluxe console model is equipped with three-gun shadow-mask color picture tube and transformer powered chassis. Manufacturer's suggested list price: $825. Sylvania will begin a series of color-tv clinics for its distributors in August.

Sylvania's re-entry into color set production leaves only two major manufacturers—Westinghouse and Motorola—which have not yet gone into the color field.

Eastman Kodak develops 16mm reflex camera

Eastman Kodak Co., Rochester, N.Y., announces the availability of a new professional 16mm reflex camera, a low cost, compact unit allowing its user to view the image photographed through the taking lens while the unit is in operation.

The camera is suited for the shooting of footage that will later be released for showing with an 8mm sound projector. A mirrored surface on the shutter reflects the image into the finder.

Shipped with one 400-foot magazine as standard equipment, the chamber can also be used with 100-ft or 200-foot rolls of film on the spool. Also available are 1,200-foot magazines. The 25mm f/1.4 Ekton lens mounted in a three-position turret also is standard.

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Robert Goldsmith and **Gail Raphael,** copy chiefs, Lawrence C. Gumbinner Adv., N. Y., named vps in charge of copy.

Eugene F. Burke and **Frank G. M. Corbin,** vps of Milburn McCarty Assoc., New York pr firm, elected to board of directors.

Reginald W. Twiggs, vp and manager of Los Angeles office of Cunningham & Walsh, named vp and principal in J. W. Raymond Adv. there.

Robert J. Livingston, vp and manager of Geyer, Morey, Madden & Ballard, regional office in Portland, Ore., will transfer Aug. 1 to agency's Omaha, Neb., branch, but will continue to supervise Portland office for present. He will succeed **Lester M. Branch,** vp and manager of Omaha office, who is retiring after 32 years with company. Mr. Branch will serve GMM&B as consultant on part-time basis.

Alice Moseley, copy supervisor, McCann-Erickson, N. Y., appointed vp and associate creative director.

Al Johns, real estate editor of *Los Angeles Times,* named vp of Coleman-Parr, Beverly Hills advertising agency, where he will head pr division.

Cecil E. Summers appointed sales manager for R. J. Reynolds Tobacco Co. He previously served as assistant to company's sales manager. **John S. Benson** and **Charles B. Coe** named assistant sales managers.

Bill Hillinck, publicist in Hollywood office of Young & Rubicam, resigns to form own pr firm in San Francisco.

Gordon M. Keswick, supervisor of special projects for Needham, Louis & Brorby, promoted to director of creative research. **Richard M. Doub** and **Robert L. Freyder** appointed research supervisors. **John G. Keane,** marketing consultant with Booz, Allen & Hamilton, Chicago management consultant firm, also appointed research supervisor.

Adolph J. Toigo, president of Lennen & Newell, N. Y., appointed vice chairman, committee on government, public and educator relations, American Assn. of Adv. Agencies. **Alfred J. Seaman,** president, Sullivan, Stauffer, Colwell & Bayles, N. Y., appointed vice chairman, AAAA committee on improving advertising.

Lawrence S. Reynolds, Frank P. McDonald and **Peter T. McLean,** assistant broadcast buyers for Doherty, Clifford, Steers & Shenfield, N. Y., appointed broadcast buyers.

Frederic Lyman Horton, general sales executive with NBC Radio and TV Spot Sales, named vp of Norman, Craig & Kummel, New York. Mr. Horton joined NBC as sales representative in 1940, remaining for six years before leaving to become salesman for Metropolitan Sunday Newspapers. In 1951 he rejoined NBC and seven years later was appointed general sales executive for NBC Radio network. His duties were expanded in 1960 to include radio and tv spot sales.

William Ohle, formerly with Needham, Louis & Brorby, joins Leo Burnett Co., Chicago, as account executive. **Jack Siegel,** tv art director with McCann-Erickson, appointed tv art director in tv commercial department and **Helen Nelson,** tv commercial producer with Compton Adv., named commercial producer in tv commercial department in New York.

Lee Hughes, with J. Walter Thompson, N. Y., joins Doherty, Clifford, Steers & Shenfield, that city, as account executive.

Donald M. Mullen joins Zimmer, Keller & Calvert, Detroit advertising agency, as account executive.

Frank Hovore, manager of advertising, promotion and press for KRCA (TV) Los Angeles, joins Jack Packard Adv., Glendale, Calif., as account executive.

E. Gordon Gibbs, assistant manager, traffic department, Young & Rubicam, N. Y., succeeds **Harold O'Sullivan** as manager.

Bryan Houston, president, Fletcher Richards, Calkins & Holden, N. Y., appointed to board of directors, Advertising Federation of America.

James R. Cashel joins Street & Finney as research director. **John A. Zalud,** research director, promoted to account executive.

Charles H. Newbrand, with Foote, Cone & Belding since 1949 in both New York and Chicago, elected treasurer at Chicago headquarters, succeeding **Joseph W. King,** retired.

Ruth Andre, who has represented The Pillsbury Co. as **Ann Pillsbury** for past 11 years, resigns as director of company's home service center.

Austin H. Gedney, account executive, Lambert & Feasley, N. Y., named account supervisor on Richard Hudnut account.

Ronald L. Bouck, properties manager and assistant in radio-tv production for Evans & Assoc., Salt Lake City advertising agency, joins William Kostka & Assoc., Denver pr and advertising consultants, as assistant advertising manager.



Passing the gavel

Arthur W. Bagge, retiring president of Broadcast Advertising Club of Chicago and vp of Peters, Griffin, Woodward, congratulates **William R. Wyatt,** newly elected president and vp of A. C. Nielsen Co. In rear, left to right, are board members **Genevieve Lemper,** chief broadcast buyer for Foote, Cone & Belding; **Cy Wagner,** tv network sales manager, NBC Central Div.; **John Wrath,** vp of The Bolling Co.; **Howdee Meyers,** vp, Venard, Rintoul & McConnell; **Catherine Serwe,** vp, Add-A-Girl Inc.; **Warren Middleton,** midwest sales manager, BROADCASTING; **Fred Harm,** vp and general manager of WJJD; **Charles Gates,** manager of WGN; **Robert Irons,** advertising manager, Standard Oil of Indiana; **Arnold Johnson,** vp Needham, Louis & Brorby.

Frederick A. Peck appointed head of art department for Maxon Adv., Detroit.

Jack Lovell, formerly art director for American Optical Co., N. Y., joins Fuller & Smith & Ross, Boston, in same capacity.

Victor L. Olesen, copywriter for Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, in similar capacity.

Jim Carling, copy chief of Los Angeles office of CCI division of Communications Affiliates, joins Kennett PR Assoc., as chief of news bureau services.

Barbara Mary Harrison joins Louis Benito Adv., Tampa, Fla., as member of copy department.

THE MEDIA



Mr. Affe

Peter M. Affe, manager of daytime program operations, NBC-TV, named station manager, WNBC-TV New York. Mr. Affe joined network in 1943. In 1951 he transferred to WNBT (TV) (now WNBC-TV) as supervisor of production and operations, later becoming program manager, manager of operations, manager of studio and film operations, and in August 1956, director of operations for WNBC-AM-FM-TV. He rejoined NBC-TV network in 1959 as manager, facilities planning and operations control. He has been daytime program operations manager since June 1960.



Mr. McKenney

Keith T. McKenney, general sales manager of WJBK-TV Detroit, named managing director of WSPD-TV Toledo, Ohio. He succeeds **Joe Evans,** recently appointed general manager of Storer Programs, newly formed tv programs company. **Floyd E. Beaston** resigns as general sales manager of WSPD-TV.

Albert J. Gillen, vp and director of sales for WAPI-AM-FM-TV Birmingham, Ala., named general manager of WPRO-TV Providence, R. I.

Richard H. Harris, vp of Dandy Broadcasting Co., with which he served as general manager of KLEO Wichita, Kans., and KQEO Albuquerque, N. M., named general manager of WDGY Minneapolis, Minn.

Dick Pike, WJW-TV Cleveland, air personality, appointed general manager of WNOP Newport, Ky.

George E. Le Zotte resigns as program manager of WTRY Troy, N. Y., to become station manager of WEEE Albany-Troy, N. Y. (WEEE plans to begin broadcasting Sept. 1. Mr. Le Zotte had previously been chief announcer for WAVZ New Haven, Conn., owner of WTRY. He had been connected with stations for 13 years.

Frank Boehm, vp and director of research, promotion and advertising for Adam Young Inc. and Young TV Corp., station representatives, resigns. Mr. Boehm, who joined Young more than five years ago, will announce his future plans shortly.

Charles Fritz, manager, John Blair Co., Detroit, elected president of new Detroit chapter of Station Representatives Assn. Other officers named to lead chapter for 1961-62 are: **William W. Bryan,** vp and manager of Peters, Griffin, Woodward, Detroit, vp; **Robert D. Cook,** tv account executive, The Katz Agency, Detroit, secretary, and **William E. Morgan,** manager, Adam Young Inc., Detroit, treasurer.

William J. Griffiths, formerly with WELM Elmira, N. Y., and recently in real estate development in Horseheads, N. Y., appointed general manager of WJOC Jamestown, N. Y.

Robert F. Schlorff, appointed station manager of WDTM (FM) Detroit.

Martin Ross, assistant to general manager of WPTR Albany, N. Y., promoted to station manager. **Anthony Rocco,** sales manager of WKBW-AM-TV Buffalo, joins WPTR as general sales manager.

George H. Rogers Jr., and **Donald E. Hardin** appointed national sales manager and national sales service manager, respectively, for WKRC-TV Cincinnati. Mr. Rogers replaces **Charles P. Dwyer,** who resigned to become director of ABC-TV's international sales organization. Mr. Rogers has been with station for seven years, serving as commercial production manager, sales account executive and national sales service director. Mr. Hardin, advertising-merchandising director, replaces Mr. Rogers.

William Beindorf, J. Robert Cole, Kenneth M. Johnson and **Briggs S. Palmer** appointed account executives on New York staff of CBS-TV Stations national sales department. Mr. Beindorf was account executive with WCBS-TV New York; Mr. Cole was sales service manager for KNXT (TV) Los Angeles; Mr. Johnson's most recent post was executive vp of Daren McGavren, N. Y. rep firm, and Mr. Palmer was account executive for Harrington, Righter & Parsons, station rep., that city.

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Mrs. Supiro

Ruth Supiro, member of research staff since 1958, named operations head of tv research for Blair Television Assoc., N.Y. Earlier she was on media research staff of N. W. Ayer & Son, N. Y. and with A. C. Nielsen Co., N. Y.

Lawrence Walker, executive vp and general manager, WSOC-TV Charlotte, N. C., appointed to newly-created advisory committee on etv by N. C. State Board of Education.

Samuel J. Slate, vp and general manager, WCBS New York, appointed chairman, legislative committee, Radio & Television Executives Society, New York.

Paul Wigand and **John O'Connell,** members of CBS-TV Network accounting department, promoted to manager of cost accounting and general accounting, respectively. **Louis Werle,** supervisor of payables, named manager of accounts receivable and payable.

William J. Hendricks, account executive for WXYZ-TV Detroit, named manager of newly formed ABC-TV national station sales office in Detroit.

W. C. Pulley appointed account executive for WXEX-TV Richmond-Petersburg, Va. **Lou Caplan,** previously with Variety Food Brokers of Richmond, appointed merchandising manager of both WXEX-TV and WLEE Richmond.

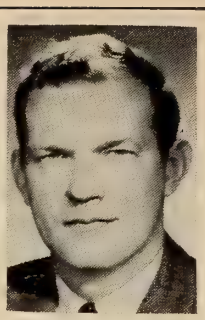
John R. Fisher Jr., formerly in WAKE Atlanta, Ga., sales department, to WGKA-AM-FM, that city, as account executive.

Elizabeth Wright Evans, education director, KING-TV Seattle, named industry information chairman, American Women in Radio & Television. **Dorothy Buhr,** Western Beet Sugar Producers, San Francisco, membership committee; **Nancy Miller,** Girl Scouts of the U.S.A., N. Y., bylaws; **Jane Pinkerton,** managing editor, *US Radio-US FM,* N. Y., publications; **Ruth E. Thompson,** American Foundation For The Blind, that city, publicity; **Ellen Wadley,** CBS News, Washington, eligibility, and **Geraldine Zorbaugh,** CBS New York, public relations.

Charles Warner, formerly on sales staff of WCBS-TV New York, named local and regional sales manager for WSPA-TV Spartanburg, S. C.

Harry M. Brawley, director of public affairs and promotion for WCHS-TV Charleston, W. Va., appointed chairman of group organized for furtherance of educational radio and tv in that state.


Mr. Lucy


Mr. Preston

Calvin T. Lucy, vp in charge of radio-tv for Larus & Brother Co. (owner and operator of WRVA and owner of controlling interest in WRVA-TV, both Richmond, Va.), retires. He will be succeeded by **William R. Preston,** newly elected vp of parent company. Mr. Lucy has been managing radio outlet since it began operations in 1925. He has been president of tv station since 1956 when it went on air. He was original chairman of CBS Affiliates Advisory Board of which he was member from 1943 to 1953. Active in Virginia Assn. of Broadcasters, he was that organization's first president in 1937. He has been member of NAB since 1925 and was on original radio code committee.

John P. Duffy, radio account executive with George P. Hollingbery Co., appointed to New York radio sales staff of Edward Petry & Co. **Joseph V. Devlin,** media supervisor for Dancer-Fitzgerald-Sample, also named to sales staff.

Anthony Reda named tv director of WTVS (TV), etv outlet located on campus of U. of Detroit. Mr. Reda, production manager for station since 1959, now heads reorganized tv production operation newly assigned to College of Arts & Sciences.

John M. Schinker, news director of KOYN Billings, Mont., and KBON Omaha, Neb., appointed news and public affairs director for KLRJ-TV Henderson, Nev.

Don J. Thieme, announcer for WHYS Ocala, Fla., joins WCAF Punta Gorda, Fla., as news and public affairs director. **Bill Setliffe,** executive with WEIC Charleston, Ill., named chief engineer. **Larry K. Brownfield,** announcer for WSAF Sarasota, appointed air personality. **Rob Payne,** air personality with WSDB Homestead, Fla., joins WHYS in similar capacity.

Gene S. Ball, advertising director of H. A. Marr Grocery Corp., Denver, Colo., appointed promotion manager of KLZ, that city.

George R. Dunlevy, program director for KOIL Omaha, Neb., named national program director for WICE Providence, R. I., and WLOW Norfolk, Va.

Edward F. Ryan, sales promotion manager for WHTN-TV Huntington, W. Va., appointed advertising and promotion manager for WRC-TV Washington.

Dick Kryder Jr., promotion manager for Oregon edition of *TV Guide,* appointed promotion manager for KOIN-TV Portland.

Joseph P. Dube, radio supervisor for WNAC Boston, promoted to daytime radio program manager and **Alvin H. Marill,** music programming director for WBOS Brookline, Mass., appointed evening program manager.

Phil Beigel appointed assistant program manager for WJW-TV Cleveland, Ohio. He previously worked on special projects for KDKA-TV Pittsburgh.

Richard K. Hance, member of news and special events staff of KSTP-TV Minneapolis, to WGN-TV Chicago as newsreel supervisor.

Bob deVille appointed to news staff of WERE Cleveland, Ohio.

Bob Wilson, promotion manager of WBIR-TV Knoxville, Tenn., joins CBS-TV Press Information Dept., Hollywood, as unit publicist.

Charles J. Windhorst, account executive with Compton Adv., N. Y., joins tv sales staff of The Katz Agency.

Hester Keele Kyler, associated with WCMI Ashland, Ky., appointed music director and librarian for WSIX-AM-FM Nashville, Tenn.

William H. Coney appointed director of public affairs for KHVH-AM-TV Honolulu.

Frank Bollinger, director of Alumni Fund of Carnegie Tech, named to promotion department staff of WTAE (TV) Pittsburgh.

Richard Gorelick joins KICD Spencer, Iowa, as news director, replacing **Emerson Gates.**

Bill Henry, news director for WSFA-TV Montgomery, Ala., joins WFLA-TV Tampa, Fla., in similar capacity.

Ernest G. Underwood, business manager for KFRC San Francisco, appointed engineering supervisor of KGBS Los Angeles.

William Kelly joins news and public affairs department of WLIB New York.

James C. McDonough joins sales staff of WQAM Miami.

Shirley Henry signed to write special material for Danny Kaye show to be seen over tv this fall.

Joel Sebastian, air personality with WXYZ Detroit, joins WIND Chicago in similar capacity.

Tim Lockhart, Barbara Harding, George Webb and **Jimmy Witter** join WIST Charlotte, N. C., as air personalities.

Larry Jones joins KORL Honolulu as all-night disc jockey. **Jerry Wright** named to sales staff.

PROGRAMMING

Howard Lloyd, vp in charge of sales for Graphics International, firm which represents overseas printers, appointed manager of western division of Storer Programs, newly formed tv programs company, subsidiary of Storer Broadcasting Co.

Russ Severin, southern field representative for National Assn. of Broadcasters, appointed national field director for *Romper Room,* international kindergarten program.

Joseph F. Kilmartin, vp in charge of business program services, Transfilm-Caravel, N. Y., named president, MPO sales meetings, MPO Videotronics, that city.

Harvey Bernhard, tv producer, appointed business administrator of Wolper Productions, Hollywood.

John L. Koushouris, director of marketing for CBS Labs, joins VHF Inc., New York, recently-formed production company in areas of tv commercials, programs and industrial presentations, as principal and vp in charge of operations. **Bruce L. Wolfson,** formerly business manager, studio operations, CBS-TV, appointed controller. Headquarters for company is at 300 E. 46th St., New York, N. Y.

Sidney Kramer, vp in charge of foreign sales for National Telefilm Assoc., N. Y., appointed in charge of newly created United Artists sales statistics department.

James Woolley, formerly of RKO Radio Pictures, N. Y., joins Marathon International Productions, producers and distributors of newsreels, that city, as supervising film editor.

Jerry Goldsmith signed by MGM-TV to compose and score full hour *Dr. Kildare* and *Cain's Hundred* series which will premiere over NBC Network this fall.

EQUIPMENT & ENGINEERING

Gail E. Boggs, director of research and development for Page Communications Engineers, Washington, elected vp.

Charles W. Walton, formerly vp-general manager of adhesives, coatings and sealers division of Minnesota Mining & Mfg. Co., St. Paul, named vp for research, succeeding **Carl Barnes,** resigned.

Robert E. Peterson, senior planner for Government-Industrial Group, Philco Corp., appointed chairman of Marketing Data Committee of Electronic Industries Assoc.'s Industrial Electronics Div.

William D. Hogan, manager of field engineering, Semiconductor Div., Sylvania Electric Products, Woburn, Mass., named to newly created post of manager of engineering services.

William J. Brady, design and development engineer in Automotive Products Division of Motorola, named district sales representative for midwest area sales of Motorola Semiconductor Products.

Harvey C. Griffith Jr., appointed to newly created position of manager-sales planning and promotion for technical products operation of General Electric's defense electronics division.

Donald J. Arvas named northwest regional manager, Ameco, community antenna equipment manufacturer, division of Antennavision Inc. in Phoenix, Ariz. Mr. Arvas owned A & J Distributing Co., Lewiston, Idaho, which he recently sold.

Richard H. Vaughan, sales staff, Audio Devices Inc., Chicago, appointed New England sales manager.

INTERNATIONAL

G. Alec Phare named president of R. C. Smith & Son Ltd., Toronto advertising agency. Mr. Phare has been with agency almost 30 years.

John Lant appointed manager of CBLT (TV) Toronto. Mr. Lant had been supervising producer of tv news since 1958.

Roch Demers appointed station manager of CJMS Montreal.

Jack Daly, formerly station manager, appointed general manager of CKOY Ottawa.

Adrian C. Egan named executive vp of Air-Time Sales Ltd., Toronto station reps. **George Carter** appointed sales manager in Montreal office.

W. S. Mowat, vp and manager of Montreal office of BBDO, appointed vp for Collyer Adv. Ltd., that city.

John A. Winter, radio-tv director for Kenyon & Eckhardt Ltd., Toronto, appointed director of media and broadcast services. Mr. Winter will continue to headquarter in Toronto.

Lyman Ferris appointed media research manager for Ronalds-Reynolds & Co., Toronto advertising agency.

Chic Shave named promotion manager for CKSO-AM-TV Sudbury, Ont.

W. J. Bernard named program director of CKLB Oshawa, Ont.

Jack Thayer, creative group head with J. Walter Thompson Co., Toronto, appointed creative director and will headquarter in agency's Tokyo office. **Martin Fritze,** tv producer in Toronto office, assigned as senior film and tv producer to office in Frankfurt, Germany.

Richard A. Sienko appointed account executive for radio for Joseph A. Hardy & Co. Ltd., Toronto station reps. **Michael Jackson** appointed account executive for national tv sales.

Pat Clark and **Bud Dawn** join sales staff of CBLT (TV) Toronto. Mr. Clark comes from CKFH Toronto while Mr. Dawn served with CKSO-TV Sudbury.

GOVERNMENT

Bernard H. Linden, engineer-in-charge of Los Angeles FCC office, retires after 44 years of federal service.

ALLIED FIELDS

Harold G. Cowgill, chief of FCC's Broadcast Bureau, joins Washington law firm of Smith, Hennessey & MacDonald. Mr. Cowgill was with prede-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

cessor law firm when he was appointed chief of FCC's Common Carrier Bureau in 1954. He was appointed to Broadcast Bureau leadership in 1957, resigning early this year with change in administration. From 1953 to 1954 he served as vp and general manager of WTVP (TV) Decatur, Ill.

Robert D. Welsh appointed account representative for advertiser service department of American Research Bureau, Beltsville, Md. He replaces **Gene Thompson,** who was named to head sales promotion and graphics department.

DEATHS

Bernard W. Cruger, 59, manager of transmitters and technical maintenance for General Electric broadcasting stations, died July 23 of heart attack in Schenectady, N. Y.

John B. Kennedy, 67, radio and newsreel commentator and magazine editor, died July 22 in Toronto hospital after intestinal operation. Mr. Kennedy's most recent broadcast activity was five-minute weekday news and commentary show on Mutual in 1957-58. Program originated at CKLW Detroit-Windsor, Ont., where he has lived since leaving New York in 1956. His broadcast career began in 1934 as m.c. of *Voice of Collier's* program on NBC. Several years later he became news commentator and political analyst, first on NBC and later on ABC, and WNEW and WOR, both New York. In earlier years he had served as narrator of MGM's "News of the Day," and was managing editor of *Collier's* magazine. Mr. Kennedy had a hand in birth of tv, but was not associated with it afterwards. He was m.c. of RCA's first tv transmission in Camden, N. J., in 1936.

Hyland L. Hodgson, 69, retired advertising agency official, died July 24 in Norwalk, Conn., after long illness. He began advertising career with N. W. Ayer & Son, Philadelphia, in 1919, serving as vp and New England manager from 1926-1931. He left Ayer in 1935 to become partner in J. M. Mathes agency, remaining until 1945 when he became vp and director of Ellington & Co. He retired in 1955.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 19 through July 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

WTEV(TV) New Bedford, Mass.—E. Anthony & Sons Inc.

*WHRO-TV Hampton-Norfolk, Va. — Hampton Roads Educational Tv Assn.

New am stations

APPLICATIONS

Greenwood, Miss.—William E. Hardy 1540 kc; 500 w D. P.O. address 415 Howard St. Greenwood. Estimated construction cost $20,771; first year operating cost $24,000; revenue $36,000. **William E. Hardy,** sole owner, is 50% partner in retail furniture and appliance business. Ann. July 25.

Clinton, Mo.—Golden Valley Bcstg. Inc. 1350 kc; 1 kw D. P.O. address box 386 Clinton. Estimated construction cost $1,500; first year operating cost $27,300; revenue $36,000. Principals: **Clarence W. Dickgrafe, Floyd H. Pinkston** (each 50%). Messrs. Dickgrafe and Pinkston are equal partners in weekly newspaper. Ann. July 24.

San Juan, P. R.—Mid-Ocean Bcstg. Corp. 1190 kc; 25 kw unl. P.O. address 53 Arzuaga St. Rio Piedras, P. R. Estimated construction cost $182,971; first year operating cost $120,000; revenue $150,000. Principals: **Leslie Townes Hope** (80%); **James L. Saphier, Gang, Tyre, Rudin & Brown** (each 10%). Mr. Hope is publicly known as Bob Hope; owns majority interest in KOA-AM-FM-TV Denver, Colo. and has numerous business interests; Mr. Saphier is 98% owner of artists management and tv packaging agency; Gang, Tyre, Rudin & Brown is Hollywood law firm. Ann. July 20.

Existing am stations

APPLICATIONS

KKAN Philipsburg, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 20.

KICK Springfield, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

WKDN Camden, N. J.—Cp to increase power from 1 kw to 5 wk, install DA daytime and new trans. Ann. July 19.

WESC Greenville, S. C.—Mod. of cp to make changes in DA pattern. (Petition for waiver of Sec. 1.351(a) and (c)(1) filed.) Ann. July 20.

WHLS Port Huron, Mich.—Mod. of cp to change from DA-D to non-DA. Ann. July 25.

WTRO Dyersburg, Tenn.—Cp to change ant.-trans. location, change studio location and station location to Brownsville, Tenn. Ann. July 19.

WOMT Manitowoc, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

WIBU Poynette, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 19.

CALL LETTERS ASSIGNED

KSUD West Memphis, Ark.—Newport Bcstg. Co.

WSLC Clermont, Fla.—Duane F. McConnell.

WBBY Wood River, Ill.—Madison County Bcstg. Co.

WIZR Johnstown, N. Y.—Martin Karig.

WKSC Kershaw, S. C.—Kershaw Bcstg. Corp.

KIMM Rapid City, S. D.—John L. Breece.

KAWA Marlin, Tex.—M-L Radio Inc.; changed from KMLW.

KBVU Bellevue, Wash.—Northwest Bcstrs. Inc.

New fm stations

APPLICATIONS

Tucson, Ariz.—Prell Enterprises 92.1 mc; 800 w unl. Ant. height above average terrain 15 ft. P.O. address 2126 S. Alverson, Tucson. Estimated construction cost $7,172; first year operating cost $15,000; revenue $20,000. Principals: **Isadore Prell** (50%); **Stanley Prell, Audrey Prell** (each 25%), who own similar interests in Arizona Microwave Inc. Ann. July 20.

Atlanta, Ga.—Atlanta Fm Bcstrs. 97.5 mc; 10 kw unl. Ant. height above average terrain 120.5 ft. P.O. address 235 Nightingale Dr., Columbus, Ga. Estimated construction cost $7,998; first year operating cost $12,000; revenue $15,000. **Eathel Holley,** sole owner, owns 50% of WOKS Columbus and one-third of WLAW Lawrenceville, both Georgia. Ann. July 26.

Atlanta, Ga.—Esquire Inc. 97.5 mc; 76.36 kw unl. Ant. height above average terrain 459.4 ft. P.O. address 3165 Mathieson Dr., Atlanta 5. Estimated construction cost $63,085; first year operating cost $4,000. **Esquire Inc.** is licensee of WQXI Atlanta; its ownership is divided among more than 50 stockholders. Ann. July 25.

Danville, Ill.—Prestige Bcstrs. Inc. 99.1 mc; 3.48 kw unl. Ant. height above terrain 103 ft. P.O. address 214 Boiling Springs Rd., Danville. Estimated construction cost $7,537; first year operating cost $12,240; revenue $19,075. Principals: **Carl E. Sunkel, George E. Hagerstrom, Louis Hussman, Henry Schroeder, Robert Hill** (each 20%). Mr. Sunkel has been program director for KTOP-FM Topeka, Kan.; Mr. Hagerstrom is optometrist; Mr. Hussman and Mr. Schroeder are co-owners of drive-in restaurant; Mr. Hill owns retail sand and gravel business and 50% of meat packing business. Ann. July 26.

Silver Spring, Md.—International Bcstg. Corp. 106.3 mc; 1 kw unl. Ant. height above average terrain 237 ft. P.O. address 1826 Jefferson Pl., N.W., Washington 6, D. C. Estimated construction cost $22,093; first year operating cost $22,000; revenue $22,000. **Stuart A. Bernstein,** sole owner, owns property management and real estate firm. Ann. July 19.

Pottstown, Pa.—Pottstown Bcstg. Co. 97.1

EDWIN TORNBERG
& COMPANY, INC.



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Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

PROFESSIONAL CARDS

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Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

MAY & BATTISON
CONSULTING RADIO ENGINEERS
Suite 805
711 14th Street, N.W.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
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Washington 5, D. C.
Member AFCCE

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CONSULTING RADIO ENGINEERS
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Cleveland 41, Ohio
Tel. JAckson 6-4386
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CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado
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2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
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TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

KEITH WILLIAMS and ASSOCIATES, ARCHITECTS
Consultants—Radio Station Design
110 North Cameron Street
Winchester, Virginia
MOhawk 2-2589
Planning Equipment layout
Renovation Acoustic Design

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

L. J. N. du TREIL & ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

BARKLEY & DEXTER LABS., INC.
Donald P. Wise James M. Moran
Consulting, Research & Development for Broadcasting, Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

PAUL DEAN FORD
Broadcast Engineering Consultant
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Wabash 2643

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*ARB Continuing Readership Study

mc; 20 kw unl. Ant. height above average terrain 139 ft. P.O. address c/o Radio Station WPAZ Pottstown. Estimated construction cost $25,978; first year operating cost $15,000; revenue $10,000. Principals: **Herbert Scott** (45%), **Ralph Mellon** (22.5%), **Margaret Levine, Charles E. Mellon** (each 8.5%), all of whom own similar interests in WPAZ Pottstown. Ann. July 26.

Existing fm stations

CALL LETTERS ASSIGNED

KEPI(FM) Phoenix, Ariz.—Ward James Atkinson.

KCNW(FM) Sacramento, Calif.—Cal-Val Radio Inc.; changed from KXOA-FM.

WGPR(FM) Detroit, Mich.—Ross Mulholland; changed from WGPM(FM).

WKLW(FM) Grand Rapids, Mich.—Kenneth W. Van Prooyen.

Ownership changes

APPLICATIONS

WEIC Charleston, Ill.—Seeks assignment of license from **Friendly City Bcstrs.** to **William Kepper** (73%), **Philip H. Thompson** (17%), **Marvin Homer** (10%) for total of $105,000. Messrs. Kepper and Thompson are time salesmen for WBBM Chicago; Mr. Homer has minority interest in retail furniture firm. Ann. July 26.

WEOA Evansville, Ind.—Seeks assignment of license from **WEHT Inc.** to **J. B. Fuqua** for $75,000 plus $48,000 for agreement not to compete. Mr. Fuqua owns WJBF Augusta, Ga., two insurance firms and general investment firm. Ann. July 26.

KPOJ-AM-FM Portland, Ore. — Seeks transfer of all stock in **KPOJ Inc.** from **Journal Publishing Co.** to Journal Publishing Co.'s common stockholders direct, in proportion to their respective holdings in parent corporation; no financial consideration involved. Ann. July 26.

WMNT Manati, P. R.—Seeks transfer of 50% of stock in Arecibo Bcstg. Corp. from **Raul Santiago Roman** to **Efrain Archilla-Roig** (33 shares), **Pedro R. Roman Collazo** (33 shares), **Ernesto Archilla Rivera** (15 shares), **Luis G. Estades** (9 shares); remaining 30 shares back to corporation as treasury stock. Total consideration to Mr. Roman $40,000. All transferees are presently stockholders in licensee corporation. Ann. July 26.

WWBD Bamberg, S. C.—Seeks assignment of license from **Joe Speidel III** and **Jean W. Speidel**, d/b as **Bamberg County Bcstg. Co.**, to **William V. Whetstone Jr.** for $60,000. Mr. Whetstone is present general manager of WWBD .Ann. July 20.

KFJZ-AM-FM Fort Worth, Tex.—Seeks assignment of license from **Tarrant Bcstg. Co.** to **Texas State Network Inc.**, of which licensee is subsidiary; no financial consideration involved. Ann. July 26.

KRIO McAllen, Tex.—Seeks assignment of license from **Valley Bcstg. Inc.** to **Texas State Network Inc.**, of which licensee is subsidiary; no financial consideration involved. Ann. July 26.

KAMY McCamey, Tex.—Seeks assignment of license from **Joe Martin** to **Don Renault** (two-thirds) and **Jack Bundrant** (one-third), in consideration for cancellation of $20,000 purchase note. Mr. Renault is chief engineer of City of Big Lake, Tex., municipal radio and has owned KBLT Big Lake; Mr. Bundrant is owner of law firm. Ann. July 26.

Hearing cases

FINAL DECISIONS

■ By order, commission made effective immediately Feb. 23 initial decision which looked toward granting applications of Clarke Bcstg. Corp. (WGAU) Athens, WAKE Inc. (WAKE) Atlanta, and Savannah Valley Bcstg. Co. (WBBQ) Augusta, all Ga., to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; each subject to interference condition; dismissed as moot exception by Polk County Bcstg. Co. and granted Broadcast Bureau exception. Action July 26.

■ By decision, commission denied application of WHAS Inc., to change trans. site of WHAS-TV (ch. 11) Louisville, Ky., from within that city to near Brownsboro, Ky., about 19 miles northeast of Louisville and 58 miles from Lexington, Ky., increase overall height of ant. above ground from 600 feet to 1.859 feet, change type of trans. and make other equipment changes. Issues of proceeding concerned potential air hazard of proposed tower and impact upon uhf tv in Lexington, Ky. Decision stated that failure of one of Lexington uhf stations would contravene third and fourth priorities of sixth report and order through loss by nearly 40,000 persons of their only choice of service and by Lexington's reduction to but one local service. If both Lexington stations were to fail, first and second priorities would be violated in that 61,336 persons would lose their only service, and Lexington would be left without local service. It added: "The very real possibility that either or both Lexington stations would be forced off the air in the event of a grant to WHAS makes it patently clear that violence, rather than observance, of the priorities of the Sixth Report would result from a grant of the instant application, and it is concluded that such would not serve the public interest, convenience, and necessity." Comr. Cross not participating. Aug. 18, 1960 initial decision looked toward this action. Action July 26.

■ Commission gives notice that May 29 initial decision which looked toward granting applications of Booth Bcstg. Co. to increase daytime power of WIOU Kokomo, Ind., from 1 kw to 5 kw, continued operation on 1350 kc, 1 kw-N, DA-2; Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; WTRC and WLBC subject to interference condition became effective July 18 pursuant to Sec. 1.153 of rules. Action July 21.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying petition by J. B. Falt Jr., for reconsideration of April 12 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and which denied application of Falt for similar facilities. Action July 26.

■ Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Miners Bcstg. Service Inc., to increase power of WLSH Lansford, Pa., from 1 kw to 5 kw and install DA, continued operation on 1410 kc, D. Action July 26.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Eugene Bcstrs. for new am station to operate on 1320 kc, 1 kw, D, in Eugene, Ore.; engineering conditions. Action July 26.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting petition by Pan American Radio Corp., for leave to amend its am application to substitute revised Sec. III and V concerning financial qualifications and engineering data, accepting amendment, removing from pending file and returning to hearing status and, as amended, granting its application for new am station to operate on 1600 kc, 1 kw, D, in Tucson, Ariz., with engineering condition and conditioned that within 10 days after release of initial decision Pan American file affidavit required by Sec. 1.316(b)(1) of rules which, when received, shall be inserted in record of proceeding. Action July 26.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action July 20.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward (1) allocating ch. 31 to Evansville, Ind., deleting ch. 7 from that city and assigning it to Louisville, Ky., and (2) modifying cp of Douglas H. McDonald, trustee, to specify operation of WTVW on ch. 31 instead of ch. 7 in Evansville. This proceeding stems from commission's Feb. 26, 1957 report and order in Evansville deintermixture rulemaking proceeding, and order to WTVW to show cause why its authorization should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action July 20.

OTHER ACTIONS

■ Commission adopted decision in Miami ch. 7 proceeding which (1) sets aside Jan. 18, 1956 grant to Biscayne Tv Corp. and orders it to cease operation of WCKT on ch. 7 in Miami on date to be later specified; (2) grants application of Sunbeam Tv Corp. for permit to construct new station to operate on ch. 7 in Miami and denies applications of Biscayne Tv Corp., East Coast Tv Corp., and South Florida Tv Corp.; (3) orders that any license issued upon completion of construction by Sunbeam shall be for period of 4 months; (4) dismissed as moot or denied related pleadings in this proceeding; and (5) further ordered that this decision shall not become effective until further order of commission. Comr. Lee dissented and issued statement; Comr. Craven not participating. Action July 26.

■ By supplemental decision, commission granted application of Star of the Plains Bcstg. Co., for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and application of Plainview Radio for new am station to operate on same frequency with 1 kw, D, DA, in Plainview, Tex. Chmn. Minow, Comrs. Craven and Cross not participating; Comr. Bartley dissented. April 20, 1960 supplemental initial decision looked toward this action. Action July 26.

■ By memorandum opinion and order, commission reopened record in proceeding on application of Spartan Radiocasting Co. for mod. of cp of WSPA-TV (ch. 7) Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain, make equipment changes, etc., which was protested by Wilton E. Hall (WAIM-TV ch. 40) Anderson S. C., and remanded proceeding to hearing examiner for further evidence and for revision of supplemental decision. Comrs. Lee and Cross dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by Wireline Radio Inc., for review of examiner's orders and for continuance of hearing date in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Comr. Cross dissented. Action July 26.

■ By order, commission stayed effectiveness of July 11 initial decision which looked toward granting application of Tidewater Bcstg. Inc., for new am station to operate on 940 kc, 10 kw, D, in Smithfield, Va., and denying application of Edwin R. Fischer for same facilities in Newport News, Va., pending further review. Action July 26.

■ By order, on motion of Orange County Bcstg. Corp., after entry into force of U. S.-Mexican Agreement, commission granted increase of power of its station WGNY Newburgh, N. Y. (1220 kc, daytime) from 1 kw to 5 kw and install DA. Order further denied request of Hudson Valley Bcstg. Corp. (WEOK) Poughkeepsie, N. Y., to deny Orange County application. Action July 26.

■ By memorandum opinion and order, commission (1) denied petition by Mt. Holly-Burlington Bcstg. Co., for review of hearing examiner's denial of its petition to make engineering changes in application for new am station in Mt. Holly, N. J., and (2) granted petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., party to proceeding, to extent of enlarging issues to determine whether 25 mv/m contour of station proposed by Mt. Holly-Burlington would overlap 25 mv/m contour of WBCB in violation of Sec. 3.37 of rules and, if so, whether circumstances exist warranting waiver of that section. Action July 26.

■ By memorandum opinion and order, commission granted petition by Greene County Radio, Xenia, Ohio, and enlarged issues to include 307(b) consideration in proceeding on its am application, et al. Action July 26.

■ By memorandum opinion and order, commission granted petition by Carl H. Meyer (WCMY) Ottawa, Ill., and added interference issue as to applicant Rockford Bcstrs. Inc. (WROK) Rockford, Ill. in am proceeding. Action July 26.

■ By order, commission denied petition by its Broadcast Bureau to stay commission notice of June 16 that initial decision of April 26 for grant of application of Cherokee County Radio Station for new am station to operate on 990 kc, 250 w, D, in Centre, Ala., had become effective June 15. Action July 26.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, made effective that part of Feb. 9, 1960 initial decision and granted application of Cumberland Publishing Co. to increase power of station WLSI Pikesville, Ky., from 1 kw to 5 kw, continued daytime operation on 900 kc. Action July 26.

■ By memorandum opinion and order, commission denied petitions by Nueces Telecasting Co. and Tropical Telecasting Corp. to add issues as to applicant South Texas Telecasting Inc. (KVDO-TV) in Corpus Christi, Tex., tv ch. 3 proceeding.

Chmn. Minow concurred in part and dissented in part and issued statement; Comrs. Bartley and Craven dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by Lake Zurich Bcstg. Co., Lake Zurich, Ill., for review of examiner's order which denied leave to amend its engineering proposal to show reduction in power of proposed am station from 1 kw to 500 w two hours after sunrise and two hours before sunset, and for oral argument. Action July 26.

■ By memorandum opinion and order, commission denied petition by Portage County Bcstg. Corp., for deletion or clarification of designated dual city issue in proceeding on its application for new am station to operate on 1520 kc, 5 kw, DA, D, in Kent-Ravenna, Ohio, which is in consolidated proceeding. Action July 26.

■ By memorandum opinion and order, commission (1) granted Broadcast Bureau appeal from hearing examiner's refusal to quash notice by Marietta Bcstg. Inc., of its intention to take deposition of its engineering consultant, Robert Hammett in San Francisco, Calif., in proceeding on mod. of license of KERO-TV Bakersfield, Calif., (2) ordered examiner to enter order that deposition shall not be taken but that he afford Marietta reasonable opportunity to produce this engineering evidence in Washington, and (3) dismissed Marietta's request to strike Bureau's supplemental pleading. Comrs. Craven and Cross dissented. Action July 26.

■ By memorandum opinion and order, commission denied petition by WHDH Inc., for reconsideration of May 24 order in Boston, Mass., tv ch. 5 proceeding, and ordered that briefs contemplated by May 24 ruling shall be filed in manner and time specified therein. Action July 20.

■ On request by affiliates of American Bcstg. Co., Columbia Bcstg. System, and National Bcstg. Co., commission extended time for filing comments in tv option time proceeding from Sept. 7 to Oct. 6, and postponed date of oral argument from Sept. 28 to Oct. 27. Action July 19.

■ By letter, commission denied petition by Inter-Cities Bcstg. Co., applicant for new am station in Livonia, Mich., for reconsideration of Dec. 7, 1960 denial of previous petitions to require Peoples Bcstg. Corp. (WGAR) Cleveland, Ohio, to adjust its DA array to conform with "original design," or, in alternative, that WGAR be made to file formal application noting changes in radiation in direction of Livonia. Action July 19.

■ By memorandum opinion and order, commission waived Sec. 1.308 and/or 1.310 of rules and accepted for filing as of date tendered am applications of Golden Strand Bcstg. Co. (WMYB) Myrtle Beach, S. C., requesting increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and Southern Minnesota Supply Co. (KYSM) Mankato, Minn., for increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action July 19.

Routine roundup

■ Commission ordered KPSR Inc., to show cause why its license for fm station KPSR Palm Springs, Calif., should not be revoked because of alleged unauthorized transfer by Richard T. Sampson, then sole licensee, to Peter E. Kohler and Chester A. Humbert to operate main channel and control its programming under three-year contract. Action July 19.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Taft Bcstg. Co. and corrected in various respects transcript of June 30 oral argument in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky., to change trans. and ant. location. Action July 25.

■ Granted motion by Wabash Valley Bcstg. Corp. (WTHI-TV) Terre Haute, Ind., and corrected in various respects transcript of oral argument in Terre Haute tv ch. 10 proceeding. Action July 17.

By Commissioner T. A. M. Craven

■ Granted joint petition by applicants (KTAG Assoc., et al) and extended to Aug. 11 and Sept. 25 time to file exceptions and replies to initial decision in Lake Charles-Lafayette, La., Tv ch. 3 proceeding. Action July 24.

■ Granted petition by Transcript Press Inc., and Newton Bcstg. Co. and extended time to Sept. 1 to file exceptions to initial decision in proceeding on their applications for new am stations in Dedham and Newton, Mass. Action July 20.

By Chief Hearing Examiner James D. Cunningham

■ Denied petition of Louis W. Skelly for leave to intervene in proceeding on am applications of Radio Quests Inc., Willoughby, and WHOT Inc., (WHOT) Campbell, both Ohio. Action July 21.

■ Scheduled hearing for Oct. 10 in proceeding on applications of San Juan Non-Profit Tv Assn. for three new tv broadcast translator stations to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, Farmington, N. M.; hearing is to be held in Farmington. Action July 20.

■ Granted petition by Broadcast Bureau and changed place of hearing from Washington, D. C., to Lewisburg, Pa., on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa. Hearing is scheduled for July 31. Action July 19.

■ Granted petition by Johnson Bcstg. Corp,. and accepted its late appearance in proceeding on its application and that of Ybor City Bcstg. Co., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 19.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Sept. 8 and 27 on applications of Ouachita Valley Radio Corp., Camden, Ark., et al; Sept. 20 and Oct. 3 on applications of Frank S. Barc Jr., Mesa, Ariz., et al. Action July 18.

■ Granted joint petition by Aubrey H. Ison, Paul C. Masterson, and Stanley R. Bookstein, applicants for new am stations to operate on 1410 kc, 500 w, DA, Ison and Masterson for daytime service and Bookstein unlimited time, in Lompoc, Calif.; approved agreement whereby Ison and Masterson would pay Bookstein $10,200 in partial reimbursement of his expenses in return for withdrawal of his application; dismissed with prejudice Bookstein's application, and granted application of Ison and Masterson. Action July 18.

■ Granted joint petition by Ebony Enterprises Inc., and William Norman Peal, applicants for new daytime am stations to operate on 1590 kc, Ebony with 1 kw and Peal with 500 w, in Chadbourn, N. C., for approval of agreement whereby Ebony would pay Peal up to $1,500 in consideration of dismissal of his application; dismissed application of Peal with prejudice; retained in hearing status Ebony application. Action July 18.

■ Scheduled oral argument for July 19 on petition by Broadcast Bureau for field hearing on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa., and applicant's opposition thereto. Action July 18.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., to correct its exhibit 1 and noted correction in proceeding on its am application. Action July 24.

■ Granted petition by Broadcast Bureau and extended from July 14 to July 21 time to file proposed findings in proceeding on am application of Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla. Action July 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended time to file proposed findings from July 24 to July 31 in proceeding on am applications of Value Radio Corp. (WOSH) Oshkosh, and Howard Miller Enterprises and Consultants Inc. (WGEZ) Beloit, both Wis. Action July 24.

■ Granted motions by Broadcast Bureau and by Pan American Radio Corp. and corrected as requested transcript in proceeding on application of Pan American Radio Corp. for new am station in Tucson, Ariz. Action July 21.

By Hearing Examiner Asher H. Ende

■ After July 14 prehearing conference in proceeding on application of Wireline Radio Inc., for renewal of license of am station WITT Lewisburg, Pa., modified procedural dates, and further rescheduled July 24 hearing for July 31, in Washington, D. C., unless different place is fixed by chief hearing examiner in any order he may issue in response to petition for change of hearing sites filed by Broadcast Bureau. Action July 18.

By Hearing Examiner Millard F. French

■ To formalize ruling made on record, ordered that petition by Cosmopolitan Bcstg. Corp., Newark, N. J., for leave to amend to effectuate merger agreement of April 19 between Suburban Bcstg. Inc. and Camden Bcstg. Co., two former applicants in this fm proceeding, is granted and amendment is accepted. Action July 19.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further hearing for Sept. 13 in proceeding on applications of The News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action July 24.

■ Upon petition by Broadcast Bureau, ordered *nunc pro tunc*, that its extension petition is granted and date for filing proposed findings is extended as to all parties from July 21 to July 31, and on own motion date for filing replies is extended from Aug. 3 to Aug. 16 in proceeding on applications of Robert F. Neathery and Radio Co. of Texas County for new am stations in Houston, Mo. Action July 24.

■ Denied request by George Shane for further continuance of July 31 hearing in proceeding on his application for new am station in Victorville, Calif. Action July 20.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Cornbelt Bcstg. Co. (WHOW) Clinton, Ill., received in evidence its exhibit 3, and closed record in consolidated am proceeding. Action July 20.

■ Granted petition by Miners Bcstg. Service Inc. (WLSH) Lansford, Pa., and severed its am application from consolidated am proceeding. Action July 20.

■ Granted motion by Pontotoc Bcstg. Co. and ordered that applicants shall exchange their proposed hearing exhibits and give notice of taking of depositions, if any, by Aug. 8, and parties shall advise which, if any, witnesses are desired for cross-examination and exchange contemplated rebuttal exhibits, if any, by Aug. 25 in proceeding on Pontotoc's application, et al., for new am stations in Tupelo and Pontotoc, Miss. Action July 18.

■ Granted petitions by Voice of Three Rivers, Three Rivers, Mich., Community Service Bcstrs. Inc., Ypsilanti, Mich., Tv Corp. of Michigan Inc., Jackson, Mich., to extent of severing from consolidated am proceeding their applications and closed record on three applications at end of July 18 hearing; individually severed from each other three mentioned applications. Action July 18.

■ Granted petition, motion and supplement to motion by Regional Bcstg. Co., Halfway, Md. to extent of accepting amendment of its am application to reflect merger agreement with George Fishman and to supply other pertinent information; incorporated into record May 24 joint request for approval of agreement with attachments, and June 2 joint petition for approval of agreement and correction thereof, and closed record in consolidated am proceeding; proposed findings for group I may be filed within 20 days from closing of record and replies within 10 days thereafter, and for group II within 30 days from closing of record and for replies within 15 days thereafter. Action July 17.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Herbert Muschel and corrected transcript of hearing to extent proposed in proceeding on his application and those of Independent Bcstg. Co. and New Bcstg. Inc., for new fm stations in New York, N. Y. Action July 21.

■ On own motion, continued July 25 hearing to July 26 in proceeding on application of Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to Capitol Bcstg. Co. Action July 21.

■ Scheduled further hearing for Sept. 11 in proceeding on applications of Radio Crawfordsville Inc., for new am station in Crawfordsville, Ind., et al. Action July 21.

■ Rescheduled Sept. 15 hearing for Oct. 9 in proceeding on fm applications of Lakeshore Bcstg. Inc., Racine, Wis., et al. Action July 20.

■ Ordered that reply findings will be received up to and including Aug. 18 in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Inc., for new fm stations in New York City. Action July 19.

By Hearing Examiner Jay A. Kyle

■ Rescheduled July 21 prehearing conference for Sept. 14 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV) San Francisco, Calif., for cps to increase ant. heights. Action July 17.

By Hearing Examiner David I. Kraushaar

■ Reopened record in proceeding on applications of Creek County Bcstg. Co., for new am station in Sapulpa, Okla., et al., and scheduled prehearing conference for July 28. Action July 21.

■ On own motion, cancelled July 26 further hearing, closed record, subject to appropriate motion to reopen at future date, and ordered that proposed findings shall be filed by parties by Aug. 14 in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action July 19.

■ On own motion, reaffirmed previous memorandum opinion and order which denied motion by Broadcast Bureau to quash Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., notice to take testimony of Robert Hemmett, its engineering consultant, in matter of mod. of its license. Action July 17.

■ Granted petition by WGRY Inc. (WGRY) Gary, Ind., and reopened record on its am application, et al., for sole purpose of receiving its exhibit 3 in evidence and closed record. Action July 17.

■ Granted petition by Central Wisconsin Bcstg. Inc. (WCCN) Neillsville, Wis., and reopened record in proceeding on its am application et al for sole purpose of receiving in evidence its exhibit 3 and closed record. Action July 17.

By Hearing Examiner Forest L. McClenning

■ Received in evidence applicant's hearing exhibit 1 and closed record in proceeding on application of Eugene Bcstrs. for new am station in Eugene, Ore.; granted petition by applicant for leave to amend to show withdrawal of Robert Sherman from joint venture and corporation to be formed under point venture agreement and assumption by remaining parties equally of financial commitment of member withdrawing. Action July 17.

By Hearing Examiner Herbert Sharfman

■ On request of applicant and without objection by Broadcast Bureau, extended time for filing proposed findings from Aug. 1 to Aug. 9 in proceeding on application of College Radio for new am station in Amherst, Mass. Action July 25.

■ Cancelled hearing tentatively scheduled for July 25 and closed record in proceeding on am application of Peach Bowl Bcstrs. Inc. (KYBA) Yuba City, Calif. Action July 21.

■ Received in evidence North Suburban Radio Inc. exhibits 9 and 10 and closed record of hearing in group II-A of consolidated am proceeding on its application for new station in Highland Park, Ill., et al. Action July 17.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled further prehearing conference for September 7, continued July 24 hearing to October 18, and dismissed as moot petition by applicant for indefinite continuance of hearing in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action July 18.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 25

WOHI East Liverpool, Ohio—Granted assignment of cp to Constrander Corp.

■ Granted licenses for following fm stations: KMUZ Santa Barbara, Calif., KFMN Abilene, Tex., WABI-FM Bangor, Me.

■ Granted licenses for following am stations: KDOL Mohave, Calif.; KVSH Valentine, Neb., and specify trans.

WWRI West Warwick, R. I.—Granted license to use old main trans. (main trans. location) as auxiliary trans. daytime hours and alternate main trans. nighttime hours.

WSWW Platteville, Wis.—Granted license covering change in hours of operation and installation of DA for nighttime use; condition.

KMUL Muleshoe, Tex.—Granted license covering increase in power.

KCUL Fort Worth, Tex.—Granted license covering increase in daytime power, installation new trans. for daytime use, new trans. for nighttime use (2 main trans.), make changes in DA system and change main studio location.

WGL Fort Wayne, Ind.—Granted license covering installation of new main trans.

■ Granted licenses covering increase in power and installation of new trans. for following stations: KLIQ Portland, Ore., and KUKU Willow Spring, Mo.

WSMN Nashua, N. H.—Granted license covering change of hours of operation and change to DA night and day.

WCRB Waltham, Mass.—Granted license covering increase in nighttime power and changes in nighttime DA pattern.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WSNY Schenectady, N. Y., WHLB Virginia, Minn., WBRK Pittsfield, Mass., WTVL Waterville, Me., KLAK Lakewood, Colo.

KOL Seattle, Wash.—Granted mod. of cp and license to change name to Seattle Bcstg. Co.

KAZZ(FM) Austin, Tex.—Granted cp to move ant-trans. and studio location, install new ant., make changes in ant. system (increase height), increase ERP to 840 w, and decrease ant. height to 64 ft.; waived Sec. 3.204 of rules to permit use of 250 w trans.

KROY Sacramento, Calif.—Granted mod. of cp to change type trans.

KBLJ Dalton, Ga.—Granted mod. of cp to change type trans.

KOL-FM Seattle, Wash.—Granted mod. of cp to change name to Seattle Bcstg. Co.

KFNF Shenandoah, Iowa—Granted extension of authority to Oct. 1 to sign-off at 7:15 p.m., Mondays through Saturdays and at 7:30 p.m. on Sundays except for special events when station may operate to licensed sign-off time.

KOL-FM Seattle, Wash.—Granted extension of completion date to Sept. 1.

Actions of July 24

City of Darlington, Wis.—Granted cps for new uhf tv translator stations on chs. 74 and 82 to translate programs of WKOW-TV (ch. 27) and WMTV (ch. 33), both Madison, Wis.; conditions.

WMAC Metter, Ga.—Remote control permitted.

WMAQ Chicago, Ill.—Granted licenses covering installation of new trans. as auxiliary trans., and installation of new main trans. (change of type number), conditions; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WLS Chicago, Ill.—Granted mod. of license to operate main trans. by remote control; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WRC Washington, D. C.—Granted mod. of license to operate trans. by remote control while using DA; conditions, and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

KOOL-TV Phoenix, Ariz.—Granted cp to install auxiliary trans. at main trans. site.

KFAX San Francisco, Calif.—Granted mod. of cp to change type trans. (daytime).

KFAX San Francisco, Calif.—Granted extension of completion date to Nov. 22.

Actions of July 21

■ Granted licenses for following am stations: WFFF Columbia, Miss.; and KSDR Watertown, S. D.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WFOM Marietta, Ga., KBUN Bemidji, Minn., WMSA Massena, N. Y., WBKV West Bend, Wis., KNUZ Houston, Tex.

WMAX Grand Rapids, Mich.—Granted license covering move of ant. and changes in ant. and ground systems.

KWHN Fort Smith, Ark.—Granted license covering installation of new trans.

WCSH Portland, Me.—Granted license covering installation of new type trans.

WMSA Massena, N. Y.—Granted license covering installation of old main trans. (old main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WEXL Royal Oak, Mich.—Granted license covering installation of new trans.

WABC New York, N. Y.—Granted mod. of license to operate main trans. by remote control; without prejudice to such action as commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

Central Montana Tv Assn. Lewistown, Mont.—Granted cps for new uhf tv translator stations on chs. 74 and 70 to translate programs of KGHL-TV (ch. 8) Billings and KFBB-TV (ch. 5) Great Falls, both Mont.

WCRT Birmingham, Ala.—Granted mod. of license to change main studio and establish new remote control point at studio location (four remote control points).

WEEP Pittsburgh, Pa.—Granted mod. of license to change studio location and remote control point.

WOCB West Yarmouth, Mass.—Granted cp to install old main trans. at main trans. site for auxiliary purposes.

KFJB Marshalltown, Iowa—Granted cps to install new trans.; and old main trans. as auxiliary trans.

WOL Washington, D. C.—Granted cp to install old main trans. at present main trans. site as auxiliary trans.

WKIX Raleigh, N. C.—Granted cp to replace expired permits for installation of auxiliary trans. at main trans. location.

KXXX Colby, Kan.—Granted cp to make changes in trans. equipment (frequency control equipment).

WRDO Augusta, Me.—Granted cp to install alternate main trans. at main trans. location.

KACL Santa Barbara, Calif.—Granted mod. of cp to change ant.-trans. location, make changes in ant. (decrease height), and delete request for remote control operation.

KUTY Palmdale, Calif.—Granted mod. of cp to change type trans.; condition.

KODA Houston, Tex.—Granted mod. of cp to make changes in DA pattern, change type trans., and specify studio location.

■ Following stations were granted extensions of completion dates as shown: KUTY Palmdale, Calif., to Oct. 15; KACL Santa Barbara, Calif., to Oct. 25; WRUN-TV Utica, N. Y., to Sept. 15; KGUD Santa Barbara, Calif., to Nov. 25, and granted waiver of tower painting requirements; KODA Houston, Tex., to Sept. 1 and WINE (FM) Pittsburgh, Pa., to Sept. 15.

WRJC Mauston, Wis.—Rescinded July 10 action which granted extension of completion date to Oct. 22 and replaced authorization but without prejudice to such further action as commission may deem warranted in light of petition to stay and revoke cp filed July 14 by Tomah-Mauston Bcstg. Inc.

Actions of July 20

■ Granted licenses for following fm stations: KNEB-FM Scottsbluff, Neb., KHVR Bijou, Calif., KDB-FM Santa Barbara, Calif., WVOT-FM Wilson, N. C., ERP 23 kw, KFRC-FM San Francisco, Calif., with remote control, KTBC Austin, Tex., ERP 93.6 kw, ant. height 1,057 ft.

■ Granted licenses for following non-commercial educational fm stations: *WTBS Cambridge, Mass., *KTXT-FM Lubbock, Tex., *WFCR Amherst, Mass.

WSPR Springfield, Mass.—Granted license to use old main trans. as alternate main trans. nighttime and auxiliary trans. daytime.

WHEC Rochester, N. Y.—Granted license to use old main trans. as alternate main trans. with remote control operation.

WTXL West Springfield, Mass.—Granted licenses to use old main trans. as main trans. night and auxiliary daytime; increased daytime power, installation DA-D, new trans. and new ground system, specify trans. as main trans. day and auxiliary trans. night.

WDBM Statesville, N. C.—Granted license covering installation of new trans. as alternate main trans. with remote control operation.

WAMO Pittsburgh, Pa.—Granted license covering increased power, change ant.-trans. and studio location, deletion of re-

mote control operation, installation directional ant., new trans., changes in ground system and change of station location; condition.

WSPR Springfield, Mass.—Granted license covering increase of daytime power, installation of new trans., and change from DA-1 to DA-2.

WLAV Grand Rapids, Mich.—Granted license covering increase in daytime power.

WLAN-FM Lancaster, Pa.—Granted license covering installation of new trans.

WQXT-FM Palm Beach, Fla.—Granted license covering increase in ERP and installation of new trans.

WBUF(FM) Buffalo, N. Y.—Granted license covering installation of new ant. and changes in ant. system.

WYSL-FM Amherst, N. Y.—Granted license covering changes in ERP, ant. height, trans. and studio location and remote control point and side mount fm ant. on am tower; ERP 4.9 kw.

WHOH-FM Hamilton, Ohio—Granted license covering installation of new trans. and decrease in ERP.

WLDM(FM) Detroit, Mich.—Granted license covering increase in ERP, decrease in ant. height, and installation of new trans. and ant.

***KOSU-FM Stillwater, Okla.**—Granted license covering change in ant.-trans. location and change ant. and type trans.

WGBH-FM Boston, Mass.—Granted license covering installation of new trans. and increase in ERP.

***KANU(FM) Lawrence, Kan.**—Granted license covering installation of new ant. and increase in ERP; ERP 108 kw.

KPLI(FM) Riverside, Calif.—Granted license covering installation of new trans.

WHEC Rochester, N. Y.—Granted license covering installation of new trans.

KABC Los Angeles, Calif.—Granted licenses covering installation of new main and auxiliary trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

WCBA Corning, N. Y.—Granted mod. of license to change name to WCBA Radio Inc.

■ Granted renewal of licenses of following stations under delegated authority pursuant to Sec. 0.241 of Statement of Delegations of Authority (first such staff actions):

WAPO Chattanooga, Tenn.; WATO Oak Ridge, Tenn.; WBMC McMinnville, Tenn.; WCDT Winchester, Tenn.; WCLE Cleveland, Tenn.; WCYN Cynthiana, Ky.; WDKN Dickson, Tenn.; WDXE Lawrenceburg, Tenn.; WEKR Fayetteville, Tenn.; WEMB Erwin, Tenn.; WEOA Evansville, Ind.; WEPG South Pittsbug, Tenn.; WETB Johnson City, Tenn.; *WETL(FM) South Bend, Ind.; *WFCI(FM) Franklin, Ind.; WFIU(FM) Bloomington. Ind.; WFMB(FM) Nashville, Tenn.; WFMG(FM) Gallating, Tenn.; WFMS (FM) Indianapolis, Ind.; WFMW Madisonville, Ky.; *WFPL(FM) Louisville, Ky.; WGBF Evansville, Ind.; *WGCS(FM) Gashen, Ind.; *WGRE(FM) Greencastle, Ind.; WGRV-FM Greenville, Tenn.; WHBU Anderson, Ind.; WHDM McKenzie, Tenn.; WHER Memphis, Tenn.; WHLT Huntington, Ind.; *WIAN(FM) Indianapolis, Ind.; WEIL Elizabeth, Ky.; WIKY-AM-FM Evansville, Ind.; WITE Brazil, Ind.; WITZ Jasper, Ind.; WJAK Jackson, Tenn.; WJIG Tullahoma, Tenn.; WJZM Clarksville, Tenn.; WKBJ Milan, Tenn.; WKBV Richmond, Ind.; WKIN Kingsport, Tenn.; WKOA Hopkinsville, Ky.; WKRM Columbia, Tenn.; WLAR Athens, Tenn.; WLBC Muncie, Ind.; WLIJ Shelbyville, Tenn.; WILK Newport, Tenn.; WMSK Morganfield, Ky.; WMTS Murfreesboro, Tenn. WMUN (FM) Muncie, Ind.; WNDU South Bend, Ind.; WNGO Mayfield, Ky.; WNOO Chattanooga, Tenn.; WNOX Knoxville, Tenn.; WNTT Tazewell, Tenn.; WOMI-AM-FM Owensboro, Ky.; WORX-FM Madison, Ind.; WPAD-AM-FM Paducah, Ky.; WPKY Princeton, Ky.; *WPSR(FM) Evansville, Ind.; WRSW-AM-FM Warsaw, Ind.; WSFC Somerset, Ky.; *WSKS(FM) Wabash, Ind.; WSM Nashville, Tenn.; WSON Henderson, Ky.; WTCJ Tell City, Ind.; WTCO Campbellsville, Ky.; WTHI Terre Haute, Ind.; WTJS WTJS-FM, Jackson, Tenn.; WTPR Paris, Tenn.; WTRC-AM-FM Elkhart, Ind.; WTTL Madisonville, Ky.; *WUOT(FM) & aux., Knoxville, Tenn.; WVJS-FM Owensboro, Ky.; *WVSH(FM) Huntington, Ind.; WXLW Indianapolis, Ind.; WZYX Cowan, Tenn.; WCOR Lebanon, Tenn.; WFIE-TV Evansville, Ind.; WJHL-TV Johnson City, Tenn.; WLBC-TV Muncie, Ind.; WNDU-TV South Bend, Ind.; WSBT-TV South Bend, Ind.; WSJV(TV) Elkhart, Ind.; WBAA West Lafayette, Ind.; WBGN Bowling Green, Ky.; WBTO Linton, Ind.; WCBL Benton, Ky.; WCMI-AM-FM Ashland, Ky.; WCSI Columbus, Ind.; WDBL Springfield, Tenn.; WDNT Dayton, Tenn.; WEZJ Williamsburg, Ky.; WFBM-AM-FM Indianapolis, Ind.; WFKN Franklin, Ky.; WHIN Gallatin, Tenn.; WHIR Danville, Ky.; WHOP Hopkinsville, Ky.; WHUB Cookeville, Tenn.; WIBC Indianapolis, Ind.; WIRV Irvine, Ky.; WJCD Seymour, Ind.; WJPS Evansville, Ind.; WJSO Jonesboro, Tenn.; WKAY Glasgow, Ky.; WKCT Bowling Green, Ky.; WKGN Knoxville, Tenn.; WKJG Fort Wayne, Ind.; WKLO Louisville, Ky.; WKSR Pulaski, Tenn.; WLAC Nashville, Tenn.; WMMT McMinnville, Tenn.; WMST Mount Sterling, Ky.; WMTA Central City Ky.; WOCH North Vernon, Ind.; WORM Savannah, Tenn.; WPKE Pikeville, Ky.; WREC, WRKH Rockwood, Tenn.; WRVK Mount Vernon, Ky.; WSAL Logansport, Ind.; WSMT Sparta, Tenn.; WTCR Ashland, Ky.; WVLK Lexington, Ky.; WWCA Gary, Ind.; WGRY Gary, Ind.; WBBC(FM) Crawfordsville, Ind.; WCTW-FM New Castle, Ind.; WFMW-FM Madisonville, Ky.; WITZ-FM Jasper, Ind.; WKOF(FM) Hopkinsville, Ky.; WMC-FM Memphis, Tenn.; WRAY-FM Princeton, Ind.; WSIX-FM Nashville, Tenn.; WSON-FM Henderson, Ky.; *WBST(FM) Muncie, Ind.; WATE-TV Knoxville, Tenn.; WEHT(TV) Evansville, Ind.; WFAM(TV) Lafayette, Ind.; WFBM-TV Indianapolis, Ind.; WHAS-TV Louisville, Ky.; WHBQ-TV Memphis, Tenn.; WKJG-TV Fort Wayne, Ind.; WLAC-TV Nashville, Tenn.; WLEX-TV Lexington, Ky.; WMCT(TV) Memphis, Tenn.; WREC-TV Memphis, Tenn.; WSIX-TV Nashville, Tenn.; *WKNO (TV) Memphis, Tenn.; KNOC Natchitoches, La.; KVIM New Iberia, La.; KVMA Magnolia, Ark.; WDNC-FM Durham, N. C.; WBAW Barnwell, S. C.; WCHK Canton, Ga.; WGBR Goldsboro, N. C.; WIFM-AM-FM Elkin, N. C.; WKEU Griffin, Ga.; WABV Abbeville, S. C.; WORG Orangeburg, S. C.; WRCD Dalton, Ga.; KCCB Corning, Ark.; WMSL-TV Decatur, Ala.; WABB Mobile, Ala.; KBRI Brinkley, Ark.; KADL Pine Bluff, Ark.; WAYZ-AM-FM Waynesboro, Pa.; KELD El Dorado, Ark.; KVOM Morrilton, Ark.; KVRC Arkadelphia, Ark.; KWRF Warren, Ark.; WATP Marion, S. C.; WBHP Huntsville, Ala.; WBLE Batesville, Miss.; KDBC Mansfield, La.; WDOB Canton, Miss.; WDSC Dillon, S. C.; WFVA Fredericksburg, Va.; WIS Columbia, S. C.; WJAY Mullins, S. C.; WJBF-TV Augusta, Ga.; WKIK Leonardtown, Md.; WLSM Louisville, Miss.; WMGA Moultrie, Ga.; WNSL-AM-FM Laurel, Miss.; WPAQ Mount Airy, N. C.; WROD Daytona Beach, Fla.; WWWR Russellville, Ala.; WXTN Lexington, Miss.; WKTG Thomasville, Ga.; WRMT Rocky Mount, N. C.; WSDB Homestead, Fla.

Actions of July 19

Parker Tv Translators Parker, Ariz.—Granted cp for new uhf tv translator station to operate on ch. 72 to translate programs of KVAR and KPHO-TV (chs. 12 and 5) Phoenix, Ariz.; condition.

■ Granted licenses for following am stations: KKAR Pomona, Calif.; WSIZ Ocilla, Ga.; KLID Poplar Bluff, Mo.

■ Granted licenses for following fm stations: WPRW-FM Manasas, Va.; KZUN-FM Opportunity, Wash.; WFAA-FM Dallas, Tex.

WORD Spartanburg, S. C.—Granted license covering increase in daytime power, changes in daytime DA pattern, and installation of new trans.

KRLD Dallas, Tex.—Granted license covering installation of new trans. as alternate main trans.

WMGM New York, N. Y.—Granted license covering installation of new auxiliary trans. and increase in power.

WIRY Plattsburgh, N. Y.—Granted license to use old main trans. as auxiliary trans. at main trans. site.

WHLM Bloomsburg, Pa.—Granted license to use presently licensed trans. as alternate main trans.

KBRZ Freeport, Tex.—Granted license covering installation of new trans., change of studio location and operation by remote control.

WCSC Charleston, S. C.—Granted license covering installation of new type trans.

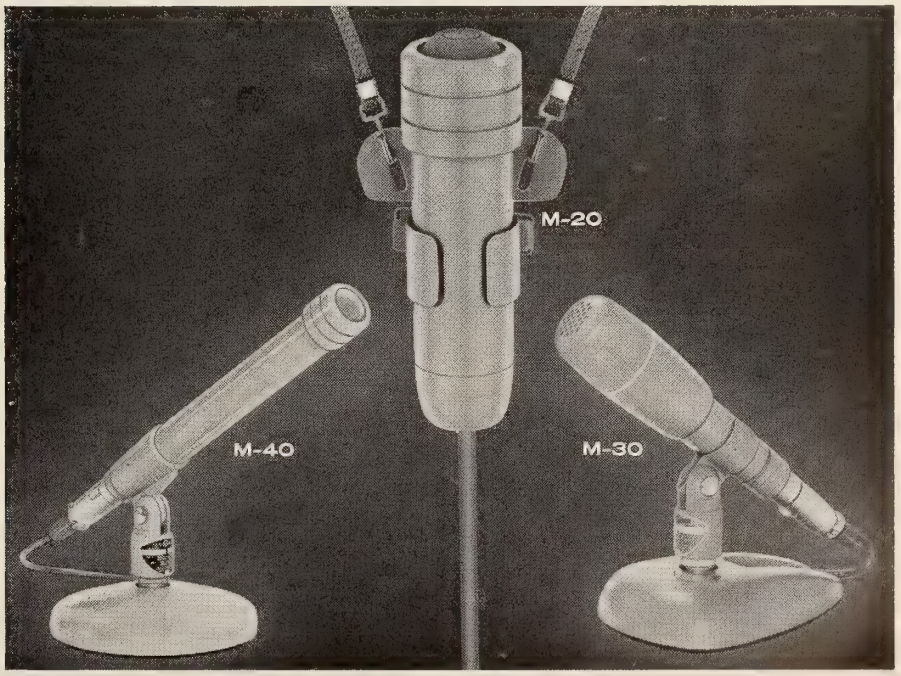
WBAB Babylon, N. Y.—Granted license covering increase in power and installation

Continued on page 91

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Baltimore—excellent opportunity for good producer. Multiple chain, top Baltimore indie. Box 265F, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Opportunity in large Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

Account executive. Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact Box 371G, BROADCASTING.

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Salesman. Thoroughly experienced in am operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market. Box 397G, BROADCASTING.

Excellent opportunity for experienced, creative account executive in major market area. Potential earnings between $15,000 and $20,000 yearly. Protected account list. Must have good track record in selling retail radio. Only qualified, responsible applicants will be considered. Box 404G, BROADCASTING.

Help wanted, salesman. Minimum five years experience in midwest. Order takers do not apply. Position offers immediate commissions on average $3,500 billing. Has gone as high as $4,700. Good solid midwest station, in business 38 years. Sickness and health insurance, vacations, credit union, and retirement plans. Position open September 15, 1961. Box 411G, BROADCASTING.

Station on the go wants man on the go. Modern format on major facility in one of America's top markets east of the Mississippi. Get your pitch in right away. Box 422G, BROADCASTING.

Salesman who can and will make sales consistently and will service accounts. Must be completely sold on radio. Initiative, courage and hard work will be rewarded. RAB and other sales aids provided, backed by heavy advertising and promotion. Some local billing and good account list will be turned over to man who will build permanent future. Florida coastal, prestige, good music, network station. Highest rate card in town. No deviation. Box 433G, BROADCASTING.

Unusual opportunity for a man who can sell in a competitive market. Salary plus commission. Top rated Virginia 5000 watter. If you can sell, sales manager job open to you. Box 456G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against 15 percent plus car allowance. KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Sales

Southwest independent metropolitan market. Box 439G, BROADCASTING.

Wanted: Ambitious young family man with sales and other radio experience who can qualify to purchase KCVL Radio; 1000-watts daytime, 1270 kc, Mutual affiliate, single-station market, beyond five figures annual net, 5½ years old, goes complete in every detail, for a realistic price. Founder-owner answering federal appointment. Your interest is invited. KCVL Radio, P.O. Box 208, Colville, Washington.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Move up now! Staff expanding! KGNO and KTVC need mature, stable, experienced personnel. Competitive market, first class facilities dominant stations in western Kansas. If you can produce, we want you! One television salesman, and one radio salesman—aggressive, creative. Get in on ground floor of top-notch sales organization—assume current accounts. Company car and other benefits. One television announcer and two radio announcers: No kids! Area has all the screaming and desk-pounders it can handle. TV man must do news-weather on and off camera. Radio man must work own board; be alive on copy and ad-lib. One copywriter: Accept responsibility, write intelligent copy. Excellent pay and future for hustlers. We're interviewing now. Send resume to: Wendell Elliott, General Manager, KTVC-KGNO, Box 157, Dodge City, Kansas.

Manager-salesman for established remote studio. 60% share of audience in prosperous county seat town of 6,000. KXGI, Fort Madison, Iowa.

North Carolina 5000 watter needs experienced salesman or salesman-announcer. Salary and commission. Car and aggressiveness necessary. Box 1119, WBBB, Burlington, North Carolina.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Pittsburgh area—Show, good music, jazz am station expanding sales staff. Prefer account executive with announcing experience. Salary and commission. Send complete resume to WKPA, New Kensington, Pa.

Executive type radio salesman to join OK Group. Openings in New Orleans, Baton Rouge, or Moible. Aggressive man with experience in selling radio, television or newspaper advertising preferred. Opportunity to advance to assistant manager of an OK Group station and earn $7500 to $12,000. Good starting salary, commission, incentive bonus, insurance. Send complete details including amount of billing handled, photo, history to: The OK Group, 505 Baronne St., New Orleans, La.

Announcers

Experienced morning man with sales interest wanted. Good pay for right man. Pleasant living, middle of road music. Send tape, resume and minimum at once. Box 258G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

A leading major market group operation needs a top-notch D.J. September 1. Outstanding opportunity for the right man. Experience in modern radio in at least a medium-sized market necessary. Send complete resume and air check. Sorry, no tapes returned. Box 264G, BROADCASTING.

Network affiliate in Huntington, West Virginia, looking for intelligent, funny, capable, imaginative, creative, lively announcer. Send tape and complete information. Box 269G, BROADCASTING.

Twenty to thirty year old radio announcer wanted for adult station. Good southeast market. Bright, enhusiastic but mature. Send tape, resume, and picture to Box 274G, BROADCASTING.

First class ticket. Personality. Adult radio, modern and country-western music. Metropolitan. southwestern market. Box 279G, BROADCASTING.

If you are a good versatile sports announcer and you can run a great dj show as well, mail us your proposition along with tape, resume, and photograph. Box 289G, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Indiana medium market opening—Solidly experienced announcer with programming know-how and production talent. 1st ticket would help but not essential. Box 366G, BROADCASTING.

Announcer-dj. New England, 5,000 watts. Send audition tape and resume. Box 386G. BROADCASTING.

Combo Spanish announcer—radio operator with first class license for metropolitan New York station. Send audition tape. Write Box 389G, BROADCASTING.

Radio actors for free lance ad agency work, must do voices. Strong on comedy. On call from Washington, D. C. area. Send tape and resume to: Dough Bailey, Dough Bailey adv., 142 Congressional Lane, Rockville, Md.

Help Wanted—(Cont'd)

Announcers

Morning man, experienced. Smooth, adult. Long Island. Send tape, resume. Box 418G, BROADCASTING.

Announcer—1st class phone. Personality man with adult ideas. Start at $125.00. Central states, medium market. Box 440G, BROADCASTING.

Announcer with limited experience learn while you earn, we'll teach you. Station located in western North Carolina near beautiful Great Smokey Mountains. Air conditioned studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Experienced announcer with first phone to install new 5000 watt am. Engineering experience necessary. Chief engineer-announcer duties. Rush tape, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Experienced announcer for modern but not "top 40" group—owned station. Married, stable, versatile for permanent job. Pleasant city adjacent Youngstown. Excellent living conditions. Congenial staff, many with us 10-20 years. Resume, tape, current earnings to Fred Tascone, WPIC, Sharon, Pennsylvania.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Wanted: Announcer, must be able to read news Joe Phillips, WSSO, Starkville, Mississippi.

Dixie stations are expanding and have openings for good beginner-announcers. Send tape and resume to Mr. Ralph Hooks, P.O. Box 46, DeRidder, Louisiana.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Announcer with first ticket who can install Gates equipment new Sheldon, Iowa daytimer. Start $100 weekly work up. Tape and details: E. C. Stangland, 1701 E. 26th, Sioux Falls, S. D.

Fall target date—Class IV, small market. Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

Chief engineer capable of some announcing with strong Indiana station, excellent community, salary open. Send tape, past experiences and schooling information to Box 426G, BROADCASTING.

First phone strong on announcing. Engineering experience necessary. Install new 5000 watt am. Chief engineer-announcer duties. Rush tape, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Production—Programming, Others

Young and enthusiastic newscaster who wants to learn in hot news department for adult newspaper connected station. Send tape, resume, and picture to Box 273G, BROADCASTING.

The pay—$150 weekly. The location—The South Atlantic states. **The job—Programming** and Production. **The requirements—1.** You must be worth the money. 2. You must have good background and references. 3. You must be creative and aggresive. Send —Air check, photograph, and references to: Box 288G, BROADCASTING.

Production director for western Pennsylvania. Adult programmed daytimer. Substantial pay and advancement opportunity for good announcer with first phone and some news training or experience. Personal interview necessary. Send resume and tape to Box 330G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Northeast 50 kw clear channel needs news director for large news department. Quality programming, modern facilities and prestige position in this large market makes this an outstanding opportunity for the right man. Job will include air work on major newscasts. At least five years experience essential. Good pay and company benefits. Send complete resume, tape of air work and recent photo. Box 368G, BROADCASTING.

Newsman or woman for northeast 50 kw clear channel. Large news department, modern facilities. Prestige station. No air work. Reporting and writing only. Some experience necessary. Send complete resume and recent photo to Box 458G, BROADCASTING.

Genuine Christian! Rapidly-expanding 24-hour Christian station seeks God's man for important ministry. Not just a job, but salary adequate. Send tape, photo, complete resume to KEAR, San Francisco 24, California.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

RADIO

Situations Wanted—Management

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

General manager or sales manager: Currently employed as national sales manager in major midwest market. This position being eliminated due to station reorganization. Excellent reputation based on 13 years experience ranging from local radio sales, merchandising, a 7-year period as a national sales representative, to my current position from which I earn a five figure income. Unqualified character recommendations and a personal resume available upon request. Family man, no objection to limited travel, willing to relocate. Employers know of this ad. Box 297G, BROADCASTING.

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Pro-manager. 15 years of the business. Proof of performance and loyalty. Ready to move up. Will consider all offers. Box 398G, BROADCASTING.

Available, manager for small station. Veteran in the field. Thoroughly experienced all phases. Married, children, honest, reliable, successful. Write Box 400G, BROADCASTING.

Manager, 26 years old-family, for medium to small market. 8 years radio. Three years manager of four station market. Prefer south. Box 406G, BROADCASTING.

Jack of all phases in advertising, 10 zesty years in medium market radio as announcer, dj, top salesman, commercial manager. Family man with college degree, desire permanence with aggressive company, in managerial capacity, who welcome new ideas and offer opportunities. Box 421G, BROADCASTING.

Looking for solid and permanent position as general manager. Have actual experience in following: Announcing, programming, sales, management, ownership. Family man, good references, good credit, presently employed as commercial manager in large market, prefer small to medium southern market. Box 448G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists—all labels—mailings three times a week—one month trial—no obligation. Call/write T. R. Productions, 830 Market, San Francisco, California. EXbrook 2-1755.

Sales

Salesman 1st phone seeking permanent association. 36, married. 1510 Sutter St., Dallas, Texas, FR 4-4936, Dean Tunnell.

Announcers

Announcer, newscaster, disc jockey, experienced, tight production, mature sound, married. Box 229G, BROADCASTING.

Pleasant relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 280G, BROADCASTING.

Young announcer, married, experienced, reliable. Traffic, copywriter. Box 290G, BROADCASTING.

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Experienced announcer—"Good voice, effective language, pleasing personality." General broadcasting; good recorded music "not too far out either way." Excellent references. Prefer mid-west, west. Box 387G, BROADCASTING.

Twenty years newscasting, writing, editing; special events; sports play-by-play major, minor markets. Been selling formula station three years. Having lost empathy for sick music, illiterate "announcers," fast-buck operations—desire return from limbo to radio (or television) any above fields. Solid job, solid citizen. Prefer major market. Box 388G, BROADCASTING.

DJ and newscaster desires change. Age 23, single, 2½ years experience. Box 390G, BROADCASTING.

C&W disc jockey. 10 years experience. Top air salesman. Desire some time sales. Executive experience. Prefer northwest area. Box 391G, BROADCASTING.

If you like your music good with a voice to please, then let my "ad" be understood. My show will sell with ease. Naturalized American-European background, prefer working California, although willing travel anywhere. Available end year. Tapes sent on request. Box 392G, BROADCASTING.

Veteran, seeks start in radio, 27, single. Radio school grad. Some college. Will locate anywhere. Tape and resume available. Box 393G, BROADCASTING.

Top 40 personality with 3 years experience looking for permanent position with swingin' (not screaming') station. Tight production mellow voice. Top ratings, pleasant air personality, smooth (but effective) delivery. Box 396G, BROADCASTING.

Looking for a good music man? Can do—a screamer? Uh-Uh. Box 402G, BROADCASTING.

Southwest capitol town p.d., jock desires to move up. Young and ambitious. Tested under fire in tough market. 5 years experience. DJ offers considered. Box 403G, BROADCASTING.

Young, top rated swingin' jock desires move up. Metro stations in Ohio, Pennsylvania, Michigan or Indiana only. Currently employed. Box 405G, BROADCASTING.

1st phone, fair announcer, experienced, prefer midwest, all replies answered. Box 407G, BROADCASTING.

Sports director now doing two tv shows daily, finest references. Box 408G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First-phone personality dj—Modern pop and c&w. Sober, family man. Top audience rating. Experienced in sales, commercials, farm director. Prefer Missouri or midwest. Box 413G, BROADCASTING.

New England, looking for an experienced, witty (or half-witty) deejay, announcer, strong on news? Write Box 414G, BROADCASTING.

Deep voice—deejay-newsman currently top-rated medium midwest market I'm looking! Box 415G, BROADCASTING.

Southwest is A-OK! Four years experience as formula dj. Ready to settle with southwestern operation that offers benefits. Married, 28, and vet. Box 416G, BROADCASTING.

Ayem dj—Long wearing variety. Top comcompetitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Help! I'm stuck in a dead end Lombardo mill. I need to swing on your top 40 station. 4 years experience. Box 428G, BROADCASTING.

Alert c&w (or pop) announcer. Persuasive medium-pitched voice. Small southern market. Box 429G, BROADCASTING.

Top 40 dj seeks spot in major market station. 5 years experience, announcer and pd. Bright, fast-paced approach. Reply Box 431G, BROADCASTING.

Young announcer with eye to well planned programming. Adult music only. Good ad lib and voice, limited experience, reliable. Box 435G, BROADCASTING.

Experienced first phone seeking permanent broadcast technician position. $125 weekly. No announcing. Box 441G, BROADCASTING.

Announcer, disc jockey, I'll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing and able to work. Box 442G, BROADCASTING.

Progressive announcer, dj. Experienced college, broadcast school looking for position. Box 443G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut, tape, resume on request. Box 444G, BROADCASTING.

Announcer-air personality. Fast boardman knows double and triple spoting. Authoritative newscaster, very bright sound. Married. Box 446G, BROADCASTING .

Negro dj with two years experience, pop, rock and roll, news, good board man seek fulltime job. Box 447G, BROADCASTING.

8 years experience. 3 years present position, 27, college graduate and family. Seeking station needing mature, dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southwest, midwest. Box 449G, BROADCASTING.

Announcer, dj, experienced. Fast board. Wants to settle. Box 451G, BROADCASTING.

Announcer, dj—newscaster. Tight, fast board—polished, crisp news, married, tape, resume and photo on request. Box 452G, BROADCASTING.

Stable announcer—dj. Married, experience, top references, no preference to station size, sound adaptable to your format, fast board. Box 453G, BROADCASTING.

Ambitious, young, announcer—dj, creative, hard working personality, bright, tight, wants a permanent site. Box 454G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality jock and news director in major market desires change. Five years commercial experience. College graduate, major in radio and television. Desires quality personality station. Box 460G, BROADCASTING.

Rating rose fifty percent in six weeks. New management not interested in rating in this market of two million. Are you? Show features r&b but will work with any music. Write today Box 955, Adelaide Street P.O. Toronto.

Announcer, first phone, will travel. Solomon Brown, 5950 North 16th Street, Phila. 41, Pa., HA 4-6510.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcer can do dj and news. Will relocate. Reply Charlie Winfield, 119 Alhambra Avenue, Lindenhurst, New York.

Technical

Combo man, first phone, 2 years experience, family man, desires future in engineering, prefer midwest market. Box 382G, BROADCASTING.

Engineer 18 years, 9 as chief desires permanent home. Capable of technical direction small chain. Box 401G, BROADCASTING.

California, engineer-announcer, first phone, directional experience, best references veteran. Box 412G, BROADCASTING.

Experienced engineer wants chief job. 7½ years broadcast engineering plus mobile communications experience. Sober, reliable family man. Would like Colorado, New Mexico, Arizona. Also consider midwest. Box 434G, BROADCASTING.

Chief—Heavy maintenance, some announcing. 20 years am, fm, tv, currently employed top power directional am. Family man. Want rural or suburban location. Albany, N. Y. State 5-8433.

First-class license, prefer engineering department, experienced. Phone Dink Collins, Jackson 4-7488, Ft. Lauderdale, Florida.

Ambition to be chief engineer, new to engineering world but willing to learn. Have first phone. Will double in sales and announcing, some experience in both. Good credit and personal references. Can travel immediately. Peyton Hines, Rt. 2, Box 81. Rock, West Va. Phone Matoka, West Va. HO 7-3637.

Engineer six years. Two as chief. Experienced am-fm-tv. All phases including proofs. Charles Simpson, 1006 Market St., Sunbury, Pennsylvania. Phone 717 Atlantic 6-1438.

Production—Programming, Others

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

13 years radio. Former program director, sports reporter-staff announcer. Brief tv experience. Booth announcer, film editing, copy. Some public relations, family. Want to relocate Arizona or west coast in any capacity relative to radio-tv background. Box 281G, BROADCASTING.

Increase your share of the market with dynamic, imaginative copy! Creative, experienced continuity director of top station will relocate. Better copy means better sales! Write today! Box 314G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Highly creative production man. Excell at programming and producing spots and station promotion. Competent announcer. College. Four years experience. Presently employed. Box 321G, BROADCASTING.

Top notch newsman—Likes the Minnesota, Wisconsin, upper Michigan area. Four years experience. Handle directorship. Write Box 383G, BROADCASTING.

Program director. Good program man with successfully excellent background. Will relocate by September 1st from west coast to anywhere USA, Canada. Have, and can produce ratings, and professional sound. Good details, personnel. Family man, age 33. Permanency. Box 385G, BROADCASTING.

Need live, mature newsman? Vast experience, top voice, fast rewrite. Box 410G, BROADCASTING.

Newsman-Experienced reporter-editor sports-play-by-play all sports, ski show contacts. College degree, employed. Box 420G, BROADCASTING.

Employed promotion man in top 25 wants better opportunity. Excellent broadcast background, top references, resume. Box 423G, BROADCASTING.

Newsman—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Program director-air personality-newsman. 12 years experience. Want to return to programming. Can produce proven results and solid references as former program manager in medium metropolitan market station whose radio format I installed and which is highly successful today. Currently happy as well-paid dj, but future dictates combining programming with airtime. Am mature, creative, well-liked, energetic and fast on feet. Exercise sound judgment. Can take orders. Family, college. Prefer east, all offers considered. I offer obvious benefits of professional "triple threat" radio man. Can you offer security and a good salary? Let's talk. Box 445G, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager-general manager, established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Help Wanted—(Cont'd)

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Opening for staff announcer. Prefer good radio man wanting start in tv. Rush tape, photo, resume, salary to John Turner, KTVE-TV, EL Dorodo, Arkansas.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Wanted: Chief engineer for new station, Channel 8, Idaho Falls, Idaho.

Production—Programming, Others

Film director, experienced shipping, editing, ordering, selection: photography & darkroom still & motion picture. Opportunity growing etv station. Include photo and salary. Contact H. H. Riddleberger, WEDU-Channel 3, Tampa 5, Florida.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION

Situations Wanted—Technical

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in a stable operation. Box 384G, BROADCASTING.

No degree, just experience: not young, mid forties. Experience includes ten years supervisory positions in tv operations, maintenance installation. References. Box 424G, BROADCASTING.

Production—Programming, Others

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Floor director-director—2 years experience production-available immediately. College grad. Resume furnished upon request. Box 380G, BROADCASTING.

Producer-director available for immediate employment. Have severed with station after 7 years. Wish company with future. Know all phases operation. Can do air if needed. Box 381G, BROADCASTING.

Executive producer with independent production company desires a position as production or operations manager. Six years station experience; network credits. Box 417G, BROADCASTING.

Experienced tv production man, strong announcing background, all-around tv studio training. Anxious make permanent connection, progressive organization. Box 430G, BROADCASTING.

Top childrens' performer—eight years on air experience. Solid sponsorship and ratings. All phases from clowning to puppetry. Excellent qualifications as a director also. Married, two children. Desires larger markets only. Box 432G, BROADCASTING.

Director—Experienced, degree in broadcasting. Commercial or educational station considered. Married, military completed. Resume on request. Box 177, Marion, Ohio.

Situations Wanted—(Cont'd)

Production—Programming, Others

Award-winning tv promo manager for top 30 market. Fine background and experience in planning and execution of audience and sales promotion. 30 years old; 7 years in tv-radio; creative and analytical; college graduate; sales and audience oriented; knowledge of all media; makes numbers talk. Contact Box 450G, BROADCASTING.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Transceivers: 2 ling 10 watt units for 170 mc. Antennas, AC supplies. Best offer. Box 399G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

2-live studio Vidicon camera chains. Includes broadcast sync generator, switcher and power supplies. Thirty five hundred FOB, Panter Electronics, Burbank, Calif. Victoria 9-6296.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in buying small, full or daytime A. M. station in mid-central or midwestern states. Box 260G, BROADCASTING.

Equipment

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

Western Electric 1126 limiter amplifier. Must be in first-class condition Write Box 409G, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders. all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates. call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

If you are thoroughly experienced in country and pop music and have managerial and sales ability you may be the man to manage the satellite studio of our station in the valleys of Virginia. This opening is not definite at the moment, but may be in the offering. We are a stable group of stations offering good salary and incentive. Only highest type people considered. If selected you will be thoroughly investigated. If interested, write for application form.

Box 362G, BROADCASTING

Announcers

IMMEDIATE OPENINGS!

New group with young, experienced management wants air personnel to match for upstate New York full time station. Looking for young men who are good, want to be better, and want opportunity to advance with group. Openings for news man, morning D. J., afternoon D. J. in market over 50,000. Personality programming. Family men preferred but all applications considered.

Box 459G, BROADCASTING

MISCELLANEOUS

We are interested in talking to the man who has ideas on services suitable for FM Multiplex Operation. Call LO 3-0239 or write L. S. Gross, Radio Broadcasting Co., 1711 Vine Street, Philadelphia 3, Penna.

RADIO

Situations Wanted—Management

MONEY MAKER
AVAILABLE

Broadcasting Executive. Highly successful record as sales manager in one of country's top five markets. Management experience in all phases of programming, promotion and operation.
Can make money for you as station manager or sales manager in aggressive group operation. Open to investment. Major market only.

Box 436G, BROADCASTING

TELEVISION

Situations Wanted—Management

ATTENTION IMAGE SUFFERERS!

S'matter, Buddy—log doesn't tally with the application? s.m.'s theory that "a few triple spots never hurt anybody" catching up with you? . . . way down deep you think maybe Newton has a point? . . .
Ex-O & O manager, top market; sales program, promotion, education background. Weaver-era type, now late thirties, languishing in boondocks, seeks opportunity to do top job for long-range-thinking group concerned with community image as well as sales. Major market only.

Box 427G, BROADCASTING

Production—Programming, Others

. . . OVERHEARD AT THE AP AND UPI SUITES AT THE RECENT N-A-B CONVENTION . . .

". . . *newsmen are a dime a dozen, but an honestly GOOD newsman is hard to find.*" Well, if you're a latter-day Diogenes, you can put out your lamp!

Available soon: News Director with 15 years experience. Highest-rated on-camera delivery coupled with administrative ability in major markets. Special events coverage a specialty. Excellent references from news and broadcasting leaders.

Box 461G, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

STATIONS FOR SALE

CALIFORNIA 5KW FULLTIME

Serving highly prosperous and heavily populated growth area. Fine small city ideal for California family living. Billing in excess of $150,000 with good owner earnings. Asking $275,000 on very favorable terms with real estate included.

Box 972F, BROADCASTING

CHOICE ROCKY MOUNTAIN

An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

NEW ENGLAND

Single station market daytimer grossing $75,000 with operating expenses of $65,000 under absentee ownership. Owner-operator could greatly increase billing and profits. Asking price is $115,000 with $40,000 down, balance over 7 years.

Box 363G, BROADCASTING

FLORIDA OWNER

With family in North Carolina wants to sell 250-watt fulltimer in growing area . . . and would consider trade for North Carolina . . .or possibly South Carolina or Virginia. Write:

Box 437G, BROADCASTING

STATION FOR SALE

Ten thousand dollars cash, balance payable at less than $300.00 per month. Write Box 66, Centerville, Tenn., or call 729-3575.

FOR IMMEDIATE SALE
Rocky Mountain Region

Full time 250 watt serving stable agr. Community. Priced to sell for cash.

Box 419G, BROADCASTING

HASKELL BLOOMBERG
Financing and Station Broker
208 Fairmount St., Lowell, Mass.

TV—Azirona—$150,000. TV—New Mexico—$300,000. TV—Colorado—1½ million RADIO. Kansas—$85,000. Pennsylvania—$90,000. Minnesota—$65,000. Wyoming—$125,000. Idaho—$55,000. North Carolina—$300,000. Massachusetts—$250,000. New York—$120,000. California—$100,000. Arizona—$75,000. Arkansas—$80,000. Kentucky—$90,000. West Virginia—$60,000. Arizona—$225,000. Florida—$125,000. Alabama—$120,000. PLEASE WRITE.

FOR SALE

Stations—(Cont'd)

Wash	single	daytimer	$ 50M	terms
Calif	single	daytimer	92M	16dn
Miss	single	daytimer	39M	15dn
Ala	small	daytimer	60M	29%
Idaho	medium	daytimer	58M	low dn
Florida	medium	power	210M	60dn
Oregon	medium	daytimer	28M	terms
South	large	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

$25,000 DOWN
For Pennsylvania daytimer serving sound economic area
All Real Estate included
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

STATIONS FOR SALE

NORTH CENTRAL. Exclusive daytime. Did $55,000 last fiscal year. Asking $65,000. Terms.

CALIFORNIA. One of top markets in state. Full time. Asking $140,000. Excellent terms.

PACIFIC NORTHWEST. Adult daytimer on excellent frequency. Good size market. Did $55,000 last year. Asking $50,000.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results You Can't Top
A Classified Ad in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 85

of new trans.

WNBS Murray, Ky.—Granted license covering installation of new trans.

WNDR Syracuse, N. Y.—Granted license covering installation of new trans. for auxiliary purposes.

WKAY Glasgow, Ky.—Granted license covering installation of new trans. and increase ant. height.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WDIG Dothan, Ala.; WIKE Newport, Vt.; WOVE Welch, W. Va.; WWON Woonsocket, R. I., condition.

***KTCF(FM) Cedar Falls, Iowa**—Granted mod. of license to change name to State College of Iowa.

WOOD Grand Rapids, Mich.—Granted cp to install new trans.

WHRB-FM Cambridge, Mass.—Granted cp to increase ERP to 880 w; ant. height to 110 ft.; move trans. location (ant. location); remote control permitted; and waived Sec. 3.261 of rules to permit station to cease operations during Christmas vacation period and during summer vacation period of Harvard University.

WIBB Macon, Ga.—Granted mod. of cp to change type trans.

KOST(FM) Houston, Tex.—Granted mod. of cp to change type ant. and decrease ERP to 15.5 kw.

KVOP-FM Plainview, Tex.—Granted mod. of cp to install new ant. and decrease ERP to 3.1 kw.

■ Following stations were granted extensions of completion dates as shown: WETC Wendell-Zebulon, N. C., to Oct. 21, and KVOP-FM Plainview, Tex., to Oct. 30.

Columbia Bcstg. Systems Inc., New York N. Y.—Waived Sec. 1.334 of rules and granted authority to transmit CBS TV Network Programs, coverage of special sporting events not of continuing nature, to tv stations CBFT Montreal, Que. and CBOFT Ottawa, Ont., on July 22 and Aug. 5; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WPAC-FM Patchogue, N. Y.—Granted cp to change ERP to 6.8 kw.

KVOW Riverton, Wyo.—Granted cp to install new trans.

KOKA Shreveport, La.—Granted cp to install new trans.

WHGR Houghton Lake, Mich.—Granted cp to install trans. at main trans. location for auxiliary purposes.

WYSL Amherst, N. Y.—Granted cp to install new trans. at main trans. site for auxiliary purposes; remote control permitted.

WBTN Bennington, Vt.—Granted cp to install old main trans. at main trans. site for auxiliary purposes.

KCMC Texarkana, Tex.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KJSB(FM) Houston, Tex., to Oct. 27; WCSI-FM Columbus, Ind., to Aug. 31; KTXT-TV Lubbock, Tex., to Jan. 1, 1962.

Action of July 14

KXRJ Russellville, Ark.—Granted change of remote control authority

Rulemakings

ACTIONS BY FCC

Joseph D. Worth, Pasadena, Calif. (5-28-58)—*Request for amendment Sec. 3.204(2), Subpart B by adding following provision: "Class B station in area II will not be licensed with effective radiated power greater than 75 kw."

Charles River Bcstg. Co., Waltham, Mass. (1-25-60)—*Requests amendment of rules by deleting wording of Sec. 3.202, including "note" and in Sec. 3.204(a) by deleting all wording after "Signal intensity requirements of Sec. 3.311 shall determine minimum coverage of class B station."

*Denied by Notice of Inquiry, Notice of Proposed Rule Making and Memorandum Opinion and Order adopted June 28, 1961 and released July 5, 1961. Ann. July 14.

PETITIONS FILED

Central Minnesota Tv Co., Walker, Minn. (7-17-61)—Requests amendment of rules so as to delete ch. 12 from Brainerd, Minn. and assign it to Walker, Minn. Ann. July 21.

Delta College, Saginaw, Mich. (7-10-61)—Requests reservation of ch. 19 in Bay City, Mich., for non-commercial educational tv use.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 27

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,552	60	109	848
FM	839	55	188	137
TV	486[1]	58	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 20

	VHF	UHF	TV
Commercial	466	77	543
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.



People register trademarks because trademarks register with people

The "BAND-AID" trademark means Johnson & Johnson. Not any one product in particular, but a whole family of Johnson & Johnson products. That's why it must always be followed by a product name: BAND-AID Plastic Strips, BAND-AID Sheer Strips, BAND-AID Plastic Tape, BAND-AID Clear Tape, BAND-AID Moleskin Adhesive, and so forth. Please mention our trademark as often as you please, but be sure it's followed by a product name. Thank you.

Johnson & Johnson

OUR RESPECTS to Robert Wilson Breckner, KTTV (TV) Los Angeles

Where the excitement of television is

The primary function of an independent television station in a multi-station market like Los Angeles (where seven stations vie for viewer attention) is to provide news, sports and special events coverage of interest to the people of the community.

"That's where the excitement of television is and where the community service is too," says Robert Wilson Breckner, vice president and general manager of KTTV (TV) Los Angeles, "and that's where we at KTTV try to be." How successful the station has been in that endeavor can be succintly summarized in a single statistic—the more than 5,000 hours of remote broadcasts KTTV has aired in its 12½ year history, far more than any other single tv station, Mr. Breckner believes.

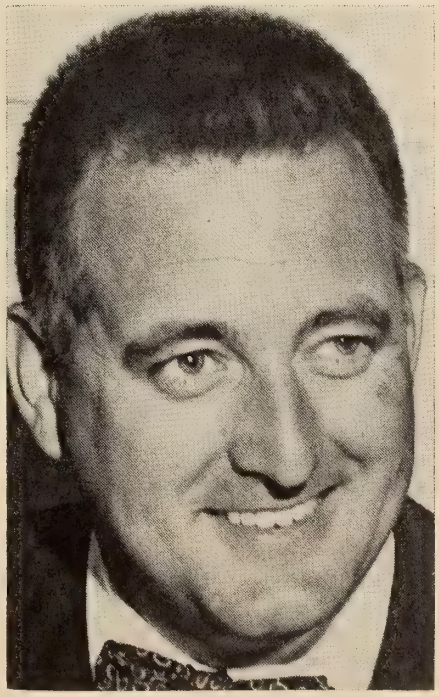
He is proud of that total, proud that it includes great *Churches of the Golden West,* a Sunday morning full-hour broadcast from a different Southern California place of worship each week, which will celebrate its 10th anniversary this fall, as well as a variety of special events and sports coverage ranging from midsummer beauty pageants to New Years' Day Rose Parades and from football games to bridge tournaments. Bob Breckner produced and directed KTTV's coverage of the National Bridge Championship Tournament a few years back, devising a new tv technique which let viewers at home see the cards in magnified dimension so they could follow the play easily. While completing arrangements for the telecast, he and Richard A. Moore, KTTV president, found themselves with a little time to spare, so they entered a preliminary contest and emerged the victors. "So now I have 1½ masters' points to my credit," Mr. Breckner mused, "and I wish I could find time to improve my game and add to that total."

Sports—Wet and Dry ▪ A year ago Mr. Breckner created a year-round package of more than 100 hours of sports-events telecasts specially designed to suit the interests of Southern California sports enthusiasts. In addition to collegiate football, baseball, basketball and track, the *Sports Special* also includes swimming, golf and tennis matches and sports car races in its agenda and in the year ahead "we'll also have a water polo game," Mr. Breckner asserts. (He was on the varsity water polo team at Stanford.)

Another Breckner creation is *Divorce Court,* a video tape series which KTTV started in 1958 and syndicated to some 30 top market stations before selling the complete package of 130 hour-long tapes to Storer Broadcasting Co. earlier this month as the starter for SBC's new program subsidiary. A good station manager ought to know his market and his station and Bob Breckner can qualify on both counts. A native Southern Californian (born July 15, 1920, in Fullerton), he grew up in Los Angeles and its western neighboring communities graduated from Beverly Hills High School and has lived in the area all his life, except for his undergraduate days at Stanford and three years as a naval communications officer with Admiral Halsey in the South Pacific.

Following the war, Bob went to work for CBS Hollywood in the transcription division, was made a contact producer (today the post would be called assistant director, he says), working on such shows as *Lux Radio Theater, Suspense, The Whistler* and *Houseparty,* and later became national sales service manager. When CBS bought 49% of KTTV from the *Los Angeles Times,* which had obtained the ch. 11 grant, Bob launched a persistent campaign to get transferred to the tv side of things and succeeded in getting the job of film director of the new station. This was in the fall of 1948, just before the station's inaugural telecast on Jan. 1, 1949.

Up and Up ▪ Bob has been with KTTV ever since, although CBS pulled out two years later when it acquired full ownership of KTSL (TV) ch. 2, now KNXT (TV) Los Angeles, leaving KTTV as an independent station. From film director, he moved steadily up the ladder to producer, director, sports and special events director (in 1950), assistant program director (fall of 1951), program director (May 1952), vice president in charge of programs (June 1955), general manager (January 1960). Earlier this month (July 1961), he was elected to the Board of the Times-Mirror Broadcasting Co., Licensee of KTTV.



KTTV's Breckner
5,000 hours of remotes

Bob Breckner is married to the former Sally Kendrick, lives with her and their 13-year-old daughter, Betsy, in Brentwood, just west of Beverly Hills. Taller than most (6′ 4″) and "heavier than I ought to be" (220), Bob lists his hobbies as golf (his wife is usually his golfing partner) and bridge, says he wishes he had time to get to be better at both of them than he is.

Singing is another favorite occupation of Bob Breckner's, so much a part of his way of living that it wouldn't occur to him to call it a hobby. In high school he combined music and athletics with his studies; as a Stanford senior he was a featured singer in the Big Game Gaieties and had the male lead in the musical comedy spring show. He also performed in the Navy's own "South Sea Scandals," which had a limited engagement in New Caledonia.

About a dozen years ago Bob and some neighbors who like to sing formed an informal yuletide carol group to entertain themselves and the patients at local hospitals. They took the name of the Voices of Christmas, got orchestra leader Les Brown to direct them and leading motion picture scorers to create original arrangements of the familiar carols for them. At first it was all in fun. Then, four-year-old Michael Burke, son of one of the original members, died on the operating table because his heart failed without the anesthestist knowing of it until it was too late. Now the group had a purpose. They made some records, bought them themselves and sold them to friends, used the money to purchase equipment for St. John's Hospital in Santa Monica to prevent any recurrence of such a tragedy. Today, the group's informal get-togethers have been replaced by a $40-a-plate concert and dinner dance which provides funds for cardiac research sponsored by the Michael Burke Foundation, whose president is Robert Breckner.

Bob also belongs to the Los Angeles County Club, the Hollywood Advertising Club and the Academy of Television Arts & Sciences. He is a member of NAB's committee on video tape. He also belongs to the Directors Guild of America and, in 1950-51, when it was the Screen Directors Guild, was first president of its tv council.

Ray of light

AFTER an anguished half-year, American business should take comfort in President Kennedy's policy statement on satellite communications. Over the opposition of the State Department, some members of Congress and his own brain-trusters, he has endorsed private ownership by a joint venture of communications companies within the framework of our free enterprise system.

What is important is that the action implements the policy advocated by the FCC—the same FCC that is making life miserable for broadcasters by applying extraordinary, if not illegal, pressures on programming. Could it be that when the chips are down, as is the case in space communications, the FCC will forget this censorship nonsense?

Hyde and hares

WITHOUT his permission, but in full sympathy with his views, we are impudent enough to attempt in the paragraph below to summarize what FCC Commissioner Rosel H. Hyde told the Idaho Broadcasters Assn. July 19.

Mr. Hyde said broadcasters haven't had guts enough to fight for their honor and their freedom. They have been willing to let the government steal both.

Mr. Hyde, an FCC member since 1946, is too much the gentleman to use language that blunt, which puts him at a disadvantage when debating with certain of his present colleagues. In his lawyer-like way, he is the first member of the FCC to take a strong public stand against the policies of the FCC's new chairman.

Mr. Hyde traced a pattern of growing government control that has been developing for the past year and a half. This pattern was not the invention of the current administration although it has been crystallized since the new administration came into power.

It started December 30, 1959 with a recommendation of President Eisenhower's attorney general that the FCC institute a system of comparing a licensee's performance with the promises he had made.

It was accelerated by a recommendation of the House Oversight Subcommittee that the FCC monitor programs to determine whether "the program balance is in the public interest."

On Sept. 28, 1960, the FCC established a probationary system for checking performance against promise when it issued a regulation providing for the granting of licenses for terms of less than three years.

In December 1960 James M. Landis, special advisor to the President, reported that broadcast programming "bears no reasonable similitude" to the programming that licensees had proposed. Mr. Landis said the FCC "ignores these differentiations at the time when renewal of licenses of the station is before them."

This year the FCC has proposed extensive changes in the program reporting form accompanying license applications. If adopted, this form will require meticulous descriptions of past performance and future plans. As Mr. Hyde put it in his Idaho speech: "Detailed reporting and accounting are characteristics of utility regulation."

The law and court interpretations of it forbid the FCC from entering the area of program control. Yet the advocates of government regulation may have found a way to exercise censorship under the guise of doing something else.

"There are real possibilities, it seems to me," said Mr. Hyde, "that the commission will find applicants making promises in their applications designed to satisfy the commission's wishes as to programming. The operator thus committed must then perform in the manner designed to please the commission or risk being brought to task on the issue of good faith. It does not take much imagination to find elements of prior restraint in such a system."

Yet through this device, said Mr. Hyde, "the unattractive office of censor can be made to appear as guardian of integrity."

And how has all this come about? Said Mr. Hyde:

"I make the suggestion, with concern for the future of broadcasting, that operators of stations haven't made their works or their position adequately understood—a reflection on their efficiency as communicators—or that their demonstration of the advantages of the free-enterprise system should have improved attention."

Again we dare to paraphrase. What Mr. Hyde said was that broadcasting is better than broadcasters have the courage to say it is. It is better than a government could make it. It deserves a strong defense against the sterilization that is inevitable under government control.

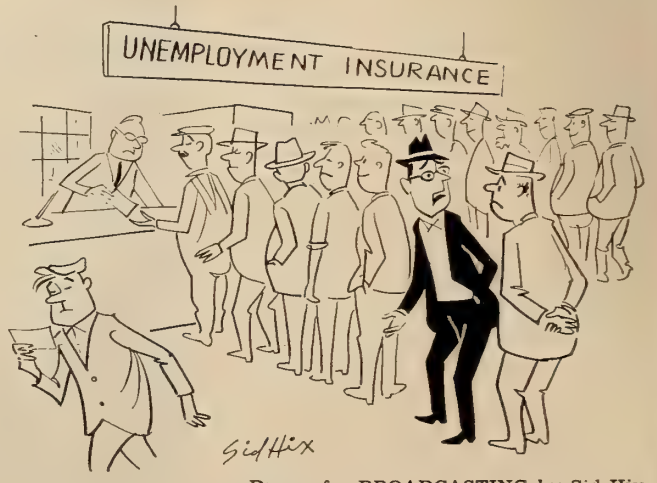
If broadcasters put up no more fight against the FCC's proposed program form than they have so far indicated, it may be said that Mr. Hyde has a higher regard for their profession than they have.

Imagery

ON another page in this issue we report on a new research service which is being offered to broadcasters. What we are about to say on this page should not be taken as either criticism or endorsement of that or any other specific service. But the current regulatory mood calls for some admonition, and it is in that context that we enter this caveat.

One of the selling points of the new research project is that it will give broadcasters something tangible to show to the FCC about their service to and interest in their local communities. This can be a powerfully compelling sales point in these times when the FCC mood is hometown oriented to the point where, apparently, license renewals may hinge on the number of local viewers or listeners who can be mustered to testify for or against a station.

In this sort of atmosphere we venture that broadcasters may soon be beset by many "experts" offering ways to get them off the FCC hook. The impulse to buy would be natural. We suggest only that broadcasters look before they jump: Investigate thoroughly before they buy. Legitimate services cannot object to that.



Drawn for BROADCASTING by Sid Hix

"I applauded Minow's speech at the convention and the station owner was sitting behind me!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

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For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book



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CHARTER SUBSCRIBER

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CHANNEL 2

"Yankee Doodle Time" developed by WGR-TV brings a new department store format to TV programming. This exclusive, live, in-store promotion is a daily feature that has sold Buffalo's most active merchandiser—Adam, Meldrum & Anderson Company—on the continual use of Buffalo's most active station, WGR-TV. To sell Buffalo, get active with WGR-TV.

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KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 7, 1961

The tv networks next season: a full report on the near sellout 35

Clearing house for radio-tv spot billings set up for broadcasters 38

Summit meeting at Northwestern U. weighs FCC's regulatory power 62

Full explanation of the steps being taken to strengthen uhf 54

COMPLETE INDEX PAGE 7



RADIO is a helping hand

Only Radio is the sound at our shoulder that guides us throughout the day.
Only Radio gives us knowledge we need—quickly, completely, reliably.
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WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	WIP	Philadelphia
WGN	Chicago	KPOJ	Portland
WFAA	Dallas-Ft. Worth	WJAR	Providence
KDAL	Duluth-Superior	WRNL	Richmond
KPRC	Houston	KCRA	Sacramento
WDAF	Kansas City	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KMA	Shenandoah
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KSTP	Minneapolis-St. Paul	WGTO	Tampa-Lakeland-Orlando
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People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
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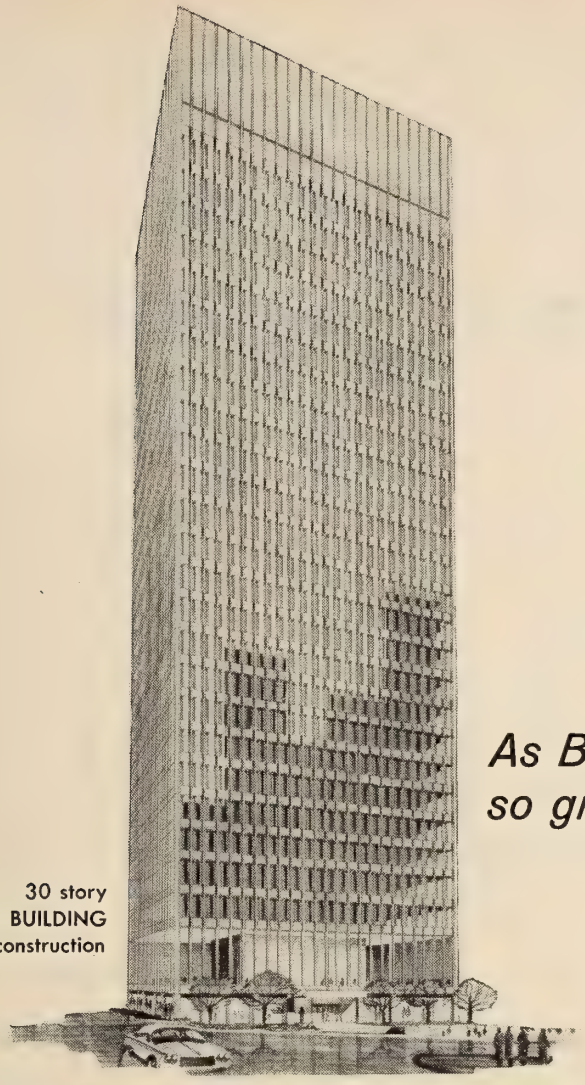
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Your message on KRLD-TV reaches more homes in the Dallas-Fort Worth market than on any other station. The June, 1961 ARB Market Report shows KRLD-TV far ahead of the field. For instance, in the Average Quarter-Hour Homes Reached Survey, 9 a.m. to Midnight, Sunday through Saturday, Channel 4's share was 39.2% greater than that of Station B, 27.2% greater than Station C, and 246.4% greater than Station D.

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CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Come again

Northwestern U. Law School was so pleased with seminar on broadcasting regulation it sponsored last week (see page 62) that it asked some seminarians to come again. When NAB President LeRoy Collins, during seminar, suggested fall conference of broadcasters and FCC to thresh out program and regulation problems, FCC Chairman Newton Minow endorsed idea, and Northwestern Law School dean, John Ritchie III, promptly invited conference to meet at Northwestern.

ABC-TV made video tapes of Northwestern sessions and will offer them to all stations, affiliated with ABC-TV or not, as well as to other networks. Leonard Goldenson, president of ABC's parent AB-PT, and Ollie Treyz, ABC president, attended seminar as observers. They figured it cost ABC $10,000 for tape recording.

Getting ready

U. S. Census Bureau, anticipating storm of squawks over its new and shrunken radio-homes saturation of 91.3% for 1960 census (see story page 82), is considering special study of homes that reported they had no radios in working order. Do-it-yourself census method in 1960 had no built-in accuracy check of answers in housing-appliance questionnaire.

Specials for specials

Rising esteem of news specials as vehicles for special advertising pushes was seen Friday with report that Elgin Watch Co. had signed for three hour-long actuality programs on NBC-TV to promote watch-giving at Christmas. Advertisers usually have favored entertainment shows or print spreads for such special promotions. Elgin programs will be seen Nov. 28, Dec. 7 and Dec. 15 in prime-time. McCann-Erickson, New York, is agency.

Network representation

For first time in years a network-owned station representation organization is thinking of taking on new station clients. It's CBS Radio Spot Sales which would add couple of clients if right stations came along. They'd be replacements for two recently lost: WRVA Richmond and KSL Salt Lake City.

NBC Spot Sales which now represents no stations except network's own also is reported "willing" to add outsiders. FCC ban against non-owned television station representation by networks does not apply to radio. At moment CBS Spot represents WBT Charlotte, WTOP Washington and KOIN Portland, Ore., in addition to network's o&o's.

Return of the native

Climate at FCC hasn't been such in recent years that New Dealer James Lawrence Fly, 1939-1944 FCC chairman, would feel at home. Attitude in recent months has changed, so Mr. Fly presumably now feels more at ease about visiting his old battleground. Last Monday he had private lunch with Chairman Minow, and on Tuesday said hello to many former colleagues—commissioners and staff. Former chairman was in Washington for national bridge tournament.

Votes for violence

Touring hinterlands during past few weeks have been radio-tv program and account executives at number of agencies involved in action-adventure series slated on networks next season. Reason: some stations are showing reticence about carrying "too many" so-called "violent" programs, particularly new ones, in current anti-violence climate. Agencymen's mission is to convince reluctant stations that these programs are suitable fare.

Another monopoly probe?

Capitol Hill observers are speculating that Senate Antitrust and Monopoly Subcommittee will pick up where Senate Juvenile Delinquency Subcommittee leaves off in its inquiry into tv crime and violence. Question of monopoly control by networks has been raised in charges of Ziv-UA officials, at juvenile delinquency hearings. Ziv-UA said networks have virtual control of airwaves and use their power to dictate terms to independent producers. And one of Juvenile Delinquency Subcommittee members is Sen. Estes Kefauver (D-Tenn.), chairman of Antitrust Subcommittee, which has been zealously investigating similar complaints in other fields.

Jingle king

Richard H. Ullman Inc. may become exclusive sales agent for CRC jingles produced by Commercial Recording Corp. of Dallas. If contract is signed (perhaps this week), Ullman will be biggest jingle peddler in country. It already handles jingles made by IMN, Target and Ev Wren Productions. CRC jingles are mostly station promotion spots.

News nears profit

Radio Press International, voice news service which 18 months ago had 14 station clients and was deeply in red, today has 80 station subscribers in U. S. and Canada and is doing volume of roughly half million—close to break-even point. R. Peter Straus, president (and also president of WMCA New York), and Michael J. Minahan, general manager, last week indoctrinated members of FCC and of its Broadcast Bureau with purpose, scope and aspirations of RPI. Service is designed for independent non-network stations and is provided through 100 global correspondents, with key bureaus maintained in London, Washington and New York.

Profitable exile

Goar Mestre, Cuban broadcaster whose CMQ radio and tv networks were commandeered by Castro as one of dictator's first acts, has achieved success in Buenos Aires. For several months his ch. 13 station (half-owned by CBS), which has been on air since October 1960, has been No. 1 in audience in four-tv station market—largest in Latin America, with 850,000 tv homes. With him are 14 Cubans formerly on his CMQ staff to whom he gives major credit for his success in Argentina.

Program form hearing?

Those complicated program reporting forms that FCC proposes to add to license applications may be headed for congressional investigation. Rep. William Avery (R-Kan.) is behind move to get audience for protesting broadcasters before House Small Business Committee's Subcommittee No. 6 which may hold hearings on other radio-tv subjects (see story page 74). Rep. Avery wants to explore question whether proposed forms threaten censorship. He also wants Congress to be shown how much clerical work preparation of forms would entail.

South American way

Broadcasting has representative on delegation of businessmen-observers at Inter-American Economic and Social Council meeting this week in Uruguay. He's Theodore F. Koop, CBS Washington vice president. There are 14 in observer group which is attached to official U. S. government delegation.

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A because Atlanta is different from Milwaukee . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WITI-TV now leads in prime time.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

It's SRO around the television networks, outside of a few scattered bits. All this despite the enthusiastic advance belittling of the autumn program lineup by assorted critics. Production costs are at a peak. See . . .

TV NETWORKS NEAR SRO . . . 35

The 1960 U. S. Census has what at first glance appears to be bad news for radio—a drop in home saturation of over 4% in a decade. A careful analysis of the figures, however, points to an apples-oranges comparison. See . . .

THOSE CENSUS RADIO FIGURES . . . 82

Gutty problems of broadcast regulation were kicked around by experts, including FCC Chairman Minow, at two-day seminar held by Northwestern U. Chairman figures test of First Amendment could solve basic issues. See . . .

CENSORSHIP–BEFORE, AFTER . . . 62

Speaking of regulation, the North Dakota Broadcasters Assn. would like Mr. Minow to know there really are two sides to many questions. Succinct comments dealing with seven of the more controversial issues. See . . .

OPEN LETTER TO MR. MINOW . . . 78

Want to get into uhf? The FCC's offering attractive bait in an effort to lure applicants into the upper part of the tv spectrum. A ducks-in-a-row explanation of exactly what's going on along Petnnsylvania Ave. See . . .

CHANCE FOR UHF BUILDUP . . . 54

He's controversial, this man Collins. As NAB president, Florida's ex-Governor has spoken out on some delicate matters. Lately he's been in the FCC program-form fight. His own views in his own words. See . . .

THE COMMENTS OF COLLINS . . . 64

Television continues to offer attractive prospects to capital. Last week the FCC approved $30 million in station sales, topped by WKBW Buffalo aural-video purchase and important am-fm Paterson, N. J., transfer. See . . .

$30 MILLION BUYS OKAYED . . . 90

Once again the FCC has shifted a renewal hearing to the hustings. And the community, Lewisburg, Pa., couldn't care less about the government goings-on in the case of the FCC vs. WITT. The audience—one. See . . .

WITT HEARING IGNORED . . . 76

Tv's a real bargain for advertisers—that is, if the commercial has a good creative idea. Leo Burnett, one of advertising's top-drawer people, tells Chicago conference the right selling approach is basic. See . . .

IDEA MAKES THE TV AD . . . 42

Spot business will be easier to transact, according to the format of Broadcast Clearing House. This automated billing service is slated to start early next year. Others are contemplating similar spot services. See . . .

CLEARING HOUSE FOR SPOT . . . 38

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	35
BROADCAST ADVERTISING	38	THE MEDIA	82
BUSINESS BRIEFLY	45	MONDAY MEMO	20
CHANGING HANDS	90	OPEN MIKE	24
CLOSED CIRCUIT	5	OUR RESPECTS	113
DATEBOOK	14		
EDITORIAL PAGE	114		
EQUIPMENT & ENGINEERING	92		
FATES & FORTUNES	94		
FOR THE RECORD	98		
GOVERNMENT	54		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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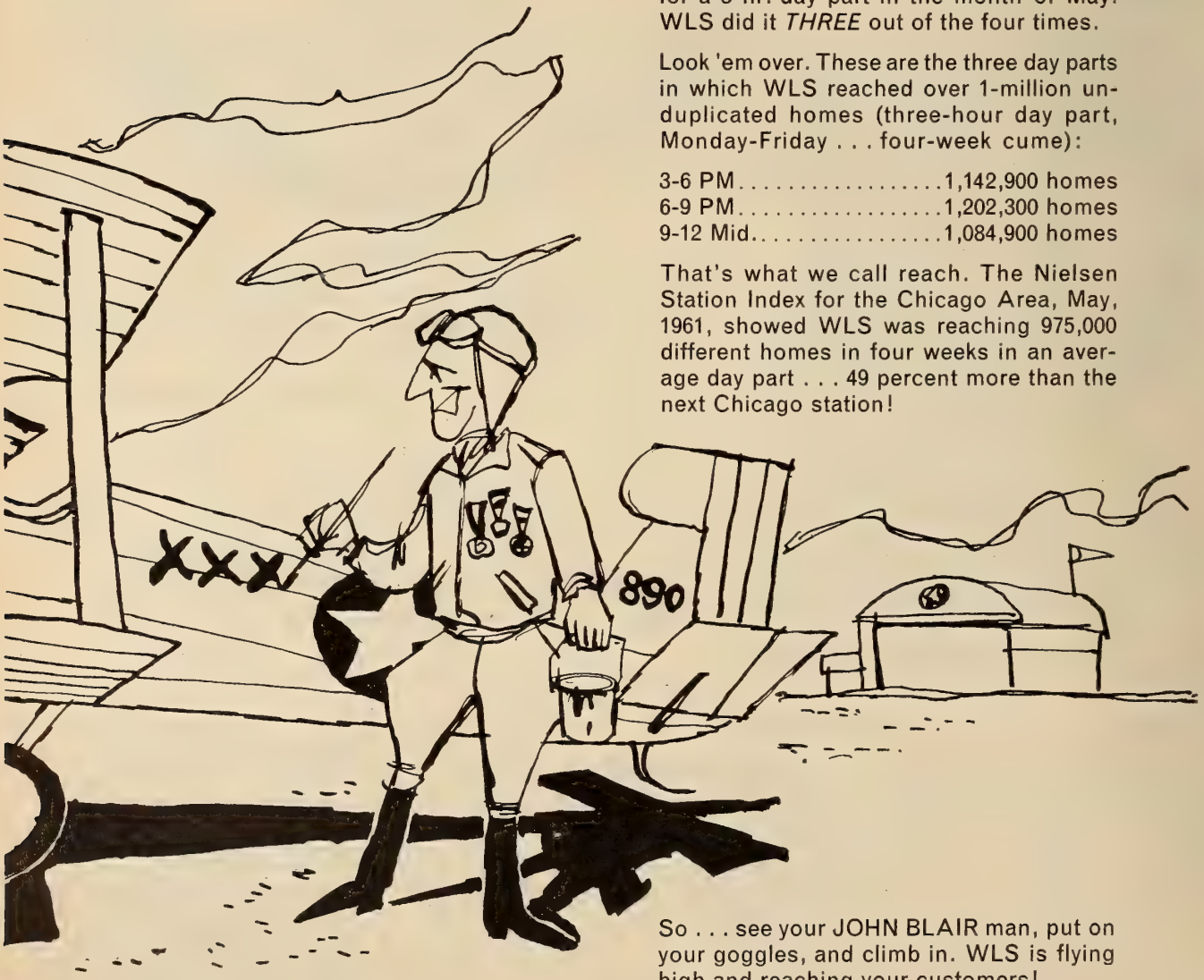
3 OUT OF 4!! THAT'S WHAT WE CALL "REACH"!

There were only *FOUR* instances of Nielsen-surveyed stations in the U. S. reaching more than 1-million unduplicated homes for a 3 hr. day part in the month of May. WLS did it *THREE* out of the four times.

Look 'em over. These are the three day parts in which WLS reached over 1-million unduplicated homes (three-hour day part, Monday-Friday . . . four-week cume):

3-6 PM.....1,142,900 homes
6-9 PM.....1,202,300 homes
9-12 Mid.....1,084,900 homes

That's what we call reach. The Nielsen Station Index for the Chicago Area, May, 1961, showed WLS was reaching 975,000 different homes in four weeks in an average day part . . . 49 percent more than the next Chicago station!



So . . . see your JOHN BLAIR man, put on your goggles, and climb in. WLS is flying high and reaching your customers!

WLS

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AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

Vermont tv saturation

Vermont had 87.8% tv home saturation in April 1960, according to first state figures released by U. S. Census Bureau. Bureau found 90,019 homes had one tv set, 7,325 had two or more sets.

Census Bureau found 102,736 of 110,732 homes had one or more radios, or 92.8%. This compared with 96.8% saturation in 1950.

90 NFL games scheduled for telecast by CBS-TV

CBS-TV is prepared to announce today (Aug. 7) that it will televise at least 90 games of nine National Football League teams this season. Decision is in wake of federal court decision nullifying NFL's $9.3 million, two-year "package plan" contract with CBS-TV (BROADCASTING, May 1 and July 24) and football league's subsequent unsuccessful appeal of decision.

Nature of network's coverage of games this season is similar to provisions of last year's contracts with NFL. Teams to be covered include New York, San Francisco, Detroit, Los Angeles, Chicago, St. Louis, Green Bay, Philadelphia and Dallas. Ford Motor Co. and Philip Morris will sponsor games nationally, with American Oil Co., Falstaff Brewing Co., P. Ballantine & Sons, Theo. Hamm Brewing Co., and Sun Oil Co. as regional advertisers.

RTES may change mind on sponsoring awards

Radio & Television Executives Society, N. Y., will not launch own radio-tv awards program next October, as previously announced (April 19).

Matthew J. Culligan, RTES president, has confirmed report that awards project has been postponed for re-examination. Original plan was to make awards in 25 categories.

Mr. Culligan expressed group's second thoughts on awards: "Our business gets a lot of criticism, and sometimes the giving of awards magnetizes criticism." Without indicating when first awards would be issued, if at all, he added that "we would like to better the awards situation in the broadcasting business." RTES in April ended four-year association as host of annual Peabody Awards.

MINOW CHARGES 'REWRITING'

Pierson denies intent to persecute FCC chairman, gains Jaffe support in rebutting Minow position

FCC Chairman Newton Minow took "vigorous exception" to what he felt was "violently imperfect rewriting" of both his recent NAB speech and his other views by Theodore W. Pierson, partner in Washington law firm of Pierson, Ball & Dowd, in Pierson paper presented Friday morning at Northwestern U. Law School symposium.

Mr. Pierson's basic legal thesis was that FCC program review is illegal censorship and he observed that "the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found one long boring day and night before his tv screen" (see page 62).

But FCC chairman felt Mr. Pierson's "anger" should be with law and not with commission or chairman. He suggested Mr. Pierson should realize that "the power of broadcasting today is centralized in the hands of a very few people" and it is FCC's intent to break that. "If the law is wrong, it should be taken to court and changed," Mr. Minow asserted.

Nothing Personal ▪ Later, Mr. Pierson said that during meeting break Chairman Minow expressed feeling Pierson paper was personal attack and for record he is sorry FCC chairman mistook his intent which certainly was not personal. Mr. Pierson said issues far outdate Mr. Minow who only picked up "tools" he found lying around at FCC and applied them more assiduously than anyone else since former Chairman James Lawrence Fly. Mr. Minow replied that he understood.

Mr. Pierson's position—denying FCC's claim it can legally link program responsibility to "privilege" of broadcast licensee, to operate in "public domain" frequencies—was saluted by Harvard Law School's Prof. Louis L. Jaffe, who said, "I deplore this use of privilege to censor." Prof. Jaffe, however, felt this is not "central issue" and said he hopes Mr. Minow will recede some and "stake his flag at the scarcity argument." It was Prof. Jaffe who previous day had spied possible constitutional defects in Mr. Minow's lengthy dissertation on censorship.

Prof. Jaffe said that because of scarcity factor he can see no censorship violation in broad requirement for balance in "services" or types of programs, despite his basic high regard for all media "of free speech."

Scarcity argument, however, was countered by Mr. Pierson, who noted there actually are three times as many stations as newspapers, yet broadcasters do not enjoy same freedom as press. Only limitation permissible should be natural economic law, Mr. Pierson indicated.

Depends On Person ▪ To questions, Prof. Jaffe said it is "impossible" to define "good" television and in ultimate analysis all programs are good programs, depending on who is looking at them.

Commenting on Thursday talk by NAB President LeRoy Collins, Prof. Jaffe said he likes idea of "diversity and balance" in programming by market rather than by station but admitted this concept has administrative problems for FCC.

Expressing concern about what FCC is going to do about regulating network, Prof. Jaffe felt networks already "are moving in the direction of providing exactly the kind of programs that the FCC wants." He was worried lest FCC revert to some outdated chain broadcasting view and stifle progress now unfolding. He said he feels chain regulation issue would become most important problem before FCC in near future.

NAB Board Chairman Clair McCollough told meeting he is "tremendously impressed" with symposium and particularly with contribution by Prof. Jaffe. Mr. McCollough said he intends to "pursue" Harvard teacher for possible legal work for NAB.

King Skeptical ▪ As ideological exchange intensified, former FCC member Charles H. King observed that "if this group can't agree on the issues, how can we expect any centralized council to do so." Allusion was to advisory group proposed for FCC by Dean Roscoe L. Barrow of U. of Cincinnati Law School.

Mr. King said he also is "pleased" to hear Prof. Jaffe's position questioning concept of broadcaster's "public trust" responsibility merely because he is li-

more AT DEADLINE page 10

censed on airwaves. Mr. King recalled basic law school training that went against concept of public "ownership" of airwaves because, to be owned, something must be reducible to possession.

Fairfax Cone, executive committee chairman of Foote, Cone & Belding, criticized attacks on tv by witnesses like George Jessel and Worthington Minor during FCC's program hearing in New York in June. Mr. Cone said, "It's just plain untrue" that rating services never call anybody or that sponsor contracts specify so many killings in programs. Mr. Cone was upset at distorted picture of tv and advertising public gets through play of such stories in press.

Mr. Cone said he personally feels "advertisers should be involved in no way with programs" and observed that "the magazine concept is really almost here." He said only bare handful of full-program sponsorships are left in tv today.

Quaal, Collins Disagree ▪ WGN Inc. Executive Vice President Ward Quaal disagreed with NAB President Collins' ideas on specialized stations and felt "every station does have an obligation to provide balanced programming." Otherwise backing Gov. Collins, Mr. Quaal said NAB codes have "done a tremendous job."

Time Inc. Vice President Sig Mickelson said that on basis of his former CBS experience he can say with authority that advertisers exercise no control over information programs ("negligible" negative control, if any) and only "minimum" control over other type shows.

Consultant Morris Novik, emphasizing concern over decay of radio programming, said he can't wait another 30 years for court ruling on free speech issue. "Chairman Minow is right in the law until he is challenged in the courts," Mr. Novik asserted. He added that he feels proposed fall radio conference should be called by FCC itself, not by outside group.

John W. Guider, president of WMTW-TV Poland Spring, Me., felt two-day meet had "cleared the air" of many misconceptions and wished all licensees could have attended.

Peter Goelet, president of National Audience Board, expressed appreciation for wide industry support in his group's mission to tell positive side of broadcasting to public. He hoped for "qualitative" ratings in addition to present quantitative measurements to aid tv progress.

Curtis buys NBC-TV pieces

Three NBC-TV participating shows for next season are nearer sell-out status with order Friday (Aug. 4) from Helene Curtis industries for segments in *Saturday Night at the Movies, 87th Precinct* and *Dick Powell Show*. Agency: Edward H. Weiss Co., Chicago. (See story on fall season, page 35).

Meanwhile, NBC-TV picked up additional summer order from Procter & Gamble, through Benton & Bowles, for minutes in *Laramie* and *Michael Shayne*. P&G's schedule starts this week and continues through mid-September.

'Lite Diet' defies FTC

Advertising of "Lite Diet" bread trademark will continue despite July 28 FTC order banning its use.

Bud Fox, president of Bakers Franchise Corp., New York, announced Friday (Aug. 4) that pending decision on appeal in federal courts, more than 100 licensees of special formula bread will have continued support of uninterrupted advertising schedule in newspapers, tv and radio. Mogul, Williams & Saylor, N. Y., is agency.

Network regulation again asked by FCC

FCC has renewed its plea to Congress for authority to regulate networks. Commission said its present regulatory authority, which extends only to individual station, is not sufficient to assure that airwaves will be used in public interest.

Request was contained in Aug. 1 letter to Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Letter, being released by senator's office today (Aug. 7), adds that authority to license networks, proposed by some congressmen, is not necessary.

Commission's letter was in response to series of questions put to FCC by Sen. Pastore in April, and amounts to progress report on status of its continuing study of networks. Sen. Pastore said he wanted information to help him in preparing program for his subcommittee.

MGM-TV plans legal drama

MGM-TV said Friday (Aug. 4) it is developing hour-long series for 1962-63 season based on life of Jake Ehrlich, famed San Francisco criminal lawyer, entitled *33 Montgomery*, address where Mr. Ehrlich does his business. Series will be "non-violent" legal drama. Format is being developed by E. Jack Neuman, who wrote pilot for *Dr. Kildare*, MGM-TV-produced show starting on NBC-TV in fall.

United votes to buy 12 Friendly outlets

Stockholders of United Printers & Publishers Inc., Boston, voted (404,253 to 8,397) approval late Aug. 3 for acquisition of Friendly Group's 12 broadcasting properties (BROADCASTING, July 24).

New York stockholder Bertram Field (owns 100 shares of United Common) protested proposed acquisitions at company's annual stockholders meeting at Dedham, Mass., and said through his attorney, Mortimer Shapiro, New York, that he has filed suit against company in Delaware (where United is incorporated).

Among Mr. Field's complaints: United is overpaying for stations and did not list full extent of their indebtedness on proxy statement. He also charged Friendly Group owes $900,000 to Follansbee Steel Corp., which is controlled by Louis and Jack Berkman, who in turn hold several thousand shares of United.

Friendly Group (WSTV Inc. and WPIT Inc.) includes WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga.

United, which makes greeting cards and specialty items, is offering $1,350,000 and transfer of an estimated 175,000 shares of company stock for stations.

Application for approval has not yet been filed with FCC.

Conferees okay FCC money

FCC's full budget request of $12,525,000 was approved Friday by Senate-House Conference Committee. Action, which goes back to both Houses for final vote, represents victory for Senate. Upper chamber had voted to grant commission its total request after House cut it by $125,000 (see earlier story, page 74).

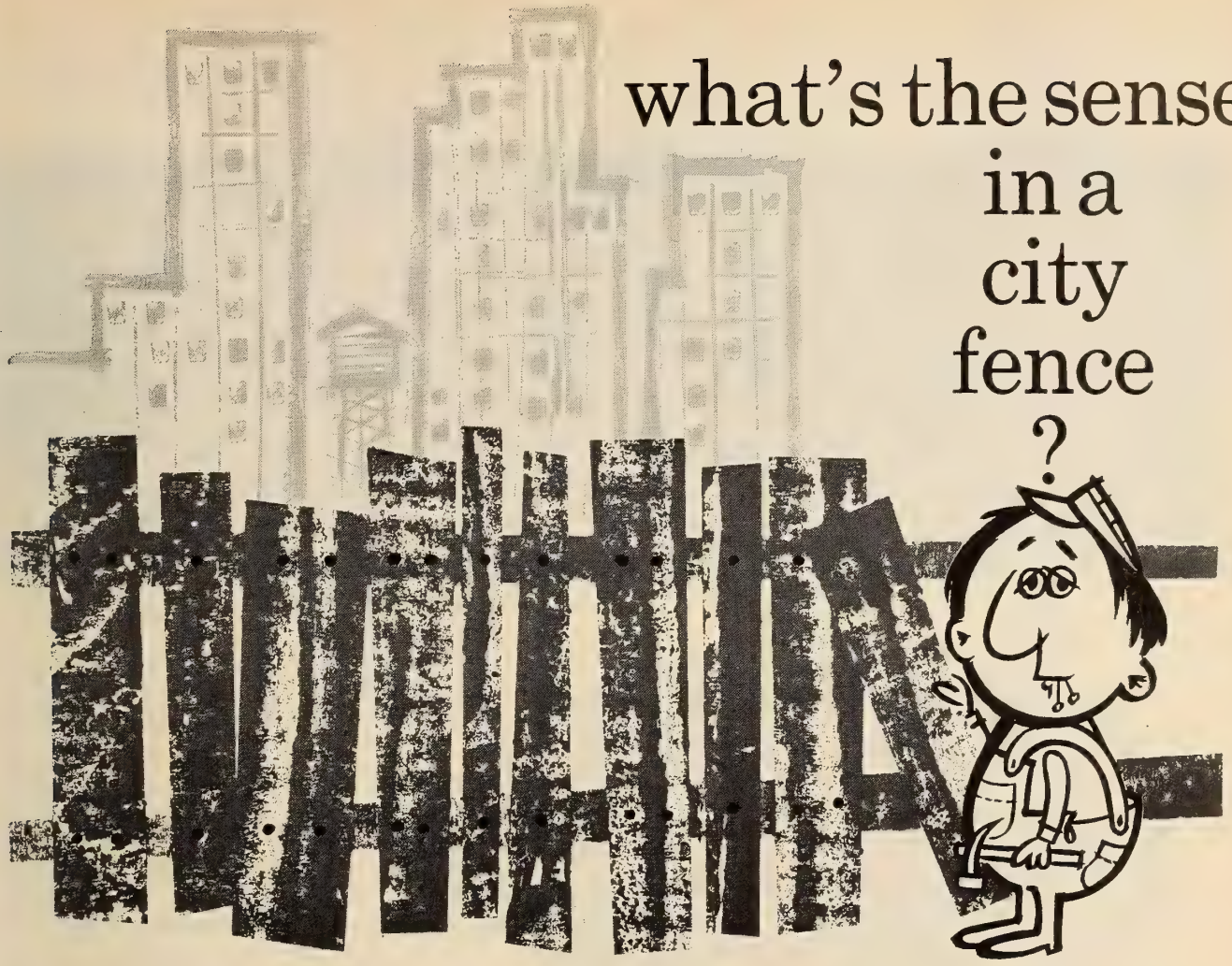
Senate names conferees

Senate on Friday appointed its members of joint Senate-House conference committee to work out differences between FCC-reorganization bills passed by both chambers (see earlier story, page 74).

Named to Senate delegation were Sens. John O. Pastore (D-R.I.), Strom Thurmond (D-S.C.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), and Norris Cotton (R-N.H.). All are members of Communications Subcommittee.

House will appoint its conferees this week.

what's the sense in a city fence?



*the Charlotte TV MARKET is First in the Southeast with 651,300 Homes**

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation.

Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison . . . **BUT the total Charlotte TV Market is first in the Southeast with 651,300 TV Homes.***

Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."**

COMPARE THESE S.E. MARKETS	CHARLOTTE 651,300	MIAMI 569,300	ATLANTA 549,800	LOUISVILLE 423,800	NEW ORLEANS 379,400	RICHMOND 268,800

WBTV

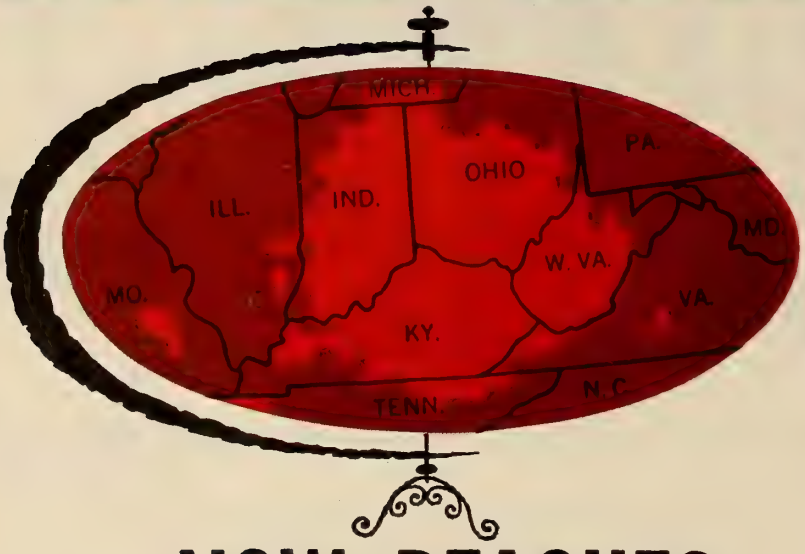
CHANNEL 3 ◉ CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising TvAR Representatives, Inc.

* Television Magazine—1961

** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

WLW RADIO now



NOW REACHES OVER 100,000 HOMES

. . . 91% ADULT AUDIENCE

PER AVERAGE ¼ HOUR 6 AM TO 6 PM

WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position — second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative . . . you'll be glad you did!

WLW Radio Nation's Highest Fidelity Radio Station

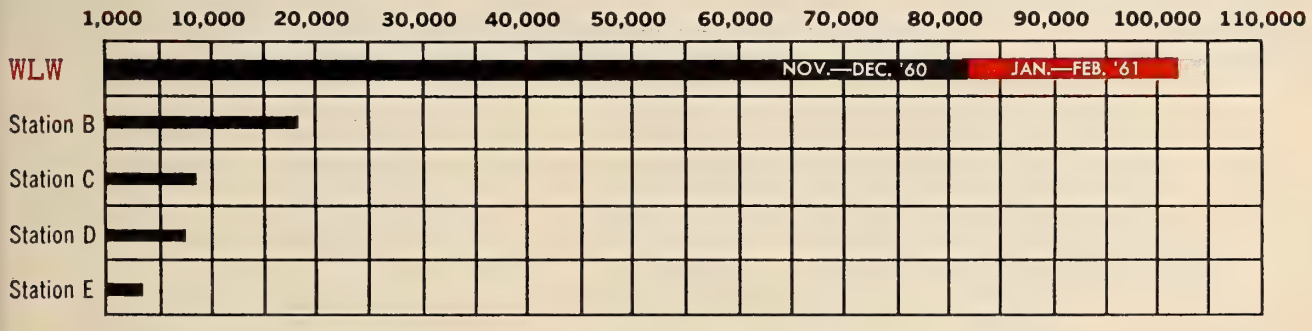
number ONE in Cincinnati

number TWO in the nation !

in total audience per average ¼ hour 6 AM to 6 PM

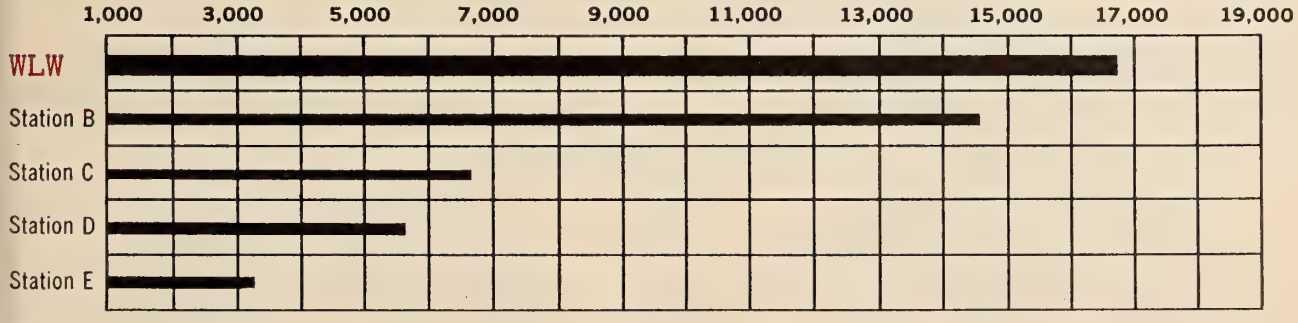
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



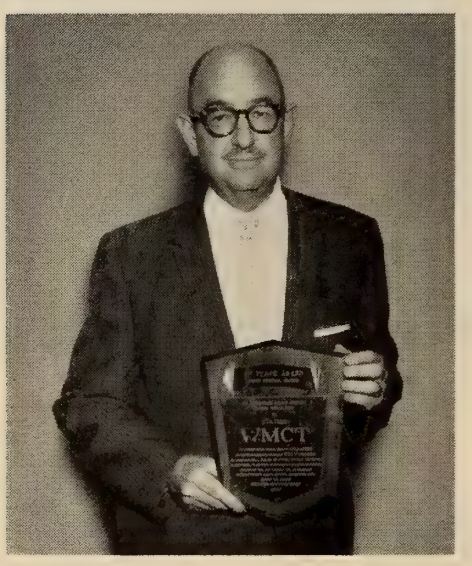
WLW Radio Nation's Highest Fidelity Radio Station • Crosley Broadcasting Corporation

WMCT MEMPHIS

Z O O M S

ZESTA SALES

WINS MAJOR AWARD



Earl Moreland, WMCT Station Manager holds the citation which reads:

1st PLACE AWARD
South Central Region

"THE STRIETMANN BISCUIT COMPANY" awards this plaque to station WMCT. In competition among thirty-one stations in fifteen markets, station WMCT combining an imaginatively conceived, superlatively executed promotion plan with outstanding selling strength accounted for the largest sales increase in Strietmann's South Central marketing area during the period September through December 1960."

INVEST YOUR ADVERTISING DOLLARS WITH THE STATION THAT SELLS MORE PEOPLE OVER A LARGER AREA THAN ANY OTHER MEMPHIS TELEVISION STATION.

WMCT, MEMPHIS · CHANNEL 5 · NBC

National Rep. BLAIR TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

AUGUST

Aug. 6-8—**Georgia Assn. of Broadcasters**, annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn.; FCC Commissioner Robert T. Bartley and Sen. Herman Talmadge (D-Ga.). King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.**, 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 12—**New Mexico Broadcasters Assn.**, meeting. Alvarado, Albuquerque.

Aug. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Aug. 18-19—**Oklahoma Broadcasters Assn.**, meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—**Annual Defense Communications Seminar**, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.**, fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—**Broadcasters Sales Management Conference**, sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public serv-

NAB fall conferences

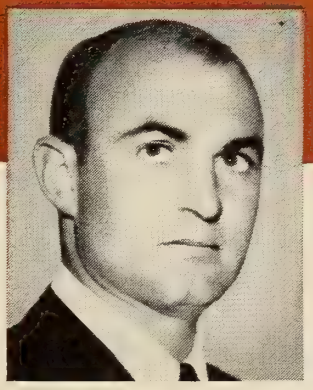
Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

"Warner's 'Films of the 50's' help us

OUT-PULL SIX COMPETITORS

IN THE COUNTRY'S TOUGHEST COMPETITIVE MARKET"

says Mal Klein Vice President,
General Manager, KHJ-TV, Los Angeles, California



MAL KLEIN

"This summer, the Seven Arts feature films are producing high ratings you'd be proud to get in the fall! These powerful attractions have given us what we needed to hold a lead in a town where leads are traditionally hard to hold.

"We're using Warner's 'Films of the 50's' on our 'Theatre 9', right smack in the middle of Los Angeles' Sunday night prime time. The show was sold out before we started, and you can see from the ratings what these Warner pictures are doing for our participating advertisers."

ARBITRON AVERAGE SHARE

Four Sundays, June 11, 18, July 2, 9, 7:30-10:15 p.m.

	4-week Average Share
KHJ-TV showing Springfield Rifle, Hondo, Rebel Without a Cause, The High and the Mighty	36%
STATION A	25%
STATION B	12%
STATION C	3%
STATION D	18%
STATION E	4%
STATION F	2%

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

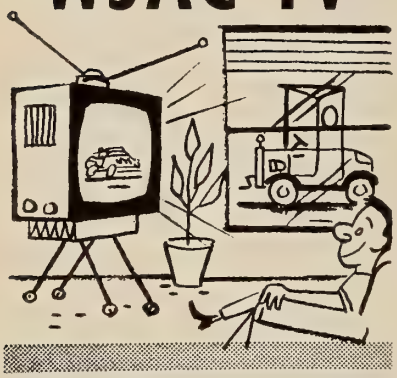
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
Television—Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

What they see on WJAC-TV



THEY BUY!



If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

ice programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 7-8—Start of RAB management conference in eight cities (see schedule in box below).

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

*Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.



KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

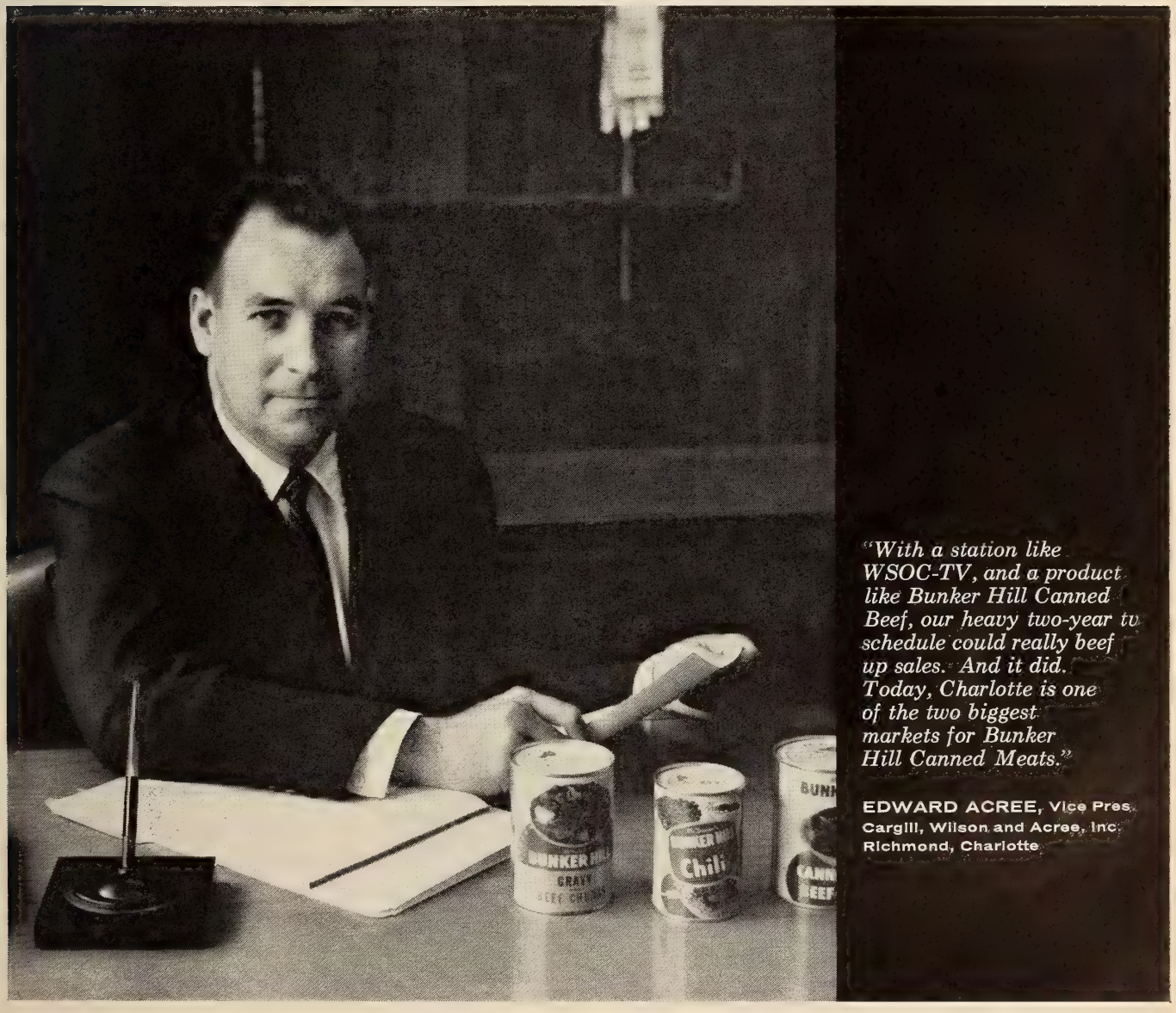
JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

WPEN HAS THE STAR PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

"Charlotte's WSOC-TV... really beefed up sales for Bunker Hill" —Edward Acree, CW&A



"With a station like WSOC-TV, and a product like Bunker Hill Canned Beef, our heavy two-year tv schedule could really beef up sales. And it did. Today, Charlotte is one of the two biggest markets for Bunker Hill Canned Meats."

EDWARD ACREE, Vice Pres.
Cargill, Wilson and Acree, Inc.
Richmond, Charlotte

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America's 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That's why you get more for your advertising money on WSOC-TV...one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Statler-Hilton Hotel, Washington, D. C.

*Sept. 28—**Assn. of National Advertisers**, new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television**, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television**, New England conference. Equinox House, Manchester, Vt.

OCTOBER

*Oct. 2—Comments due on **FCC**'s plan to utilize uhf spectrum, deintermix eight markets, add vhf channels at short spacing in 10 other markets.

Oct. 2-6—**Society of Motion Picture & Television Engineers**, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on **FCC**'s reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.**

*Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic**. Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies**, central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 13—Start of NAB fall conferences in eight cities (see schedule in box on page 14).

Oct. 13-15—**American Assn. of Advertising Television**, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies**, western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 20-22—**American Women in Radio & Television**, Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television**, west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi**, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 27—Oral arguments on **FCC**'s reopened option-time rulemaking.

Oct. 27-29—**American Women in Radio & Television**, southwest area conference. New Orleans.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

*Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-4—**Assn. of National Advertisers**, annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—**Broadcasters Promotion Assn.**, annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 10—**California Broadcasters Assn.**, annual meeting. Mark Hopkins Hotel, San Francisco.

Nov. 12-15—**Public Relations Society of America**, 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

Nov. 14-16—**IRE**, Mid-America Electronics Conference, Kansas City, Mo.

Nov. 15-17—**Television Bureau of Advertising**, annual meeting. Statler-Hilton Hotel, Detroit.

FEBRUARY 1962

Feb. 28-March 1—**NAB**, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

OVERWHELMING DOMINANCE*

of KNOE-TV proves merit of balanced programming



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)
Monday-Friday		
Sign on-9 AM	120.0%	70.3%
9 AM-12 Noon	89.5%	232.9%
Sign on-Noon	116.2%	161.5%
Noon-3 PM	95.7%	326.3%
3 PM-6 PM	26.9%	109.0%
Noon-6-PM	53.8%	172.7%
6 PM-10 PM	32.7%	105.8%
10 PM-Midnight	40.3%	101.2%
6 PM-Midnight	33.3%	104.9%
Saturday		
Sign on-6 PM	58.1%	111.1%
6 PM-10 PM	42.6%	159.7%
10 PM-Midnight	248.3%	504.2%
6 PM-Midnight	63.5%	198.4%
Sunday		
Sign on-6 PM	69.5%	259.2%
6 PM-10 PM	100.5%	203.2%
10 PM-Midnight	473.3%	1830.3%
6 PM-Midnight	115.5%	136.7%
Sunday-Saturday		
6 PM-10 PM	42.1%	124.7%
10 PM-Midnight	91.8%	195.3%
6 PM-Midnight	46.9%	132.2%
9 AM-Midnight	54.8%	154.3%

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes
Monday-Friday	
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV Channel 8 Monroe, Louisiana

CBS ★ ABC

A James A. Noe Station

Represented by H-R Television, Inc.

The only commercial TV station licensed in Monroe

THE BEST TO YOU EACH MORNING . . is sold in the early evening. Kellogg's uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. *Kellogg's* schedules Huckleberry on a market-by-market basis, buying only the markets they **want** – the time periods they **want**. They're successfully selective, too! Your nearest HR Rep resentative will be glad to show you how the spot medium will work for you! Call him.

HR Television, Inc.



© HANNA-BARBERA PRODUCTIONS

MONDAY MEMO

by SHERMAN J. McQUEEN, Foote, Cone & Belding, Los Angeles

Local radio programming: the unseen gem in the media mines

Recently a radio station program director called on me with a proposal to buy a 15-minute program on his local station. I was intrigued principally because of its novelty. You simply are not approached often enough to buy programs on radio these days.

It seems that sometimes we become so obsessed with the numbers game, circulation buys and the magazine concept we forget that program sponsorship can give a client many values over and above that of simply reaching large numbers of people for a given amount of money.

No two clients have the same broadcast advertising objectives. For many the blitz spot approach serves very well to get store action on a special promotion. There are, however, many clients who must not only sell their products—they must sell ideas. They must develop good will and they must keep their name in front of their customers and stockholders on a consistent basis. For these advertisers, the right kind of a radio program, on a good station, at the right time, proves to be an excellent advertising and public relations investment.

Noise Not Enough ▪ I have often wondered if a great deal of the dial-switching that goes on in radio is not, in part, because there is a great deal of sameness to an individual station's program schedule. I am thinking of the gal who uses radio as a companion to the drudgery of her housework during the day. I doubt that she is content to relegate her companion to a background noisemaker. She very likely would want to be stimulated by a succession of programming that would pique her interest, inform her, or entertain her.

There is certainly a need and place for what I call "service" radio. These are stations that can be depended on to provide instantaneous news, weather reports and some entertainment values. My flag-waving is merely on the point that all radio cannot and should not be the same.

During the past 60 days, there have been a rash of people who have discussed with me why sponsors no longer have any program identification. Invariably, they cite Jack Benny Jello and *Lucky Strike Hit Parade* programs as classic examples of the finest in sponsor-program tie-ups. I really have not had a good answer except to point out that radio programming and radio buying have assimilated most of the trends of television programming and buying. When television costs started increasing and more individual sponsors were splitting the tab on a given program, the magazine concept became more prevalent on radio. This, coupled with spots, the demise of traditional radio network programming and the high cost of programming radio at the local level led to our current scarcity of program advertisers.

To Attract Clients ▪ Local programming does not have to be expensive. News, sports, public affairs and special events are traditional and effective program vehicles. Many station operators could attract clients simply by developing the resources at hand.

One of the most satisfying things in broadcasting is to see a client who has never used radio try it for the first time and be highly successful. Many companies, as we pointed out, have no need for spot announcements to sell their products. They can, however, receive much benefit from their identification with a top-flight newscaster. Program advertisers can be developed, in my opinion, from that list of clients which stations have been unable to entice for lack of reasons why they should be in radio.

With the pure volume of advertising on the airwaves every day, we are constantly looking for ways an advertiser's message can stand out. One way is obvious. That is to produce top quality commercial messages. Maybe we have overlooked the other possibility. That is to recommend that certain advertisers use the right program vehicles.

Whether programs be 5, 15 or 30 minutes, the cumulative effect that can be gained by proper use is worth many times the slight additional costs.

I am fully cognizant that one of a station operator's toughest jobs is to get his program ideas transmited to the proper agency or advertiser at the right time. As agency people, we have an increasing responsibility to provide our clients, through our media departments and account groups, with detailed recommendations on how to spend radio dollars most effectively.

No Other Word ▪ I believe that perhaps the most over-used term in the broadcast business is "creative selling," but it is the only way I can think of to describe what I think representatives and stations can do to help agencies do a better broadcast job for clients—especially when it comes to programming.

Most agencies want ideas that make sense for clients using radio. Therefore, specific program ideas tailored to the specific needs of clients are usually of interest to agencies.

Perhaps, our visiting program director has a good point. The great hope for survival in local radio seems to rest in better local programming. I have seen much improvement in the past six months. Much of the noise is disappearing and stations are becoming more knowledgeable about programming for their particular markets and, in many cases, for a segment of the audience. In my opinion, stations can still improve their product—programming—just as agencies and advertisers can improve their product—on-the-air advertising. Am stations must program foreground listening. It seems that automation and formula broadcasting have lulled some operators into thinking they are licensed to operate an IBM-like machine into which you feed a mix of music, news and commercials.

The public is bound to tire of listening to a machine and will go to the guy down the dial who is programming with the basic idea that radio is essentially one of our best means of communication.



Sherman J. (Jack) McQueen spent 17 years in radio and tv, starting with a Los Angeles radio station while still in high school. He later served as network program director and station relations manager of the Mutual-Don Lee network and business affairs manager of CBS, both in Hollywood. Before joining FC&B in early 1960, he spent three years with D'Arcy Advertising. He currently is vice president and director of broadcast for both the Los Angeles and San Francisco FC&B offices.

When you measure them ALL...



...ONE stands out!

Take the *full* measure of the medium — one station is always a standout. In the rich New Haven-centered market it serves, WELI radio is your most productive buy. Ask your H-R man for a WELI Plus-Radio* plan. In Boston call Eckels.

**Full-scale merchandising — from Sound to Sales*

The Sound of New Haven **5000** *watts*

WELI

WELI
960
NEW HAVEN, CONN.

talk about

The recent debut of NEWSCLOCK . . . WCKY's total news and information programming . . . has Cincinnati talking, and LISTENING to talk on WCKY. And that word "listening" is the key one to WCKY advertisers. For, total news and information programming is "pay attention" radio . . . radio that is no longer a background . . . radio that commands the listener's attention for both the program AND the advertising message . . . against a backdrop of the SOUND OF BEAUTIFUL MUSIC . . . the world's finest, most listenable music . . . There's lots of talk in Cincy about WCKY, and WE'RE doing a lot of talking via: Billboards, air promos, bus sides, newspapers, direct mail, movie trailers, and contests. Talk about WCKY with your AM Radio salesman.

talk!

wcky

50,000 WATTS • CINCINNATI



of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma



A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

7 WITN Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

OPEN MIKE ®

On spear carriers

EDITOR: . . . Thanks to BROADCASTING for a warning (and wonderful) line in a late editorial (EDITORIALS, July 3) that indicates our fast trend to the authoritarian state: "Television may have deficiencies but it is not an animal to be baited by every bureaucrat in Washington who happens to be given a spear."—*Ranulf Compton, President, WARN Ft. Pierce, Fla.*

Yearbook-Marketbook

EDITOR: BROADCASTING Yearbook-Marketbook has been recommended to our organization by Mr. E. MacDonald Nyphen, acting director of electronics division, U. S. Dept. of Commerce, Washington.

We would appreciate very much if you could send us by air mail the latest copy. . . . *Rod F. Raymond, American Reference Service, Paris.*

Wrong rep

EDITOR: . . . You carried a statement (BROADCAST ADVERTISING, July 17) that representation of WRR was being taken over by [Robert E. Eastman & Co.] . . . This is not true. We are being represented by the Gill-Perna organization. . . .—*Durward J. Tucker, Managing Director, WRR Dallas.*

[BROADCASTING's error resulted from misinformation concerning the result of negotiations between rep and station.]

Wide area phones

EDITOR: VERY INTERESTED IN STORY (BROADCAST ADVERTISING, JULY 24) WHICH SAYS AVERY-KNODEL CLAIMS TO BE FIRST STATION REPRESENTATIVE FIRM TO ACQUIRE WIDE AREA TELEPHONE SERVICE FACILITIES. TO KEEP THE RECORD STRAIGHT, CBS RADIO SPOT SALES HAS BEEN USING WIDE AREA TELEPHONE SERVICE SINCE MARCH 14. . . . *Maurie Webster, vice president and general manager, CBS Radio Spot Sales, New York.*

Plea for price data

EDITOR: Why don't the manufacturers of broadcast equipment—who use your magazine to tell us of their products—mention what the products cost?

. . . Most of us haven't the time to write the factory to see what it costs and then determine whether or not we want it.

I can understand that the price of a service may vary from market to market and the rate structure in an advertisement might be confusing. But a cartridge tape, for instance, should have the



...the best offer you've had today!

The best television buy in Denver right now is THE 10:30 MOVIE on KLZ-TV! For the first time in the history of the market a library of over 300 POST 1950 Hollywood feature films is available! This is the most spectacular movie package ever offered — the very cream of the crop from ten of the world's most famous distributors!

POST-1950 FILMS

How's this for a line up of features and stars: THE HIGH AND THE MIGHTY • HONDO • DIAL M FOR MURDER • ALL ABOUT EVE • VIVA ZAPATA • TARZAN ADVENTURES • SHIRLEY TEMPLE CLASSICS • ROAD TO RIO • EAST OF EDEN • JOHN WAYNE • RAY MILLAND • JAMES DEAN • JAMES ARNESS ROBERT CUMMINGS • CLARK GABLE • BOB HOPE • GARY COOPER • GREGORY PECK • DORIS DAY • FRED ASTAIRE JUDY GARLAND • BETTE DAVIS • SPENCER TRACY • CARY GRANT.

THE 10:30 MOVIE will premiere on KLZ-TV September 8th and will be seen every week Monday through Saturday, following the highest rated Denver News-Weather-Sports. Now is the time to place your order. Call your Katz man today.

CBS DENVER

KLZ TELEVISION

Channel 7

THE KATZ AGENCY, INC.
National Representatives

TIME-LIFE BROADCAST, INC.

We're proud of our
Stainless TOWER
. . . say these leading broadcasters



ROBERT C. LUKKASON
General Manager

KCND-TV
PEMBINA, N.D.



CLIFF THOMFORDE
Technical Director

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds—up to 1700' tall.

Get your free book describing these installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

same price regardless of the market. Why not state in the ad what the price is?—*Charles C. Smith, President and General Manager, WDEC Americus, Ga.*

Tv car promotion

EDITOR: Can you refer me to editorial material citing successful new car promotion on local tv?—*Howard M. Paul, Bundy & Assoc. Advertising-Public Relations, Milwaukee.*

[Mr. Paul has been referred to several automobile sales stories which have been carried in BROADCASTING.]

Let people decide

EDITOR: . . . Just who is going to set himself up as the judge of what is best for the people to hear and watch? . . . Let's return to the Jeffersonian principles of democracy and let the people decide for themselves. And when the rock and roll stations lose their listeners, they will fade away . . . and when people stop watching *The Untouchables,* it will be dropped. Until that time, I, for one, don't want any bureaucrats telling radio and television broadcasters what they may and may not broadcast and I don't think the majority of the people of this country do either.—*Robert E. Wilson, Evansville, Ind.*

The automatic swing

EDITOR: An obvious fact has been overlooked by the FCC and Congress: successful broadcasters soon learn that to serve their advertisers and the public they must first offer a desired service, format and programming. . . .

Ignored are the automatic self-regulatory powers at work. . . . Too much Top 40? There's a swing to other programming. Too many westerns? Observe the swing away from westerns. . . . —*Elbert M. Gallemore Jr., Hermosa Beach, Calif.*

Ams interested, too

EDITOR: I am sure that your story, "Is FCC making fm basic medium?" (BROADCASTING, July 3), will be of no more interest and encouragement to the patient fm operator than to am operators, probably the majority, who wish to become unshackled, service wise, in their markets.

The present picture in aural broadcasting reminds one of the old "spark" days when in 1927 by edict of the present FCC's predecessors, American shipowners were directed to change from spark type communication transmitters to those of the vacuum tube type by 1930—which they did! . . .

Please send us 100 reprints. . . . —*Martin R. Williams, WFMS (FM) Indianapolis.*

BROADCASTING PUBLICATIONS INC.
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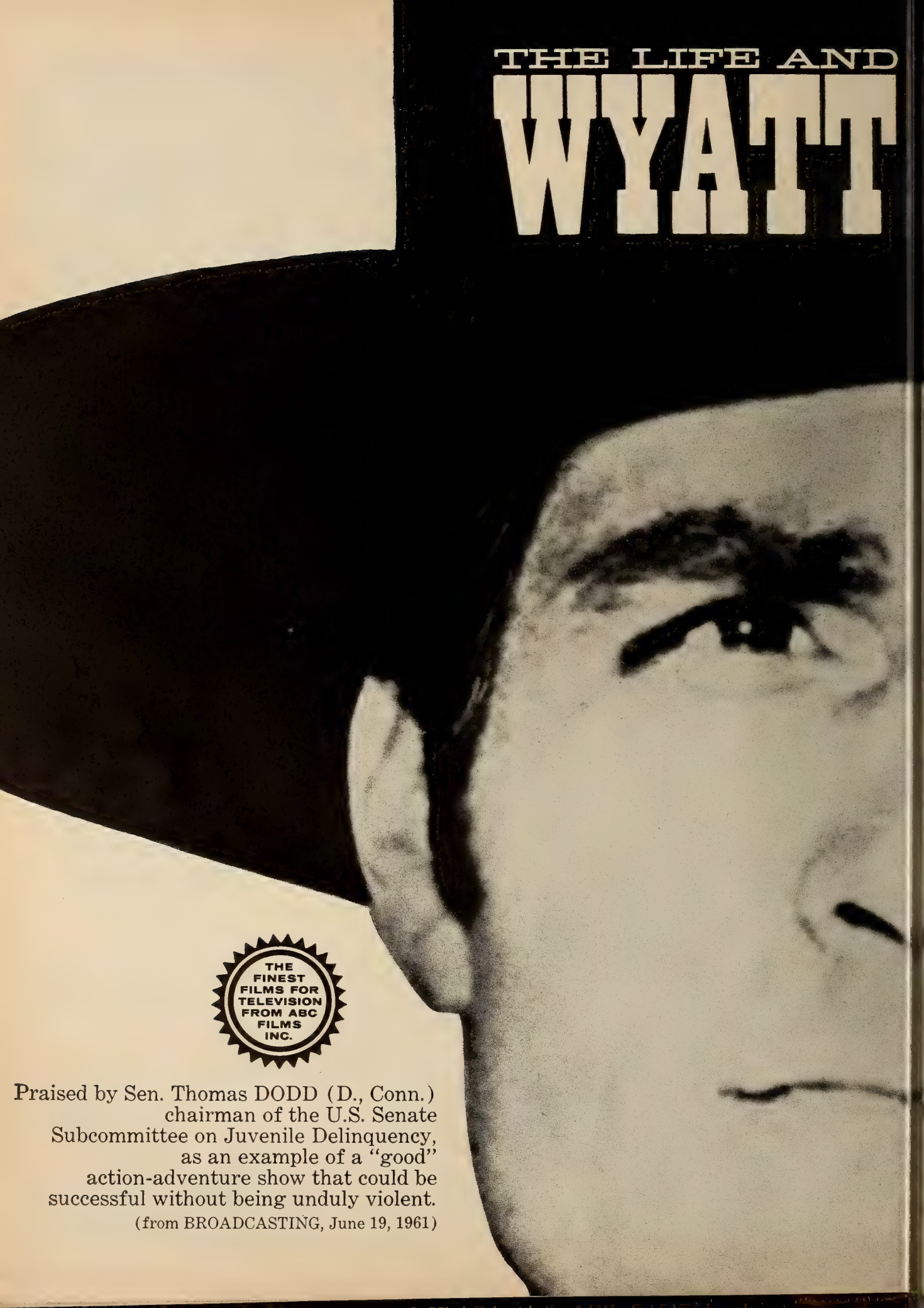
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*Reg. U.S. Patent Office
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Here's the big three from ABC FILMS—each available for local stations for the first time. Turn the page and take a good look at three big ways you can build more audience, more sales with ABC FILMS INC.

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

THE LIFE AND WYATT



THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

Praised by Sen. Thomas DODD (D., Conn.) chairman of the U.S. Senate Subcommittee on Juvenile Delinquency, as an example of a "good" action-adventure show that could be successful without being unduly violent.

(from BROADCASTING, June 19, 1961)



78 EPISODES* OF TV'S MOST OUTSTANDING ACTION-ADVENTURE SERIES AVAILABLE NOW IN SYNDICATION!

*Up to 226 episodes available in some markets. Check your ABC Films representative.

"WYATT EARP" after a six year network ru with a record breaking 37.6% share of audience.

"WYATT EARP" on network this season ha an average rating of better than 20.0—reaching mor than 13,000,000 homes each week.

"WYATT EARP" is pulling powerful ratings i market after market . . . big and small . . . north an south . . . east and west!

NOW is the time to get with the biggest syndicate buy of them all . . . The Life and Legend of Wyat Earp. For complete information, call or write

ABC FILMS, INC.
1501 BROADWAY—LA 4-5050
NEW YORK 36, NEW YORK

NOW LOCAL STATIONS CAN GO 'ONE STEP BEYOND'

John Newland hosts 94 episodes representing the most exciting dramas in or out of this world. Top names star in the incredible, true life dramatic experiences beyond man's ken. It's



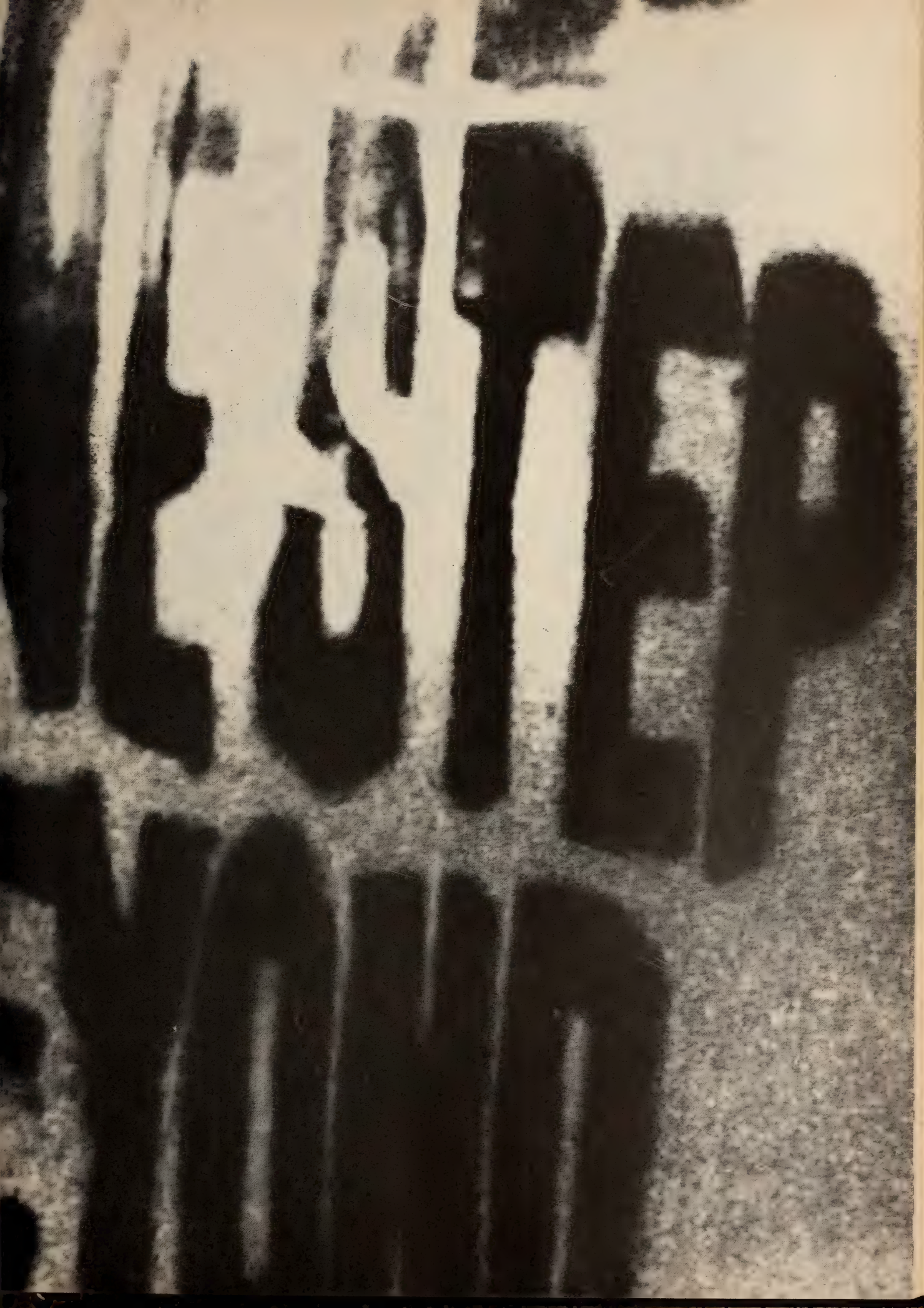
another fascinating, first-run off network, first quality series from ABC Films. Every episode a chilling, supernatural spectacular, to help you achieve supernatural sponsor and rating success this Fall. On the network – as "*Alcoa Presents*" – this superbly produced series gained top local ratings, all across the country. *And the largest segment of this audience was the family "buyer"–the adult female.* That's why these half hours are geared to take you that one step beyond the reach of all local competition. Use the phone, telegraph, mail or mental telepathy–but do it at once–contact your sales representative from ABC Films, Inc.

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

ABC FILMS, INC.

1501 BROADWAY,

NEW YORK 36, NEW YORK LA 4-5050



NOW AVAILABLE FOR LOCAL STATIONS 170 POST '50 CARTOONS

'CASPER THE FRIENDLY GHOST & COMPANY'

(Co-starring HERMAN & KATNIP, BABY HUEY the Baby Giant, LITTLE AUDREY, BUZZY the CROW.)

Here's the cartoon package that's got everything:

Top production value because they were produced by Paramount for theatrical consumption – each at the cost of over $50,000. And they're available in *color or black and white . . .*

up to date story line and look because they're post 1950. Longer program life because they run 6 to 8 minutes each – 20% longer than the "made for TV only" product. They're a complete package with *timed openings, closings and bridges* for better station programming.

More kid appeal because they're fully animated with complete and original scoring effects.

Top track record because they outrated everything in sight – pulled an astonishing 55% share of audience against network competition.

Pre-sold popularity because these are the most highly merchandised cartoons in TV today.

That's right, Casper The Friendly Ghost and Company gives you everything – everything you need to program a brand-new, top-rated kid's strip or to add tremendous new rating power to an existing show. These are going to go and they're going to go fast. Do it now – phone or wire

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36. LA 4-5050



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there is nothing harder to stop than a trend

Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV markets offering viewers a *three*-network programming choice. They choose . . . Nielsen tallies*. . . and the trend keeps right on trending.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 23, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 7, 1961, Vol. 61, No. 6

TV NETWORKS PUSH FOR SELL-OUT

Only small pickings still available in prime-time slots

$7.1 million production tab will be biggest in history

Program profile similar to '60 despite 34 new shows

Sales as well as the programs on the television networks' fall schedules are now virtually locked in, with little more than remnants left for late-buying advertisers.

For the most part, the remnants consist of bits of participating shows or co-sponsorship positions in some hours.

The networks look forward to a near sell-out season despite critics' advance condemnation of a program charting that on the surface at least would not appear essentially different from that of the past season.

The big advertiser chips already are stacked. And there's this at stake:

▪ Weekly production costs will be the biggest in history. A new record will be set of $7.1 million in regularly scheduled shows, according to BROADCASTING's estimates. This is up some $300,000 from the 1960-61 season's $6.8 million, a previous high.

▪ A total of 34 new shows will be on the air in the fall, subject to the usual (and probably more critical) test of public acceptance. This is 12 fewer new shows than were scheduled at the outset of last season.

On page 36-37 BROADCASTING lists all the nighttime shows now in the network prime-time schedules. Here is an accounting based on these lists:

▪ Of the 34 new shows, 11 will be on ABC-TV, 10 on CBS-TV and 13 on NBC-TV.

▪ There will be 68 shows returning from last season. Of this number 24 will be on ABC-TV, 28 on CBS-TV and 16 on NBC-TV.

▪ Advertisers now attempting to place their business on the network schedules would find a little less than 2½ hours open, unless they were to accept a place in periods in which they would be but one out of several participating sponsors.

Each of the networks indicates the chance of change in programming to be slim from this point to the season's start. Where viewers will detect differences (as to toning down of violent action in some cases, or so-called "uplift" in content) will come in content of existing shows.

Here, by network, is a rundown of programming that can be purchased in whole or part:

ABC-TV ▪ Except for *Straightaway* all of the network's unsold time is in small pieces of the following programs: *Bugs Bunny,* Tues., 7:30-8; *New Breed,* Tues., 9-10; *Cheyenne* at 7:30, and *Ben Casey* at 10, both Mon.; *Bus Stop* at 9, and *Adventures in Paradise* at 10, both Sun.; *Roaring 20's* at 7:30 and *Leave It to Beaver* at 8:30-9; both Sat.; *Steve Allen* on Wed., 7:30-8:30; *Ozzie & Harriett* at 7:30-8:30 Thurs., and *Hathaways* at 8-8:30 Fri.

CBS-TV ▪ Half of *Ichabod and Me,* Tues., 9-9:30, of *Pete & Gladys,* Mon., 8-8:30, and of *Twilight Zone,* Fri., 10-10:30; a quarter of *Eyewitness to History,* Fri., 10:30-11; and a full hour of *CBS Reports,* Thurs., 10-11. There are openings in the participating shows, *Frontier Circus* and *Investigators,* both Thurs., at 7:30 and 9 respectively.

NBC-TV ▪ Aside from one-half of *Tall Man,* Sat., 8:30-9, the open periods on this network include participations in *87th Precinct* and *Thriller* both Mon. at 9 and 10 respectively; *Laramie* at 7:30, *Dick Powell* at 9 and *Cain's Hundred* at 10, all Tues.; *Outlaws* at 7:30 on Thurs.; *International Showtime* at 7:30 on Fri., and *Tales of Wells Fargo* and *Saturday Night Movies* on Sat., 7:30 and 9 respectively.

A crisis conference in Chicago

A score of leaders in broadcasting, government and the law met at a special Northwestern U. seminar (see photo) to debate the great questions that have been raised by the FCC's new, tough policies on programming. Is broadcasting protected by the First Amendment? Is the FCC acting as a censor? For full report see page 62.

A question on figures in Washington

Did the 1960 census short-change radio? A 4-point loss in radio penetration turns up in preliminary census report. Can radio be declining? Or are the government's figures wrong? For a deep look at a problem that could get serious for radio see page 82.

A spot clearing house nationwide

Now announced: a central billing agency to lift the load of paper work off agencies, reps and stations in the



placement and billing of spot tv and radio. The Bank of America will handle the data processing. See page 38.

A hope for bigger U. S. tv system

The FCC puts out new bait to lure broadcasters into building uhf stations. Will they take the bait? And if they do, will the FCC have succeeded in expanding the system or merely giving present vhf broadcasters the means to keep out competition longer? Page 54.

DETAILED WRAPUP OF FALL TV SCHEDULES

This table details next fall's nighttime programs, how much they cost, who packages them, the time of night they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns, although invariably there are exceptions.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats (e.g., 'Dinah Shore Show') are in italics. Since no program straddles the periods before 7:30 p.m. in any of the network lineups, all nighttime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Follow the Sun** $113,500 Kaiser (Y&R) L&M (M-E) [20th Century] 9/17	*Dennis the Menace* $45,000 Kellogg (Burnett) Best Foods (GB&B) [Screen Gems] 10/1	**Walt Disney** $110,000 RCA (JWT) Eastman Kodak (JWT) [Disney] 9/24
8:00		*Ed Sullivan* $110,000 Colgate-Palmolive (Bates) P. Lorillard (L&N) Revlon (Grey) [CBS] 9/17	
8:30	*Lawman* $54,000 Whitehall (Bates) R. J. Reynolds (Esty) [Warner] 10/1		**Car 54, Where Are You?** $45,000 P&G (B&B) [Nat Hiken] 9/17
9:00	**Bus Stop** $120,000 B&W (Bates) Brillo (JWT) Alberto Culver (Compton) Singer (Y&R) Time Available [20th Century] 10/1	*GE Theatre* $60,000 GE (BBDO) [Revue] 9/24	*Bonanza* $100,000 Chevrolet (Campbell-Ewald) [NBC] 9/24
9:30		*Jack Benny* $80,000 State Farm Mutual (NL&B) Lever (SSC&B) [Gomalco] 10/15	
10:00	*Adventures in Paradise* $115,000 Armour (FC&B) Polaroid (DDB) General Cigar (Y&R) Brunswick (M-E) Miles (Wade) Union Carbide (Esty) Time Available [20th Century] 10/1	*Candid Camera* Bristol-Myers (Y&R) Lever (JWT) [Banner-Funt] 10/1	**DuPont Show of the Week** $100,000 DuPont (BBDO) [NBC] 9/17
10:30		*What's My Line?* $40,000 Sunbeam (Perrin-Paus) Kellogg (Burnett) [CBS-Goodson-Todman] 9/3	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Steve Allen Show** $90,000 Pepsi Cola (BBDO) U.S. Time (W&L) Con. Cigar (EWR&R) Maybelline (Post & Morr) Sandura (H&G) Calgon (KMcC&G) Brillo (JWT) Time Available [ABC] 9/27	**The Alvin Show** $42,000 Gen. Foods (B&B) [Format Films] 10/4	*Wagon Train* R. J. Reynolds $100,000 (Esty) Natl. Bis. (M-E) Ford (JWT) [Howard Christie] 9/27
8:00		*Father Knows Best* (Repeats) $34,000 Scott (JWT) M. Omaha (GB&B) P. Lorillard (L&N) [Screen Gems] 10/4	
8:30	**Top Cat** $30,000 Bristol-Myers (Y&R) Kellogg (Burnett) [Screen Gems] 9/27	*Checkmate* $90,000 L&M (D-F-S) Revlon (W&L) Colgate (Bates) [Revue-Jack Benny] 10/4	**Joey Bishop** $50,000 American Tobacco (SSC&B) P&G (B&B) [Belmar Prod.] 9/20
9:00	*Hawaiian Eye* $93,000 P. Lorillard (Grey) Alberto Culver (Compton) Am. Chicle (Bates) Carter (Bates) Noxzema (SSC&B) Whitehall (Bates) [Warner] 10/4		*Perry Como's Music Hall* $125,000 Kraft (JWT) [Roncom] 10/4
9:30		**Mrs. G. Goes To College** $48,000 Gen. Foods (Y&R) [Four Star] 10/4	
10:00	*Naked City* $115,000 B&W (Bates) Bristol-Myers (O-B-M) Am. Chicle (Bates) Beecham (K&E) Brillo (JWT) Speidel (M-E) [Screen Gems] 10/11	*U.S. Steel Hour* $70,000 U.S. Steel (BBDO) [Theatre Guild] Alternating with *Circle Theatre* $50,000 Armstrong (BBDO) [Talent Assoc.] 9/20	**Bob Newhart** $65,000 Sealtest (Ayer) [MCA] 10/11
10:30			**Brinkley's Journal** $22,000 Doug. Fir Plywood (C&W) PPG (BBDO) [NBC] 10/11

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie and Harriet* $52,000 Peter Paul (D-F-S) W-L (Bates) Brunswick (M-E) Edw. Dalton (K&E) Time Available [Stage 5 Prod.] 9/28	**Frontier Circus** $78,000 Vick (Morse Intl.) DuPont (BBDO) Time Available [CBS] 10/5	*Outlaws* $82,000 Union Carbide (Esty) Bulova (SSC&B) B&W (Bates) Pillsbury (Burnett) Colgate (Bates) Block Drug (Grey) Time Available [NBC] 9/28
8:00	*Donna Reed* $50,000 Campbell (BBDO) Johnson & Johnson (Y&R) [Screen Gems] 9/28		
8:30	*Real McCoys* $45,000 P&G (Compton) [Irving Pincus] 9/28	**Bob Cummings Show** $45,000 B&W (Bates) Kellogg (Burnett) [Laura Mack] 10/5	**Dr. Kildare** $112,000 Sterling Drug (D-F-S) L&M (D-F-S) Singer (Y&R) Warner Lambert (L&F) Colgate (Bates) [MGM] 9/28
9:00	*My Three Sons* $49,000 Chevrolet (C-E) [Fedderson] 10/5	**Investigators** $90,000 Vick (Morse Intl.) Dow Chemical (MJ&A) Time Available [MCA] 9/21	
9:30	**Margie** $46,000 P&G (Compton) [20th Century] 10/12		**Hazel** $50,000 Ford (JWT) [Screen Gems] 9/28
10:00	*Untouchables* $120,000 Miles (Wade) J. B. Williams (Parkson) Alberto Culver (Compton) Armour (FC&B) Whitehall (Bates) Beecham (K&E) [Desilu] 10/12	*CBS Reports* $95,000 Available [CBS] 10/12	*Sing Along with Mitch* $100,000 Ballantine (Esty) Buick (Burnett) R. J. Reynolds (Esty) [Wm. Hobin] 9/28
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $93,000 American Tobacco (BBDO) Miles (Wade) Edw. Dalton (K&E) P&G (B&B) Time Available [Warner] 9/25	*To Tell the Truth* $33,000 Am. Home (Bates) R. J. Reynolds (Esty) [CBS-Goodson-Todman] 8/21	Station Time
8:00		*Pete & Gladys* $47,500 Carnation (EWR&R) Alt. Wk. Available [CBS] 9/18	*National Velvet* $44,000 Bulova (SSC&B) Gen. Mills (BBDO) [MGM] 9/18
8:30	*Rifleman* $55,000 P&G (B&B) [Four Star] 10/2	**Window on Main Street** $60,000 Scott Paper (JWT) Toni (North) [Rodney Young] 10/2	*Price Is Right* $22,000 P. Lorillard (L&N) Am. Home (Bates) [Goodson-Todman] 9/18
9:00	*Surfside Six* $98,000 B&W (Bates) Pontiac (MJ&A) Armour (FC&B) Speidel (M-E) Union Carbide (Esty) Brillo (JWT) [Warner] 10/2	*Danny Thomas* $52,000 Gen. Foods (B&B) [Marterto] 10/2	**87th Precinct** $90,000 Warner-Lambert (L&F) Sunbeam (SC&B) L&M (D-F-S) Intl. Latex (Bates) Helene Curtis (M-E) Time Available [H. Robinson] 9/25
9:30		*Andy Griffith* $50,000 Gen. Foods (B&B) [Griffith Corp.] 10/2	
10:00	**Ben Casey** $110,000 Alberto Culver (Compton) Dow Chemical 3M (MJ&A) Brillo (JWT) Warner-Lambert Am. Chicle (Bates) B-M (O-B-M) Wynn Oil (EWR&R) Time Available [B. Crosby Prod.] 10/2	*Hennesey* $50,000 Gen. Foods (Y&R) P. Lorillard (L&N) [McGuire-Cooper] 9/25	*Thriller* $90,000 Am. Tob. (SSC&B) Ster. Drug (D-F-S) Colgate (Bates) Pillsbury (Burnett) Corning (Ayer) Intl. Latex (Bates-Reach, McClinton) Un. Carbide (Esty) Block Drug (Grey) Max Factor (K&E) Time Available [H. Robinson] 9/18
10:30		*I've Got A Secret* $42,000 Hertz (NC&K) Gen. Foods (Y&R) Polaroid (DDB) [Goodson-Todman] 9/25	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bugs Bunny* $50,000 Gen. Foods (B&B) Mars (NL&B) Time Available [Warner] 10/10	*Marshall Dillon* (*Gunsmoke* Reruns) Local Sale [Norman Mac-Donnell] 10/3	*Laramie* $95,000 R. J. Reynolds (Esty) PPG (Maxon) Bulova (SSC&B) Un. Carbide (Esty) Block Drug (Grey) A. C. Spark Plug (D. P. Brother) Luden's (Mathes) Time Available [Revue-NBC] 9/26
8:00	*Bachelor Father* $47,000 American Tobacco (Gumbinner) Armour (FC&B) [Harry Ackerman] 10/3	**Dick Van Dyke** $60,000 P&G (B&B) [Marterto] 10/3	
8:30	**Calvin & The Colonel** $40,000 Lever (JWT) Am. Home (Bates) [Gomalco] 10/3	*Dobie Gillis* $39,000 Philip Morris (Burnett) Colgate [20th Century] 10/10	*Alfred Hitchcock* $65,000 Lincoln Mercury (K&E) [MCA] 10/10
9:00	**New Breed** $110,000 Scott (JWT) Miles (Wade) Edw. Dalton (K&E) Time Available [Warner] 10/3	**Ichabod and Me** $42,000 Quaker Oats (JWT) Alt. Wk. Available [Revue] 9/26	**Dick Powell** $100,000 Reynolds (L&N) Bulova (SSC&B) Pillsbury (Burnett) American Tobacco (SSC&B) Max Factor (K&E) Hertz (NC&K) Time Available [Four Star] 9/26
9:30		*Red Skelton* $59,000 S. C. Johnson (FC&B) Corn Prod. (GB&B) [Cecil Barker Prod.] 9/26	
10:00	*Alcoa Premiere* $90,000 Alum. Co. of Am. (F&S&R) [Revue] 10/3 Alternating with *Close-Up!* Bell & Howell (M-E) [ABC] and *Ernie Kovacs Specials* Con. Cigars (EWR&R) [ABC]	*Garry Moore* $130,000 R. J. Reynolds (Esty) Oldsmobile (D. P. Brother) S. C. Johnson (FC&B) [Redwing Prod.] 9/26	**Cain's Hundred** $112,000 P. Lorillard (L&N) Sunbeam (FC&B) Intl. Latex (Bates) Block Drug (Grey) Time Available [MGM] 9/19
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Straightaway** $30,000 Autolite (BBDO) Half Available [Racer Prod.-Desilu] 10/6	*Rawhide* $102,000 Gen. Foods (B&B) Bristol-Myers (Y&R) Colgate (L&N) Drackett (Y&R) Nabisco (M-E) Philip Morris (Burnett) [Four Star] 9/29	**International Showtime** $140,000 7-Up (JWT) Bulova (SSC&B) Sandura (H&G) Warner-Lambert (L&F) Time Available [NBC] 9/15
8:00	**Hathaways** $53,000 Ralston (GB&B) Polaroid (DDB) Mars (NL&B) Time Available [Screen Gems] 10/6		
8:30	*Flintstones* $50,000 Miles (Wade) R. J. Reynolds (Esty) [Screen Gems] 9/29	*Route 66* $90,000 Philip Morris (Burnett) Sterling Drug (D-F-S) Chevrolet (C-E) [Screen Gems] 9/22	*Captain of Detectives* $95,000 Colgate (Bates) B&W (KM&J) Union Carbide Intl. Latex (Bates-Reach, McClinton) PPG (Maxon) Max Factor (K&E) Warner-Lambert Block Drug (Grey) Pillsbury (Burnett) Sunbeam (FC&B) [Four Star] 9/29
9:00	*77 Sunset Strip* $100,000 American Chicle (Bates) Whitehall (Bates) Beecham (K&E) R. J. Reynolds (Esty) [Warner] 10/13		
9:30		**Father of the Bride** $50,000 Gen. Mills (BBDO) Campbell (BBDO) [MGM] 9/29	*Bell Telephone Hour* $135,000 alt. with *Dinah Shore* $135,000 AT&T (Ayer) American Dairy (C-M) 9/29 (Bell) 10/6 (Shore) [Swanee Prod.-NBC]
10:00	**Target: The Corruptors** $110,000 P. Lorillard (L&N) Un. Carbide (Esty) Alberto Culver (Compton) DuPont (Ayer) Edw. Dalton (K&E) Lever (JWT) Speidel (M-E) Brillo (JWT) [Four Star-Barrows-Ackerman] 9/29	*Twilight Zone* $47,000 L&M (D-F-S) Alt. Wk. Available [Rod Sterling-Wm. Self Prod.] 9/15	
10:30		*Eyewitness to History*, $30,000 American Cynamid L&M; ¼ available [CBS] 9/22	**Frank McGee's Here & Now** $25,000 Gulf (Y&R) [NBC] 9/29

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Roaring 20's* $100,000 Peter Paul (D-F-S) Edw. Dalton (K&E) Gen. Cigar (Y&R) Armour (FC&B) Time Available [Warner] 10/14	*Perry Mason* $102,000 Colgate (Bates) Drackett (Y&R) Philip Morris (Burnett) Sterling Drug (D-F-S) [Paisano Prod.] 9/2	*Tales of Wells Fargo* $95,000 American Tobacco (SSC&B) Warner-Lambert (L&F) Time Available [Juggernaut] 9/30
8:00			
8:30	*Leave It to Beaver* $53,000 Ralston (GB&B-Gardner) Polaroid (DDB) Mars (NL&B) Time Available [Gomalco] 9/30	**Defenders** $100,000 B&W (Bates) Lever (OB&M) Kimberly Clark (FC&B) [CBS] 9/16	*Tall Man* $40,000 R. J. Reynolds (Esty) One-half Available [Overland] 9/9
9:00	*Lawrence Welk* $45,000 J. B. Williams (Parkson) Union Carbide (Esty) [Teleklew] 10/7		**Saturday Night at the Movies** $200,000 R. J. Reynolds, Union Carbide, Thos. Leeming (all Esty) Noxzema (SSC&B) Chemstrand (DDB) Lanolin Plus (Daniel & Charles) Maybelline (Post & Morr) Block Drug (Grey) Intl. Latex (Bates) Bulova (SSC&B) Time Available [20th Century] 9/23
9:30		*Have Gun, Will Travel* $54,000 Lever (JWT) Whitehall (Bates) [CBS] 9/9	
10:00	*Fight of the Week* $45,000 Gillette (Maxon) [Sports Programs] 10/7	*Gunsmoke* $105,000 Johnson's Wax (FC&B) Rem. Rand (Y&R) L&M (D-F-S) General Foods [Norman Mac-Donnell] 9/30	
10:30	*Make That Spare* $15,000 B&W (Bates) Brunswick (M-E) [Sports Programs] 10/7		

A clearing house for spot's paperwork

NEW CENTRAL BILLING AGENCY FOR RADIO AND TV ANNOUNCED

A central billing service for spot radio and television, designed to tidy up the paper jungle of timebuying and to increase spot business by making it easier to transact, was announced last week.

The announcement came from a new firm, Broadcast Clearing House Inc., which said it had completed arrangements with the Bank of America to handle the data-processing for "an industry-wide system of automated billing and processing" which it hopes to get in operation by early next year.

BCH is headed by President John E. Palmer, who currently is western sales manager for Mutual, Executive Vice President Lee P. Mehlig, now vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo., and Secretary Arthur Wyman Sawyer, an account executive with the Garfield, Hoffman & Conner agency in San Francisco.

Their announcement came at a time when at least two other groups in New York are known to be working on plans for similar central billing services. One is a group of former Remington-Rand systems experts working with a company experienced in broadcast advertising (CLOSED CIRCUIT, July 24). The other centers around a second company currently active in the broadcast advertising field. Although neither would reveal details pending completion of its plans, both said they would not be deterred by BCH's beating them to the wire with an official announcement.

Promising Response ▪ BCH officials said their plan had been received favorably in private presentations to a large number of agencies, station and station-representative interests, including the Station Representatives Assn. They said formal solicitations would be started by December or earlier—as soon as price schedules have been worked out. For this they said they are awaiting completion of cost estimates by Arthur Young & Co., nationally known accounting firm.

Although they could not estimate what the charges would be, they said the saving for all participants would be "substantial." They suggested that 50 to 60% of the cost should be borne by stations and the rest divided about evenly between agencies and reps.

They estimated that such a service would need the support of about 80% of the principal agencies, reps and stations, and said their target date for operation was January or February and in no event later than March 1. They said the biggest delay at the moment was in completing cost estimates on which to base price schedules for the service.

A Cherished Idea ▪ Need some sort sort of "clearinghouse" arrangement for the processing of spot radio and television orders has been widely proclaimed for many years. SRA has been actively supporting and promoting the idea since 1954.

One of the biggest arguments, especially in the case of spot radio, is that the paper work is so voluminous it discourages buying, and that, therefore, if the paper work were simplified more time would be bought. BCH noted that some agencies estimate that handling spot radio takes three times as many hours as television and five times as many as a print buy.

Another argument is that a "one bill, one payment" system for agencies would put spot bookkeeping on a par with network in this respect and hence would encourage wider use of spot. BCH said its system achieves the "one bill, one payment" objective and also will insure quicker payment for the stations. Payment by the 25th of the month following broadcast is BCH's goal. Achieving it would of course depend on the speed with which agencies and advertisers settle their obligations.

BCH officials quoted a number of industry executives in varying degrees of interest in or approval of their plan's objectives. These were Lawrence Webb, managing director of SRA; Lewis H. Avery, president of Avery-Knodel and of SRA; John Ennis, vp and media director of Foote, Cone & Belding; Shelby Page, vp and treasurer of Ogilvy, Benson & Mather; John Broomhead, manager of accounting and billing, Kenyon & Eckhardt; James O'Grady Jr., executive vice president of Young Television Corp.; Robert E. Eastman, president of the rep firm bearing his name; Kenneth Godfrey, vice president of the American Assn. of Advertising Agencies; William Kistler, vice president of the Assn. of National Advertisers and Frank Gromer, vp and media director of Foote, Cone & Belding.

Some of these quotes—most notably those of the AAAA and ANA officials—were essentially noncommittal, but others were enthusiastic:

Mr. Avery expressed enthusiasm and



The data processing for Broadcast Clearing House, a new spot billing service announced last week, will be done by the huge Bank of America. Here officials of the bank and BCH inspect some of the business machinery the bank uses. Seated and demonstrating a computer system is Ray Ellis, assistant cashier and chief console operator of the bank's data processing center. Standing l-r are Robert Reilly, vice president of the bank; Lee Mehlig, BCH executive vice president; Ed Martin, the bank's director of research; John Palmer, BCH president; H. A. Keith, assistant vice president of the bank, and Oscar Palos, research consultant to the bank.

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*

memo to:

Alan Bobbe

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- **Here's one example how we dominate the Lansing market:**

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

115

RADIO WILS LANSING 1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

said the SRA board of directors "heartily endorses the objectives of BCH" and "fervently hopes that someone will lead the industry out of broadcasting's 'paper jungle.'" Mr. O'Grady said Adam Young Inc. and Young Television Corp. "would probably be willing to participate in your project, depending upon the cost factor." Mr. Eastman said the project "is important to our industry" and "it is therefore axiomatic that we support you in what you are doing to the utmost."

Mr. Ennis called the BCH presentation "most impressive." Mr. Gromer thought its possibilities "extremely interesting." Mr. Broomhead considered the idea "sound" and thought a "more efficient manner of handling a particular medium will undoubtedly generate greater use of that medium by clients." Mr. Page noted that "under the BCH plan, we will receive the benefit of a standardized bill from your organization and the advantage of preparing one check instead of many."

Mr. Webb, SRA's managing director, emphasized to BROADCASTING that SRA's endorsement applied to the idea advanced by BCH, not to BCH itself because SRA does not endorse private companies. "No matter who does it," Mr. Webb said, "the important thing is that it get done. It could be the greatest boon to spot radio and television that ever came down the pike."

Biggest Bank Involved ▪ The BCH system employs new, standardized reporting forms to gather information that is then processed by the Bank of America.

This "bookkeeping" would be done at Bank of America's data-processing center in San Francisco (see cut), which prompted industry observers to ask what effect this distance from New York, where the biggest volume of spot business is transacted, might have on the efficiency of the BCH operation. BCH officials said this question had given them some concern, too, but that after checking with stations and reps and making test runs with "jet mail" between New York and San Francisco, they were confident of cross-country delivery within 9 to 12 hours, or overnight, and that the distance therefore would pose no problem.

How It Works ▪ Here is the way BCH describes its procedures:

BCH suggests that the standardized order form originate with the station rep, be confirmed by the station and sent on to the agency, and then, upon agency acceptance, forwarded to BCH. BCH then codes each item on the order: client, product, agency, rep, station, type and class of time bought, cost of time, total cost of schedule, etc.

From this data BCH prepares a *pro forma* or *prima facie* billing statement for the agency to submit to the client. On one form this statement shows everything ordered by the client for a specific month. The information is listed and sub-totaled by states and cities and by stations.

BCH prepares its station billing form at the same time, listing all national spot business placed on a station, with accounts and products shown alphabetically. This form, according to BCH, "completely eliminates station copying errors, since there is nothing to copy." At the end of the broadcast schedule the station notes any deviations from the ordered schedule, reports any makegoods that have been authorized, and returns a copy of the billing to BCH.

When it gets this copy, BCH adjusts the bill to conform with actual station performance "and sends payment (one check) for all national spot billing for the preceding broadcast month to the station."

BCH then prepares for the agency its adjusted billing form, which shows what was ordered (as on the *pro forma* billing form), what deviations occurred, the amount by which these deviations added to or subtracted from the *pro forma* billing, and the amount of payments actually made. The entire bill for each product campaign is submitted on a single form.

BCH next prepares the representative's statement, showing for each rep all business ordered for all accounts on each station he represents. With this statement, according to BCH, goes the payment due the rep.

New York Office ▪ With announcement of its new service BCH also announced the opening of New York offices at 475 Fifth Ave. (telephone Lexington 2-8874). Mr. Mehlig, who was sales manager of WNMP Evanston, Ill., and subsequently general sales manager of KTLN Denver before he became a partner in KGMC, heads the New York operation.

Mr. Palmer, BCH president, is a radio management, sales and programming consultant in San Francisco in addition to his duties as western sales manager for Mutual. He operated his own rep firm and was with the John E. Pearson representation organization before joining Mutual. He has primary responsibility for selling the BCH concept to stations and reps.

Mr. Sawyer, BCH secretary, will work primarily among agencies and stations in New York, Chicago, Boston, Philadelphia, Detroit, Minneapolis and Atlanta, as well as on the West Coast. He has been engaged in radio sales at stations and at CBS Radio and also has had agency experience as media buyer and supervisor with Young & Rubicam and media director of John & Lewis, both in San Francisco.

"GAGS IN ABUNDANCE!"

A-OKAY

-NEW YORK TIMES



BOB HOPE ☆ FERNANDEL

ANITA EKBERG ☆ MARTHA HYER

Paris Holiday

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., Ri 7-8553

CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

THE A-OKAY'S... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

IDEA MAKES TV AD: BURNETT

Advertising leaders give views on creativity at workshop sponsored by 'Advertising Age'

The only thing that makes a good tv buy a bargain is a good creative idea in the commercial, Leo Burnett, board chairman of Leo Burnett Co., said Wednesday in Chicago before the fourth annual summer workshop on creativity in advertising sponsored by *Advertising Age*.

Another "hard reality" for advertisers and agencies today, he said, is that there is nothing right about a "right" media schedule until the right selling idea is found. The only thing that makes good research work is to help produce a working idea in the ad, he said, and warned that there's nothing good about a good copy platform that "strait-jackets" an idea.

Other Speakers ▪ Mr. Burnett shared the three-day workshop spotlight with a number of agency and advertiser leaders including Marion Harper Jr., board chairman and president of Interpublic Inc., New York, and Donald S. Frost, vice president of Bristol-Myers Co. The workshop director was Dr. Steuart Henderson Britt, professor of marketing, Northwestern U. School of Business.

George G. Huntington, vice president and general manager of TvB, told the workshop that if total advertising is to grow it cannot reply entirely on the increased budgets of current clients. "We all must find new clients by showing more basic material manufacturers that they have an obligation to their customers' customers, that only by going to the public through their own advertising can they have a vote in the future of their own industry." Mr. Huntington showed TvB's "Progress of Discontent" film presentation.

Mr. Burnett outlined growing pitfalls in today's chain of command at both agency and client which too often may serve to stifle the creative process and result in "watered down" advertising. Among these he listed "coddling of unworthy egos," rule by committee, presentation by relay and revision by chain reaction.

He said that the protection of creative people against the realities of the advertising business is another reason "why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making decisions on the clients and account executives—the very situation they decry."

Lint-Picking ▪ Mr. Burnett felt the recent increase in legal lint-picking in advertising is understandable. Some of its worst aspects, however, have not come from government agencies such as the Federal Trade Commission but from super-safe, over-protective legal advisers of both advertisers and agencies, he said. Both agency and client must shoot for honesty, truth and clarity, he said, but he felt young lawyers "too often seem to make it their mission to qualify and sterilize copy to the point that it loses its birthright."

Mr. Harper told the workshop that "revolutionary" results are coming out of the experimental creative climate that Interpublic has formed in the unique penthouse offices of Jack Tinker and Partners at New York's Hotel Dorsett. Although he could not give specifics because the Tinker projects are "classified," Mr. Harper said the

May television network billings up 7.3%

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(SOURCE: TvB/LNA-BAR)

	May 1961	January-May 1961	January-May 1960	% Change
Agriculture & farming	$ 260,773	951,454	992,484	—4.2%
Apparel, footwear & accessories	1,245,193	4,905,144	3,512,995	+39.6%
Automotive, automotive accessories & equipment	3,829,492	19,664,494	23,258,155	—15.5%
Beer, wine	589,755	2,657,031	3,321,260	—20.0%
Building materials, equipment & fixtures	869,676	1,951,562	1,234,584	+58.1%
Confectionery & soft drinks	1,772,077	9,882,430	7,189,164	+37.5%
Consumer services	400,054	2,898,912	1,930,697	+50.1%
Drugs & remedies	6,560,135	37,882,428	35,882,545	+5.6%
Entertainment & amusement	37,637	429,322	143,517	+199.1%
Food & food products	11,480,826	57,565,293	48,428,630	+18.9%
Freight, industrial & agricultural development	——	270,010	247,530	+9.1%
Gasoline, lubricants & other fuels	1,898,885	7,224,394	6,530,576	+10.6%
Horticulture	26,162	71,345	371,250	—80.8%
Household equipment & supplies	2,775,722	12,356,374	11,121,912	+11.1%
Household furnishings	272,121	1,547,037	2,910,835	—46.9%
Industrial materials	1,131,010	8,345,449	9,253,733	—9.8%
Insurance	875,230	4,961,954	4,903,838	+1.2%
Jewelry, optical goods & cameras	1,426,167	5,489,557	5,077,456	+8.1%
Office equipment, stationery & writing supplies	481,102	1,274,875	1,442,596	—11.6%
Publishing & media	207,223	973,034	27,964	+3479.6%
Radio, tv sets, phonographs-musical instruments, accessories	191,269	988,163	1,828,837	—46.0%
Retail or direct by mail	40,177	104,235	36,792	+283.3%
Smoking materials	7,036,374	32,968,385	32,751,351	+0.7%
Soaps, cleansers & polishes	7,245,863	35,982,908	29,780,465	+20.8%
Sporting goods & toys	233,595	1,422,105	1,162,740	+22.3%
Toiletries & toilet goods	10,038,364	47,437,480	45,629,068	+4.0%
Travel hotels & resorts	—	33,829	685,212	—50.6%
Miscellaneous	755,228	3,735,741	3,667,036	+1.9%
TOTAL	$61,680,110	$303,974,945	$283,323,222	+7.3%

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS

May 1961

Source: TvB/LNA-BAR

1.	Anacin tablets	$913,170
2.	Winston cigarettes	714,185
3.	Crest tooth paste	689,427
4.	Metrecal	620,882
5.	Salem cigarettes	605,264
6.	Du Pont paints (home)	601,576
7.	Swan liquid detergent	585,326
8.	Kent cigarettes	536,115
9.	Pall Mall cigarettes	526,180
10.	Chevrolet passenger cars	525,844
11.	Beech-Nut gum	499,992
12.	One-A-Day vitamin tablets	483,743
13.	Tide	478,394
14.	Viceroy cigarettes	452,728
15.	Bufferin	437,398

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS

May 1961

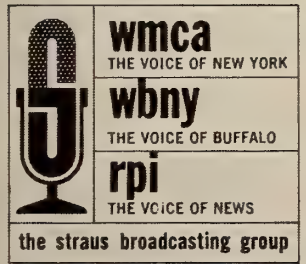
Source: TvB/LNA-BAR

1.	Procter & Gamble	$4,486,609
2.	American Home Products	2,666,452
3.	Lever Brothers	2,640,451
4.	General Foods	1,776,077
5.	R. J. Reynolds Tobacco	1,645,985
6.	General Motors	1,622,665
7.	Colgate-Palmolive	1,584,143
8.	General Mills	1,423,582
9.	Brown & Williamson	1,395,940
10.	Gillette	1,299,445
11.	E. I. du Pont de Nemours	1,221,448
12.	P. Lorillard	1,194,645
13.	Texaco	1,179,486
14.	Sterling Drug	1,142,092
15.	National Biscuit	1,109,481

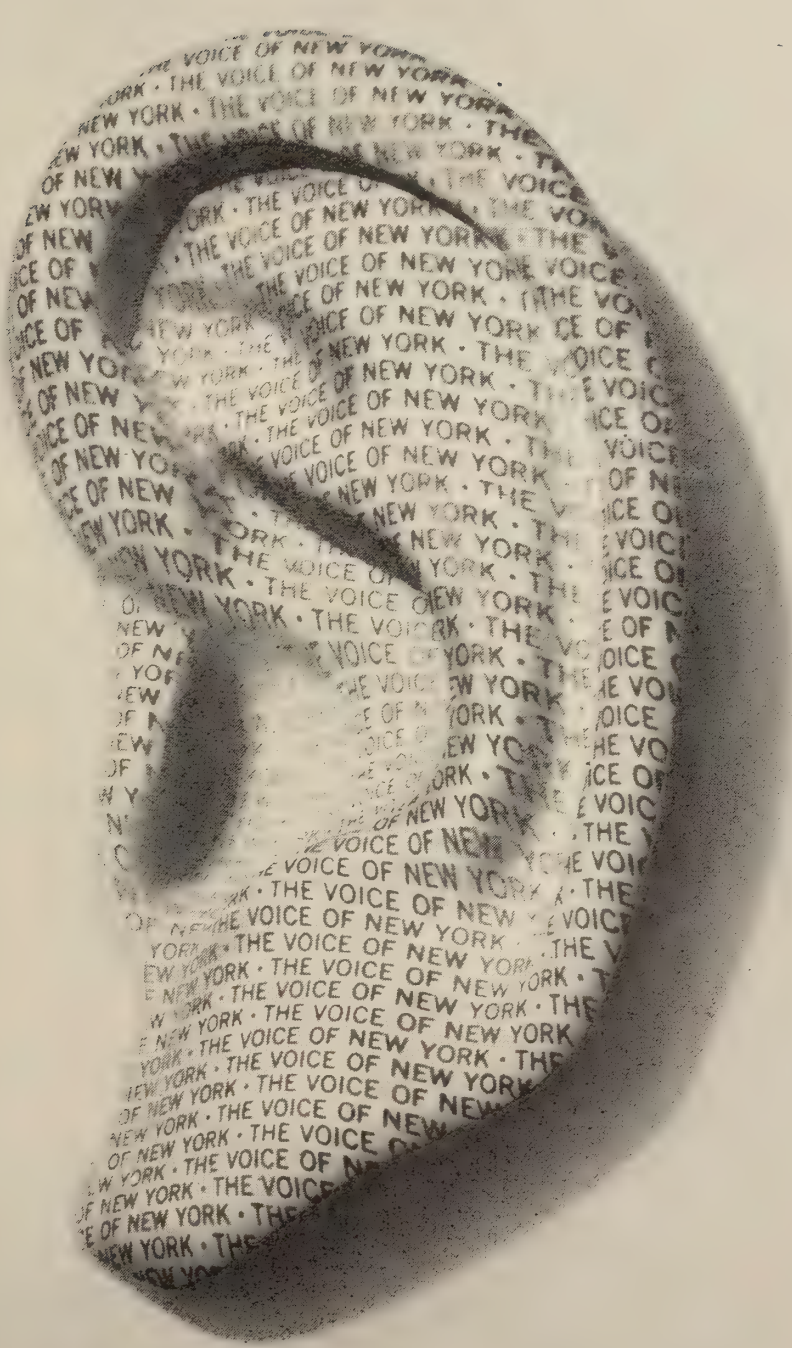
wmca 570 kc

The ears have it!
The best in entertainment, news and public affairs reaches 2½ million ears every day on wmca where 86% of the listeners are adults.*

*Pulse Cume March '61
and Aud. Comp. Feb. '61



wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group



WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

AUTO STORE SALES*
$450,424,000
SOME "BLUE CHIP"
ADVERTISERS
USING WHLI
TO REACH BIG, RICH
LONG ISLAND MARKET

Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Valiant

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

three-year experiment, now at the halfway mark, is producing considerable positive results from putting four top creative minds in a free atmosphere and relieving them of all administrative and deadline pressures. The four partners are John H. Tinker Jr., Donald G. Calhoun, Dr. Herta M. Herzog and Myron C. McDonald.

The mixture is a form of intellectual adrenalin on their individual ability to think, Mr. Harper explained. The frictions of creative conversation, tackling only one problem at a time and seeing it through, he said, brings about a valuable "third view" about a problem distinct from that of either agency or client. The hope of advertising in the future is in experimentation, Mr. Harper said. He cited a great need for innovation and better advertising to raise the profit curve of American business.

Eight-Second Spot ▪ Perhaps the biggest creative challenge in television today is the eight-second spot, according to Lawrence E. DuPont, vice president and director of tv-radio, Tracy-Locke Co., Dallas, who outlined the basic do's and don'ts of the successful ID commercial. "The copy man must employ almost surgical discretion deciding how much he can remove without killing the patient," he observed.

"ID producers by and large are melancholy folks," he said. "All day long their beat their fists in claustrophobic frenzy against the walls of the tiny eight-second world in which they are imprisoned. Then in the evening they go home only to see a spectacular, 2-½ minute commercial featuring thousands of beautiful girls, gorgously attired, complete with hot and cold running fountains, palatial sets and music by David Rose . . . It makes it easier to understand why on some occasions he has a compulsion to beat his wife, poison the cat and kick the hell out of every clock in the house."

Mr. DuPont said the most successful eight-second spot is a production in itself, not an edited clip from a longer spot. It is simple and sticks to one idea. It is "mostly effective as reminder advertising. Those who expect it to do more are kidding themselves." It has an advantage in driving home a dominant sales theme because of brevity.

It is necessarily "succinct and to the point. If the viewer remembers anything you said, the only thing he can remember is your sales theme." Research experiments, he said, show that the picture overshadows other elements, including print, voice and sound, but all must be properly blended.

Music Function ▪ Mitch Leigh, president of Music Makers Inc., New York, described how music in broadcast commercials today has evolved into a highly effective dramatic tool to produce "emotional memorability" for the sales message. Music well scored, he said, can immediately establish the mood of the commercial message and eliminate the need for the first paragraph of the copy script. Music sets the quality tone for a product promptly, too, he added.

Music in the tv commercials sets the "image" for what is being talked about while in the radiospot "music must make the picture itself," Mr. Leigh said. Music can be used to give visual depth to the flat screen of the tv commercial, he said, explaining that to be most effective music must be carefully coordinated with both copy and art.

Practical tips and a demonstration showing how to cut costs in production of tv commercials without losing quality or effectiveness was given by Hooper White, manager of New York commercial production for Leo Burnett Co. Oversimplified: "Hire good writers." Mr. White said no amount of production "lily-gilding"—which is expensive —can cure bad writing or a poor sales idea in the first place.

An even 20 of the top current tv commercials were reviewed by a panel consisting of Donald S. Frost, Bristol-Myers Co.; management consultant Edgar Kobak, and Hildred Sanders, vice president in charge of radio-tv, Honig-Cooper & Harrington, Los Angeles. But they could not agree on any spot as the

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 27-Aug. 2 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 27	**The Untouchables** (9:30 p.m.)	ABC-TV	18.5
Fri., July 28	**The Law & Mr. Jones** (10:30 p.m.)	ABC-TV	18.6
Sat., July 29	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	22.0
Sun., July 30	**What's My Line?** (10:30 p.m.)	CBS-TV	21.3
Mon., July 31	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	14.8
Tue., Aug. 1	**Thriller** (9 p.m.)	NBC-TV	14.9
Wed., Aug. 2	**Naked City** (10 p.m.)	ABC-TV	15.7

Copyright 1961 American Research Bureau

best, opinion ranging widely as to individual likes. They did agree that they liked the Dristan spot the least. The talk disclosed one success story: the Jax Beer cartoon spots, a southern regional account, have proved so popular people phoned to ask when they will be aired. As a result, Jackson Brewing Co. lists the times in its newspaper ads.

Compton-Saussy affiliation

Compton Adv., New York, announced July 31 it has acquired an interest in and affiliation with Walker Saussy Adv., New Orleans. The only personnel change involves Donald H. Halsey, Compton vice president, who also will serve as senior vice president of Walker Saussy.

Business briefly...

U. S. Time Corp., N. Y., will sponsor four full-hour entertainment specials on ABC-TV during the 1961-62 season. This in addition to the company's partial sponsorship of the *Steve Allen Show* on the network (Wed., 7:30-8:30 p.m. EDT), and one-half sponsorship of two Bing Crosby specials. Agency: Warwick & Legler, N. Y.

Oldsmobile Division, General Motors Corp., Detroit, has signed for alternate-week, full-hour sponsorship of *Garry Moore Show* (CBS-TV, Tues., 10-11 p.m. EDT), starting Sept. 26. Agency: D. P. Brother, Detroit.

Ac'cent International, division of **International Minerals & Chemical Corp.,** has purchased a four-week '30-Plan' schedule on CBS Radio. Agency: Needham, Louis & Brorby, Chicago.

Chevrolet Division, General Motors Corp., will sponsor the 24th annual Soap Box Derby on CBS Radio Sunday, Aug. 20 (5:30-5:45 p.m. EDT). Agency: Campbell-Ewald Co., Detroit.

The Professional Drycleaners of Oklahoma will launch a state-wide television advertising campaign Aug. 13-19, on WKY-TV Oklahoma City, KVOO-TV Tulsa and KSWO-TV Lawton. The campaign was prepared by Ackerman Assoc., Oklahoma City.

Rep appointments...

- KHEY El Paso, Tex.; KHAR Anchorage, Alaska: Venard, Rintoul & McConnell, N. Y., as national representative.
- KFRM Concordia, Kan.: Spot Time Sales, N. Y., as national representative.
- KRLD-AM-TV Dallas: Advertising Time Sales, N. Y., as national representative.
- KODA Houston: Advertising Time Sales, N. Y., as national representative.



CHANNEL 5
SERVING THE ONE BIG TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND MIDLAND FROM WITHIN!
A Gerity STATION
Edward Petry & Co. Inc.
NBC
WNEM-TV
EASTERN MICHIGAN'S FIRST VHF STATION—FIRST ALL WAYS!



The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

AD EXECS AGAINST 40-SECOND BREAK

Nowland survey finds 78% opposed, 12% in favor

Almost eight out of 10 of the men who should know the consequences of the move best, are opposed to the coming extended station-break time on network tv. This is the conclusion of a national survey of advertising executives released Friday (Aug. 4) by Nowland & Co., Greenwich, Conn., marketing research and consulting firm.

Of the 419 people canvassed (included were executives employed by either advertisers or advertising agencies) 78% were against an increase in station-break time to 40 or more seconds, 12% favored the extension, and 10% were undecided.

The survey also revealed that agency executives were more biased against the added commercial time in station-break periods than were their advertiser-based counterparts. About 82% of the agency men were opposed to the plan with 8% for it, compared to 75% of the advertiser executives opposed and 15% in favor. Among other conclusions of the survey:

- Too many commercials now being used in station-break time and the problem of triple spotting under the current set up, were the chief reasons given by 48% of the executives for opposing the new plan.
- Another 19% of the advertising men felt that increasing station break time would be detrimental because it would lead to a loss of audience during this period, while 18% more said the move would dilute or reduce the value of the commercial message.
- Of those in favor of the move, 45% stated that any increase in the available spot tv time would also increase the inherent values of this type of advertising buy, while another 18% felt the increased time would decrease rates for the commercials, and 16% were convinced the move would have no effect at all.

An earlier national survey, also conducted by Nowland & Co. and released July 31, indicated that a large majority of advertising executives are attuned to FCC Chairman Newton Minow's public cries that tv is not operating as well as it should in the public interest. Of 437 major advertising executives questioned, 80% agreed with Mr. Minow that tv is in need of large-scale repairs. But only 34% believe that sponsors will jump on the bandwagon and stump for improved programming policies, while 52% felt sure that sponsors would take no action.

SCBA opposes savings & loans fetters

Southern California Broadcasters Assn. has gone on record as opposing some of the proposed changes in the California regulations for savings and loan association advertising as unfairly discriminating against radio and tv.

The particular target of SCBA, which includes about 50 am stations (and all in the Los Angeles metropolitan area), is the proposed rule that no claims of superiority can be made in savings and loan association advertising unless the ad "sets forth in detail valid reasons for its claim."

In a letter to Preston N. Silbaugh, California savings and loan commissioner, Robert M. Light, SCBA president, expressed "deep concern" that this proposal "would restrict the use of advertising on broadcast media. This is for the reason that the relatively short time allotted for commercial announcements in broadcasting would not effectively reproduce all of the information required. Thus, associations would be forced to utilize only the printed medium for this type of advertising.

"In other words," Mr. Light stated, "a short pithy clarifying statement in 6-point type is no problem in print. This same statement could require most of the time of a 60-second commercial (generally the greatest length ever permitted a single advertiser during any one commercial)."

ANA-AAAA opinion offered on local ads

The facilities of the joint ANA-AAAA committee for improvement of advertising content now will be available on request for local problems of objectionable advertising.

The extension of the committee's arm is being announced today (Aug. 7) by the Assn. of National Advertiser and the American Assn. of Advertising Agencies which jointly sponsor the unit. Up to this time, the committee has dealt only with national and regional agency-placed advertisements. The project is in connection with the joint "Interchange of Opinion on Objectionable Advertising."

The offer has been transmitted to the Assn. of Better Business Bureaus, the Advertising Federation of America and the Advertising Assn. of the West because these are the groups "chiefly in-

NIELSEN

First Report for July, 1961
(Based on two weeks ending July 9, 1961)

NIELSEN TOTAL AUDIENCE (†)

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	30.8	14,445
2.	**Untouchables**	26.7	12,522
3.	**Andy Griffith Show**	24.9	11,678
4.	**Have Gun, will Travel**	24.9	11,678
5.	**What's My Line?**	24.8	11,631
6.	**Garry Moore Show** (10:30 p.m.)	24.7	11,584
7.	**Wagon Train**	24.6	11,537
8.	**Candid Camera**	24.2	11,350
9.	**Garry Moore Show** (10:00 p.m.)	24.1	11,303
10.	**77 Sunset Strip**	23.7	11,115

NIELSEN AVERAGE AUDIENCE (‡)

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	28.5	13,367
2.	**Andy Griffith Show**	22.8	10,693
3.	**What's My Line?**	22.6	10,599
4.	**Garry Moore Show** (10:30 p.m.)	22.6	10,599
5.	**Have Gun, Will Travel**	22.4	10,506
6.	**Candid Camera**	22.2	10,412
7.	**Garry Moore Show** (10:00 p.m.)	21.4	10,037
8.	**Red Skelton Show**	20.4	9,568
9.	**My Three Sons**	20.3	9,521
10.	**Untouchables**	19.2	9,005

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Meyers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Meyers (DFS), Remington Rand (Y&R). Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Garry Moore (CBS-161): Chrysler Corp. (Ayer), S. C. Johnson (NLB), Polaroid (DDB), Tues., 10-11 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

What's My Line? (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

Copyright 1961 by A. C. Nielsen Co.

OUR GUYS ARE THERE!

When a campaign is breaking... When orders are being placed... When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



strumental in setting up local improvement programs."

The committee said its help can be offered only if requested and if local advertisements are criticized "on grounds of taste or opinion" but that it will not deal with "factual validity of claims" and it doesn't plan to duplicate the work of government regulatory agencies or the BBB in this area.

Votes and Comments ▪ The committee said that in view of the imporance of the local ad area, local groups in charge of "truth" projects may wish to forward cases to the committee for its votes and comments. It was noted that a legal restriction demands that votes and comments be sent directly to the local advertiser and agency concerned and cannot be given to "other local people."

If a majority of the committee's 20 members holds the particular advertising to be objectionable, its opinions are sent to the advertiser and the agency. If the majority regards the advertising "seriously" harmful to the profession it asks both parties to take corrective action.

The committee, which said it considers the local programs for truth and taste in advertising in cities throughout the country extremely important for advertising's welfare, noted an estimate of at least 30 such panels formed by advertising clubs and another 15 planned by other ad clubs.

Smith-Corona Marchant names BBDO as agency

Smith-Corona Marchant Inc., which pulled its approximately $1.5 million account from Cunningham & Walsh last June (BROADCASTING, June 26), appointed BBDO to handle its advertising last week. The move came after the typewriter company had interviewed several agencies.

BBDO will handle all of the Smith-Corona product lines: portable typewriters, office typewriters, a new "compact" electric typewriter developed by the company, calculators, photocopy equipment and other office machines. Smith-Corona currently is pushing its new electric product line on all fronts and an increase in broadcast billings for the year is indicated. Last year, through Cunningham & Walsh, about $350,000 of the company's billings went into broadcasting. This year, as the result of a first-quarter spring promotion on NBC-TV's *Today* show and increased activity in radio spot, it's indicated that the typewriter manufacturer may double its broadcast billings.

Smith-Corona left Cunningham & Walsh after 26 years. Its departure contributed heavily to the shake-up of C & W's higher echelon last month (BROADCASTING, July 24).

CBS Radio Pacific signs AHP for 'news/dimension'

American Home Products has become the first advertiser to buy CBS Radio Pacific's new regional split-run "news/dimension" package.

The plan offers run-of-schedule segments in virtually all the 10-minute CBS Radio news and five-minute news supplements aired between 9 a.m. and 5 p.m. seven days a week. Advertisers can buy one-minute announcements in five-minute segments or 30-second announcements in 2½-minute segments. They also have a choice between buying Group I (20 stations in California, Arizona, Oregon and Washington) or Group II (Group I plus 18 additional outlets in Colorado, Utah, Wyoming, Nebraska, Montana, Nevada, New Mexico, South Dakota and Texas).

The plan is available in three run-of-schedule packages, based on audience composition. There is "weekday" (66% women in audience), "weekend" (50% women, 50% men) and "total week" (combination of the two). The one-time rate for a five-minute segment is $275 for Group I, $375 for Group II, dropping to $245 and $345 for 12 or more spots per week for 52 weeks. For 2½-minute segments, the Group I rates begin at $195 and drop to $165, the Group II rates start at $280 and end at $250.

The plan includes 81 programs a week, the regular network newscasts plus *Information Central, Your Man in Paris, Woman's Washington, To Your Health* and *Moscow Scene.*

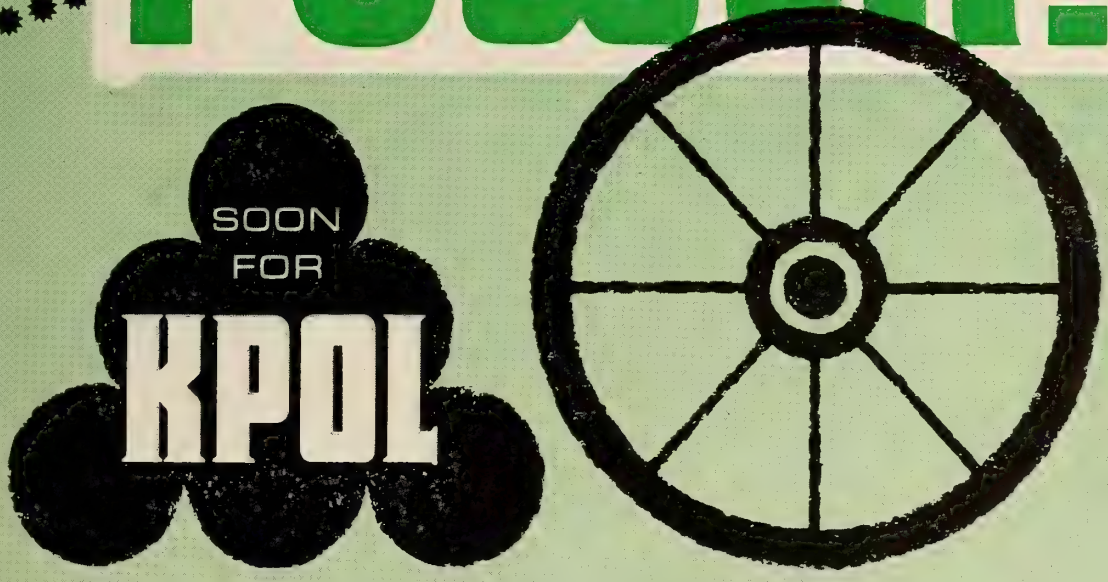
American Home Products on Aug. 31 starts using the "news/dimension" package on Group II (38 stations) for 20 weeks on behalf of Dennison's foods. Young & Rubicam is agency.

Agency personnel shifts

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, became senior vice president and member of the executive commitee of Donahue & Coe Inc. when the latter agency acquired Cohen & Aleshire's major accounts and key executives on Aug. 1 (BROADCASTING, July 24).

Other C&A officers who became vice presidents at D&C include: Edward Aleshire, president; Frank Brady, executive vice president and Harry B. Cohen Jr., vice president, secretary and treasurer. Some 15 other Cohen & Aleshire personnel will be absorbed by Donahue & Coe, which gains $3.5 million in radio-tv billing as a result of the merger. No change in the name of the Donahue & Coe agency is contemplated. Grove Labs., a division of Bristol-Myers, with billing of about $2.5 million, is the largest account involved in the move.

Announcing GREATLY INCREASED POWER!



TO REACH MORE LISTENERS IN SOUTHERN CALIFORNIA THAN EVER BEFORE!

2 POWERFUL STATIONS FOR 1 PRICE!

When you buy time on KPOL AM, you automatically get equal time on KPOL FM. The attractive program format of great popular music 24 hours a day, news on the hour, headlines on the half hour, and commercials only on the quarter hour, have resulted in a high number of adult listeners from higher income families. This combined with low rates and soon new top power make KPOL

THE BEST BUY IN LOS ANGELES For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California.

Represented Nationally by Paul H. Raymer Company

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WATTS Daytime
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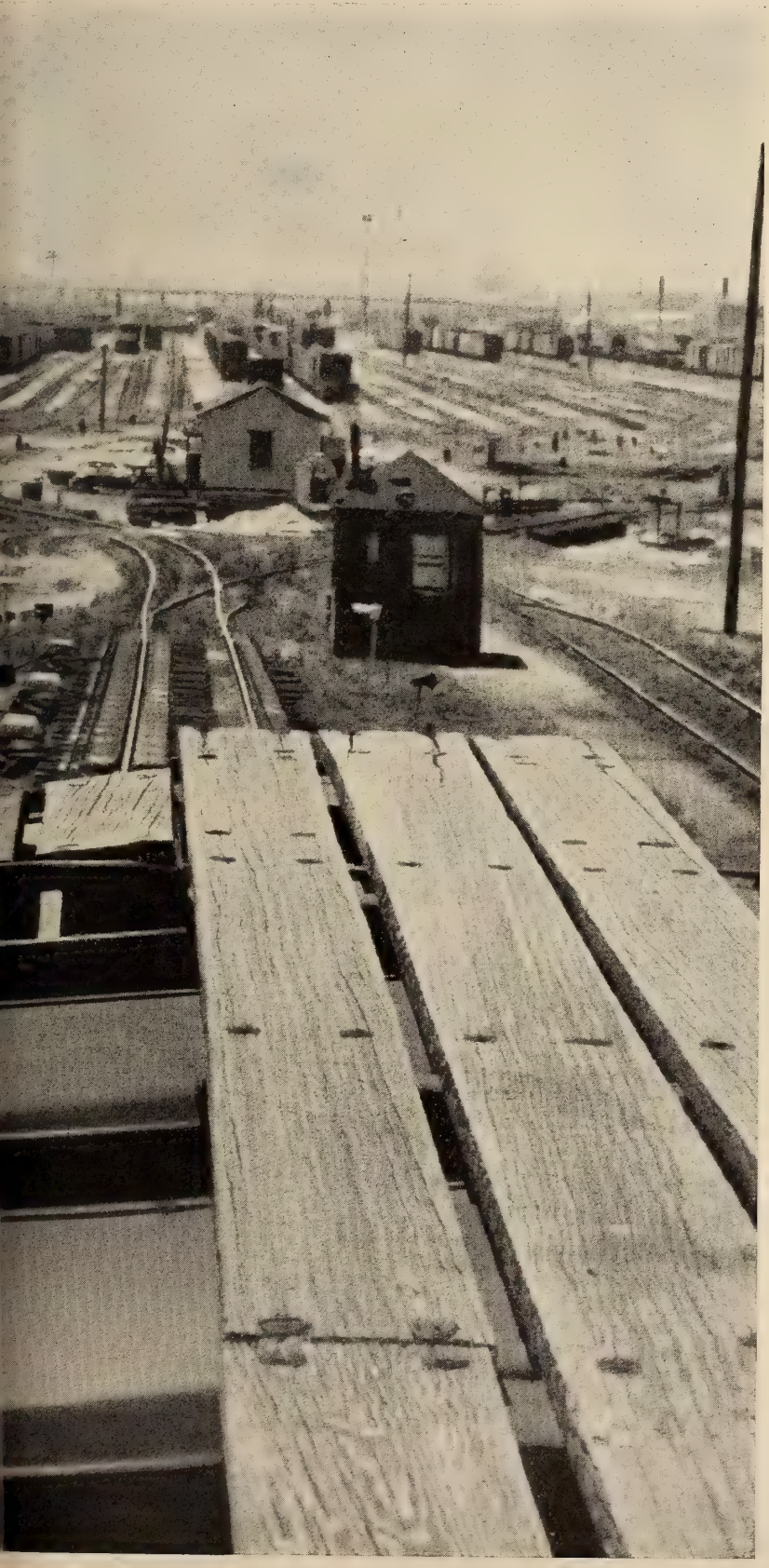
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In Chicago



...world's busiest rail center... the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York *plus* St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!



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TELEVISION

offers better programming through dedicated community service!

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WGN IS CHICAGO

Quality · Integrity · Responsibility · Performance

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17

National Biscuit Co. (Millbrook Bread), one 60, one 45, animation, film. Agency: Goulding-Elliott-Graham for McCann-Erickson Inc.; Ed Graham a.e., G-E-G; Gus Guckenberger a.e., McCann-Erickson; Chet Gierlack prod. mgr.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

Colgate-Palmolive (Fab), one 60, live, film. Agency: Ted Bates.

Lionel Corp. (Lionel Trains), four 60s, live, film. Agency: Grey Adv. Inc.

P. Ballantine & Sons (Ballantine Ale), one 60, live film. Agency: William Esty.

Nestle Co. (Nescafe), two 60s, one 40, one 20, two 10s, live, film. Agency: F. H. Hayhurst.

Continental Baking Co. (Wonder Bread), two 60s, two 20s, two 10s, live, film. Agency: Ted Bates.

Revlon Inc. (Living Curl), one 60, live, film. Agency: Warwick & Legler.

Greyhound Corp. (Greyhound Buses), four 35s, 12 IDs, live, film. Agency: Grey Adv. Inc.

R. J. Reynolds (Camels), one 60, live, film. Agency: William Esty.

Minneapolis-Honeywell, three 60s, live, film Agency: Campbell-Mithun.

RCA (RCA Records), one 60, one 20, live, film. Agency: Grey Adv. Inc.

TvB pitch asks: is tv price too low?

Is television's price too low?

A new Television Bureau of Advertising brochure raises this question. TvB offers evidence to substantiate the claim that "it costs less to be a tv advertiser than to be a newspaper advertiser."

To tell how much a medium costs, and whether it's worth the price, TvB asks first that advertisers check any medium on these two counts: "what you actually pay to become an advertiser in a given medium, and what you buy with what you pay (a way to sell people and an audience)."

In terms of dollars, the brochure lists the costs of a one-minute tv commercial and a 1,000-line newspaper ad in the average of the country's top 100 markets (take the total costs and divide by 100). The costs: daytime tv minute, $100; late-night minute to reach the husband and wife together, $150; prime time minute for maximum family audience, $230; the 1,000-line newspaper ad, $624.

TvB declares the easiest way to look at the comparative price situation is to start with a hypothetical budget, for example, $300,000, which would buy: one 1,100-line ad in each of the nation's 1,763 daily newspapers with a combined circulation of 59 million copies; or, a full-page black and white ad in all 13 magazines with circulations over 3 million (combined circulation: 74 million copies), or one of the 14 most expensive nighttime network tv shows with a potential reach of 46 million homes.

Continuing, TvB says: "Assume the almost impossibly high readership figure of 50% for both newspapers and magazines and compare with the actual measured audience of the television show." The table as shown in the brochure:

	Sales calls (000,000)	Cost per 1,000 sales calls
Newspapers	29	$10.00
Magazines	37	8.00
Television	49	6.29

To put it another way, TvB adds: "If you wanted to create a million sales impressions in each of the three media, it would cost: newspapers, $10,000; magazines, $8,000; television (most expensive show), $6,290."

Revlon drops specials for scheduled shows

Revlon Inc. and Harry Belafonte parted company last week. In the past two years the cosmetic firm and the entertainer collaborated on two successful hour-long specials on CBS-TV, and had a contract calling for two more original shows during the coming season.

Revlon atributed its move to a change in basic advertising policy—from sponsorship of specials to regularly scheduled shows. In the past the company sponsored only specials, but last spring began to pick up alternate-weeks of NBC-TV's *Alfred Hitchcock Presents* and *Wagon Train*. Plans for the coming season call for alternate-week sponsorship of CBS-TV's *Ed Sullivan Show* and *Checkmate*, and possibly an hour-long Christmas special.

A company spokesman denied that Mr. Belefonte's dissatisfaction with the number or content of commercials used on past Revlon specials had anything to do with the discontinuance of the programs. He said the first program, presented in December, 1959 (it won an Emmy Award), only contained two commercials, and the other one, telecast last November, carried "a not excessive" four commercial messages during the hour.

'Negro Group Plan' offered by Howard

A "Negro Group Plan" for advertisers that claims a radio coverage area reaching 54.2% of the national Negro market was announced last week by radio-tv representative Bernard Howard & Co., New York, which reps a major list of Negro-programmed radio stations. Included are five separate groupings: national, southern, northern, west coast and a selected "first 15" Negro metropolitan area.

The plan accommodates variations in schedules, a rate card issued showing costs for 12, 18 and 24 announcements plus 6 quarter hours per week for 13, 26 and 52 weeks for each of the groups offered. "National" coverage rates, for example, show a cost range from $32,472.18 for 12 weekly minutes for 13 weeks to $209,118 for 24 weekly minutes for 52 weeks, and $63,997.57 for six weekly quarter-hours for 13 weeks to $212,122.56 for the same amount of time purchased for 52 weeks. The firm represents stations in 27 markets.

Pepsi forms Teem Division

The Pepsi-Cola Co., New York, has formed the Teem Division to implement marketing of Teem, Pepsi's lemon-lime drink, and other new beverage products.

Robert M. Worden, a 10-year Pepsi veteran, has been elected a vice president of the company and placed in charge of the new products unit.

A full-scale advertising campaign, including radio and television spots, has been prepared for use by Teem's 250 bottlers. BBDO, New York, is the agency.

Burma-Shave appoints Scott

Burma-Vita Co., Minneapolis, has appointed R. Jack Scott Inc., Chicago, as agency to handle its new one-year saturation spot tv test for Burma-Shave in major markets this fall, starting with Chicago (CLOSED CIRCUIT, July 24). The historic roadside signs are to be preserved, but they may be curtailed some.

L. C. Odell, vice president and director of sales for Burma-Vita, said "we're shooting for the moon" in the television drive and spots "will be running out of your ears." He said the test is for a full year because no advertiser should expect any medium to do an effective job in any lesser period. Former agency was Bozell & Jacobs, Minneapolis.

KRON is TV in SF



San Franciscans are sold on KRON-TV

NUMBER 1
LOCALLY-PRODUCED NEWSCAST IS ON
KRON-TV
(June 1961 Nielsen)

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

ANY CHANCE FOR UHF BUILD-UP?

FCC tries forcing action to get broadcasters into high band but some see it as re-run of an aid-to-fm policy that failed

The FCC has taken another step down the road to uhf television—and this time it is holding out a carrot to persuade reluctant broadcasters that it would be a good idea to move into the upper band.

In a clear attempt to whet broadcasters' appetites for uhf, the commission proposed last week to give these benefits to uhf applicants:

- Dual operation in both vhf and uhf for those already broadcasting in the vhf band.
- A pool of uhf channels to be reserved for existing commercial broadcasters for about three years.
- A first come-first served policy in uhf applications whereby an applicant will be guaranteed the channel he seeks without a hearing.
- Relaxation of various technical requirements that will make it less expensive to build and operate a uhf station.
- Abolition of the uhf table of allocations so that applicants may apply for any uhf channel—with some restrictions, however, to prevent a concentration of desirable, low band uhf stations.

As a further nod to uhf, the FCC proposed to deintermix eight cities by removing the single vhf outlet now in each community and converting the eight to all-uhf markets (see table this page).

At the same time, the commission proposed to add a third vhf channel at less than minimum mileage spacing to eight cities to create competitive facilities for the three networks (see table, page 55).

And, in three other cities the commission issued final orders to add a vhf to each, but without shortening mileage separations (see table, page 55).

The proposals to beef up the uhf system had the support of five of the seven FCC commissioners, but the proposal to remove the v's from the eight markets carried by a one-vote majority. Chairman Newton N. Minow, Commissioners Robert T. Bartley, Robert E. Lee, Frederick W. Ford, and John S. Cross were in agreement on the moves to expand the use of uhf, with Commissioners Rosel H. Hyde and T. A. M. Craven opposing.

On the proposals to delete the vhf's in the eight markets, the chairman and Messrs Bartley, Lee and Ford constituted the majority, with Messrs. Hyde, Craven and Cross the opposition.

The rule-making notices to drop new v's into eight cities were made by unanimous vote. The commission split in different ways on the final orders dropping new v's, without changing mileage separations, into three cities (see table, page 55).

All the actions were announced July 28 (BROADCASTING, July 31), but it was not until last week that the details became available.

Insurance ▪ The commission's proposals were greeted with dismay by many broadcasters and Washington lawyers and engineers. The consensus of their views is that the FCC is trying to force telecasters into uhf—just as it tried several years ago to force standard am broadcasters into fm.

"The only thing they'll succeed in doing," one knowledgeable Washington observer stated, "is to force a tv broadcaster to take out uhf insurance. It's just what they did in fm."

The managing director of one of the larger group owners said his company would have "no interest in duplicating our v's with u's." Spokesmen for networks and other major group owners begged off answering on the ground that they had not had time to study the document and the FCC's reasoning.

The move to drop an extra vhf into cities, even though at short spacing, was considered all to the good by network executives. ABC found it all for the best, and CBS and NBC found some good in the proposals—in that it would relieve some of their affiliates of handling two networks.

Uhf to the Fore ▪ If the FCC notification and actions can be taken at face value, the ultimate for tv is a heavier reliance on uhf—either on an area basis, or conceivably as the basic service throughout the country.

But the FCC's actions cannot be taken without reservations.

First, the moves are proposals only

The deintermixture move in eight markets

DONE ONLY WHERE V'S ARE IN COMPETITION WITH U'S

In proposing to delete the single vhf channel in the following eight markets, the FCC stressed that this was only being done in instances where the v's are in competition with uhf stations in the same area. Comments on these rule-making notices are due by Nov. 2:

City	Present Allocation	Proposed Allocation
Binghamton, N.Y.	12—, 40—, *46+, 56+	24—, 40—, *46+, 56+
Elmira, N.Y.	18+, 24—, 30	18+, 30

Operating in Binghamton: WNBF-TV, ch. 12; WINR-TV, ch. 40; cp for ch. 56 held by Alfred E. Anscombe; cp for educational ch. *46 held by U. of State of N. Y. In Elmira: WSYE-TV, ch. 18.

Champaign-Urbana, Ill.	3+, *12—, 21, 27, 33	*12—, 21, 27, 33

Operating in Champaign-Urbana: WCIA (TV), ch. 3; WCHU (TV), ch. 33; educational WILL-TV, ch. *12.

Columbia, S.C.	10—, 19+, 25—, *31—	19+, 25—, *31—, 43—
Marion, S.C.	43—	.....
Orangeburg, S.C.	44—	.....

Operating in Columbia: WIS-TV, ch. 10; WNOK-TV, ch. 19; cp for ch. 25 held by First Carolina Corp.

Erie, Pa.	12, 35+, *41—, 66+	35+, *41—, 54+, 66+
Sharon, Pa.	39+	.....
Olean, N.Y.	54+	.....

Operating in Erie: WICU-TV, ch. 12; WSEE (TV), ch. 35; cp for ch. 66 held by Alfred E. Anscombe.

City	Present Allocation	Proposed Allocation
Hartford, Conn.	3+, 18—, *24	18—, *24, 76

Note: FCC requests comments on four alternatives for ch. 3—reserve ch. 3 in Hartford or elsewhere in Connecticut for educational use, reassign ch. 3 to Providence, R. I. for commercial use, reassign ch. 3 to Providence, R. I., reserved for educational use or delete ch. 3 from Hartford and hold in abeyance until further developments.

Operating in Hartford: WTIC-TV, ch. 3; WHCT (TV), ch. 18; cp held for ch. *24 by State Board of Education.

Madison, Wis.	3, 15, *21—, 27—, 33+	15, *21—, 27—, 33+

Operating in Madison: WISC-TV, ch. 3; WMTV (TV), ch. 15; educational WHA-TV, ch. *21; WKOW-TV, ch. 27.

Montgomery, Ala.	12, 20, *26+, 32	20, *26+, 32, 38—
Troy, Ala.	38—	.....

Operating in Montgomery: WSFA-TV, ch. 12; WCOV-TV, ch. 20.

Rockford, Ill.	13+, 39+, *45+	17—, 39+, *45+
Portage, Wis.	17—	.....

Operating in Rockford: WREX-TV, ch. 13; WTVO (TV), ch. 39.

and must go through the rule-making routine of comments, replies, and final orders that are reviewable in the courts. Second, the FCC majority seemingly has tied up its approach with the hope that Congess will legislate a requirement that all tv receivers must be capable of receiving both vhf and uhf. There is serious doubt—to which some FCC executives in their more candid moments acknowledge—that Congress will do this, particularly in the face of the intense opposition of tv manufacturers.

If, however, the future of tv is uhf—in whole or in part—the whole warp of tv in the United States is in for some radical changes:

- Instead of the 500-odd tv stations now on the air, there could be well over 1,500. But many would be stations whose coverage is smaller than present v's because uhf characteristically has less range than vhf. That the commission is aware of this is plain since it suggests that uhf coverage might be extended through the use of boosters and translators.
- The three tv networks which are on the begging side in markets where there are only two vhf stations might find themselves in the driver's seat if there is a plethora of stations seeking affiliation. The threat of disaffiliation is stronger when there are other outlets to which a network can turn.
- Independent program producers may find that their market has exploded into a myriad of buyers, all seeking program material. Certainly those stations not affiliated with a network would need independent programming—and more stations per market are the entire justification for uhf development.
- A fourth tv network might come into being.
- If more uhf tv stations begin broadcasting, a sizeable market might be established for uhf tv receivers. Since tv manufacturers, like all businessmen, will produce whatever can be sold, there is a feeling that at some point the set maker might find it more efficient to produce a single, all-channel set—rather than running two production lines, one for vhf and another for uhf.

Nationwide, Competitive ▪ The FCC's actions are premised on the commission's 15-year hope for a nationwide, competitive tv system. This cannot be accomplished with only the 12 vhf channels, the FCC states.

The commisison acknowledges that it is disappointed in the results of the intermixture (using vhf and uhf channels in the same city) policy adopted in 1952 when the tv freeze was lifted. This policy, the FCC points out, held out the hope for 1,875 commercial stations and 252 educational stations in over 1,200 markets.

As of June 3, the commission relates,

Continued page 56

Final orders add vhf to three markets

BENEFICIARIES: ROCHESTER, SYRACUSE, GRAND RAPIDS

In the midst of all the proposals put out by the FCC last week for deintermixture, added vhf channels at below-mileage separations and the moves to enhance uhf, the commission issued three final orders adding an extra vhf channel to Syracuse and Rochester, N. Y., and to Grand Rapids, Mich. All three of the channels meet the separation requirements, except that in a necessary reshuffle of channels between Rochester and Syracuse a 4.5 mile shortage exists on another channel.

Here's what the FCC did:

City	Present Allocation	New Allocation
Syracuse, N.Y.	3—, 8, *43+	3—, 5—, 9—, *43+
Rochester, N.Y.	5—, 10+, 15—, *21, 27+	8, 10+, 13—, 15—, *21, 27+

Note: Ch. 9 in Syracuse and ch. 13 in Rochester are required to protect Canadian stations. Ch. 5 in Syracuse is 4.5 miles short of minimum separation with WPTZ (TV) North Pole, N. Y. The switch of ch. 5 and ch. 8 between Syracuse and Rochester requires that WROC-TV Rochester, now ch. 5, must move to ch. 8 and WHEN-TV in Syracuse, now on ch. 8 must move to ch. 5, under certain conditions.

Commissioners Robert E. Lee and Frederick W. Ford dissented; Commissioner Robert T. Bartley concurred in the Syracuse action. Chairman Newton N. Minow dissented and Commissioner Bartley concurred in the Rochester actions.

Operating in Syracuse: WSYR-TV, ch. 3; WHEN-TV, ch. 8; cp for ch. *43 held by U. of State of New York. Operating in Rochester: WROC-TV, ch. 5; WHEC-TV and WVET-TV, ch. 10 (sharetime); cp for ch. *21 held by U. of State of New York.

Alpena, Mich.	9+, *11, 30—	*6, 11, 30—
Cadillac, Mich.	13—, 45	9, 45
Grand Rapids, Mich.	8+, *17+, 23—	8+, 13+, *17+, 23—

Note: Changes in offset also involve ch. 13 in Marquette, Mich.; Rockford, Ill., and Eau Claire, Wis. Report includes show cause order for WWTV (TV) Cadillac to change from ch. 13 to ch. 9 and changes the cp for WLPA (TV) Alpena from ch. 9 to ch. 11. Addition of ch. 13 to Grand Rapids is conditioned on it serving Muskegon as well.

Chairman Minow dissented, while Commissioner Bartley concurred.

Operating in Grand Rapids: WOOD-TV, ch. 8; cp for ch. 23 held by Peninsular Broadcasting Co.

No sooner was the ink dry on the FCC's order authorizing addition of ch. 13 to Grand Rapids, Mich. (BROADCASTING, July 31), than WMAX there, which had originally requested the drop-in be made, asked the commission to expedite hearing procedure so that some party can be operating on ch. 13 by Sept. 16, 1962.

WMAX suggested a timetable for the FCC to adopt to get the channel on the air quickly, saying there is great need for immediate additional service in Grand Rapids. Its reason for the suggestions was that there have been almost interminable hassles whenever the FCC has authorized interim channel operation between mutually exclusive applicants over who would be responsible for overall policies and day-to-day operation of the station. Another reason cited is the difficulty of obtaining financing for such short-term operation.

The station said the FCC should set Sept. 18, 1961 as cutoff date for applications and start the hearing Nov. 13. It suggested procedural changes also: delegate the right to enlarge or modify issues to the chief hearing examiner and allow him to rule within five days on any appeals from the hearing examiner's decisions; limit the length of proposed findings and accept no replies. WMAX also recommended that the FCC order adding the channel be amended to force WWTV (TV) Cadillac, Mich., to show cause why it should not vacate ch. 13 there by Sept. 15, 1962.

Third vhf proposed for eight markets

WOULD BE AT LESS THAN MINIMUM MILEAGE SPACINGS

There are eight cities to which the FCC proposes to add a third vhf channel at less than the minimum mileage spacings required under the present rules.

None of the eight is less than 120 miles from a co-channel station—and, in fact, the FCC said it would not approve any transmitter site that is less than 120 miles from its companion on the frequency. Specific mileage separations cannot be ascertained until applications are submitted and granted, since in some instances as much as 10 or 20 miles of variation may be involved in the transmitter-to-transmitter distance.

Comments on these rule-makings are requested by Oct. 2.

The added vhf channels, plus protection to be afforded co-channel stations, and existing operating stations, are as follows:

Baton Rouge, La.—Add ch. 11, from Houma, La., with radiation suppressed in direction of WTOK-TV Meridian, Miss., less than 220 miles from Baton Rouge. Use of this channel at Baton Rouge would also result in less than standard spacing to adjacent ch. 10 KLFY-TV

Continued page 56

WHERE THIRD VHF WOULD GO continued

Lafayette, La. Operating in Baton Rouge: WAFB-TV, ch. 9; WBRZ (TV), ch. 2. In Houma, cp for ch. 11 held by St. Anthony Television Corp.

Birmingham, Ala.—Add ch. 3 minus, with radiation suppressed in direction of WRGP-TV Chattanooga, Tenn., and WRBL-TV Columbus, Ga., both less than 190 miles from Birmingham, and in the direction of WREC-TV Memphs, Tenn., and WEAR-TV Pensacola, Fla., since ch. 3 would be operated non-offset with these stations. Operating in Birmingham: WAPI-TV, ch. 13; WBRC-TV, ch. 6; educational WBIQ (TV), ch. *10; cp for ch. 42 held by Birmingham Televison Corp. (WBMG [TV]).

Charlotte, N.C.—Add ch. 6, with radiation suppressed in direction of WECT (TV) Wilmington, N.C.; WJBF (TV) Augusta, Ga.; WHIS-TV Bluefield, W.Va.; WATE-TV Knoxville, Tenn., all less than 170 or 190 miles from Charlotte. Although no adjacent channel station must be changed, the most efficient utilization of ch. 6 at Charlotte requires offset by WECT, from ch. 6 even to ch. 6 minus. Operating in Charlotte: WBTV (TV), ch. 3; WSOC-TV, ch. 9; cp for ch. 36 held by Century Advertising Co. (WUTV [TV]).

Dayton, Ohio—Add ch. 11 with radiation suppressed in direction of WHAS-TV Louisville, Ky.; and WTOL-TV Toledo, Ohio, both less than 170 miles from Dayton. Use of this channel at Dayton would result in less than standard separation for adjacent ch. 12 WKRC-TV Cincinnati, Ohio. Operating in Dayton: WLWD (TV), ch. 2; WHIO-TV, ch. 7; cp for ch. 22 held by WONE Inc. (WONE-TV).

Jacksonville, Fla.—Add ch. 10 plus, with radiation to be suppressed in direction of WALB-TV Albany, Ga., less than 220 miles from Jacksonville. A ch. 10 station in Jacksonville will be less than 220 miles from the ch. 10 transmitter sites propsed by applicants for Largo, Fla., but no suppression is recommended; both stations will be free to radiate the maximum permissible energy in the direction of each other and accept such interference as may result. Operating in Jacksonville: WJXT (TV), ch. 4; WFGA-TV, ch. 12; educational WJCT (TV), ch. *7.

Johnstown, Pa.—Add ch. 8 plus, with radiation to be suppressed in direction of WGAL-TV Lancaster, Pa., and WJW-TV Cleveland, Ohio, both less than 170 miles from Johnstown. Suppression also will be required in the direction of WCHS Charleston, W. Va., since ch. 8 plus would operate non-offset with this station. There are pending two petitions recommending the drop-in of ch. 3 plus to Johnstown. These will be given consideration if any party wishes to comment on this proposal. Operating in Johnstown: WJAC-TV, ch. 6; WARD-TV, ch. 19.

Knoxville, Tenn.—Add ch. 8 minus, with radiaton to be suppressed in direction of WGVT (TV) Athens, Ga., and WSIX-TV Nashville, Tenn., both less than 190 miles from Knoxville. A non-offset, ch. 8 station in Knoxville will be less than the required separation from a proposed station in Greensboro-High Point, N.C., but no suppression is recommended; both stations will be free to radiate maximum energy in the dirction of each other and accept such interference as may result. Operating in Knoville: WATE-TV, ch. 6; WBIR-TV, ch. 10; WTVK (TV), ch. 26.

Oklahoma City, Okla.—Add ch. 5 from Enid, Okla., with radiation to be suppressed in direction of KFSA-TV Fort Smith, Ark., less than 190 miles from Oklahoma City. Operating in Oklahoma City WKY-TV, ch. 4; KWTV (TV), ch. 9; educational KETA (TV, ch. *13; educational KOKH-TV, ch. *25. In Enid: KOCO-TV, ch. 5.

ANY CHANCE OF UHF BUILD-UP? continued

there were only 536 commercial stations and 56 non-commercial stations in 282 communities.

Most significantly, it adds, only 75 of the 1,543 uhf assignments are in use. Also, it continues, only 65 markets are served by three or more competitive tv services.

The root cause of this difficulty, the FCC states, is the inability of uhf stations to compete with vhf outlets—in coverage and in audience.

Back in 1959, the commission recalls, it held out the possibility of five alternatives for the future—but three of them, all involving the idea of contiguous bands of vhf channels, have had to be retired since they involved conflicts with national defense requirements.

The Two Choices ▪ This leaves only two alternatives: an all-uhf service or continuance of the present vhf-uhf combinations.

"It is not yet clear," the FCC states, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, for the present our efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combinations with the now virtually saturated 12 vhf channels."

The finger points, the FCC strongly intimates, to the day when uhf can be used in densely populated areas where communities are close together (the northeast and north central areas and the West Coast), with vhf channels used for wide area coverage in the less populated areas or where terrain difficulties cannot be overcome otherwise. Uhf propagation is extremely difficult in mountainous terrain.

The hope is, the FCC says, that its latest proposals for dual operation of vhf and uhf outlets by the same licensee in the same market will "mitigate" any dislocations required if it is finally decided to enlarge the uhf areas.

Cheaper Uhf ▪ In a bid to make it less expensive to build and run uhf stations, the commission proposes to liberalize a number of technical requirements. It plans, it said, to (1) eliminate the requirement that vestigial side bands be attenuated (a saving of $10,000-$12,000, it is calculated by consulting engineers); (2) reduce visual-audio ratio requirements to obviate the need for a sound amplifier in the tv transmitter, running to a saving of $10,000-$50,000): (3) permit the use of directional antennas and (4) permit remote control (the last a means of reducing personnel costs at the transmitter).

One of the questions that the FCC specifically asks is in the area of programming of the uhf outlet by the existing vhf station. Should the uhf be required to program independently, or should duplication of the vhf program be permitted? Those responding to the rule-making are invited to answer that question. There seems to be some belief at the FCC that independent programming might foster the sale of all-channel sets.

The commission says it will waive the duopoly rule in order to permit dual operation of vhf and uhf stations in the same market by the same licensee. This waiver policy would continue, the FCC says, "to such future time as developments would call for a return to the present policy of limiting licensees to one tv station in any single market."

Uhf Pool ▪ In establishing a pool of uhf channels for existing vhf operators, the commission declares that this would be held in reserve for three years from the effective date of legislation for an all-channel receiver, or until Dec. 31, 1965, whichever is earlier. Uhf channels for education would be held longer.

The FCC's document contained a list of cities where uhf channels will be reserved for this dual operation. It does not identify the channels but it does list the number to be held (for example, New York, 7; Washington, 5; Houston, 4; etc.).

That the FCC majority has embarked on a calculated push toward uhf is made plain by its report on squeeze-ins of vhf at short spacings. The assignment of additional vhf channels, the commission says, "must be regarded as an interim measure. . . ."

It further states:

"The basic issue is clear. Either the major stress henceforward will be placed upon an evolving uhf service, or the industry and the public will continue to face the prospect of a television service severely hampered by inadequate numbers of operating outlets in many cities where there is need and demand for added stations. In these circumstances we think there is undoubted warrant for confining the expanded use of vhf frequencies to those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the uhf band."

The criteria for selecting those cities



"The Woman's Angle"
with Sylvia Scott
1:00-1:30 p.m.,
Monday thru Friday

VIEWMANSHIP

at its best in Baltimore— the Nation's 12th Market!

WMAR-TV leads in weekly daytime, average daily daytime, weekly nighttime, average daily nighttime, weekly total and average daily total homes.*

MORE

*Breakdown of ARB 1960 Coverage Study credits WMAR-TV with 5% or better weekly circulation in 43 counties. Of this number, WMAR-TV reaches more homes than any other Baltimore station in 37 counties.

CBS TELEVISION

Channel 2

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

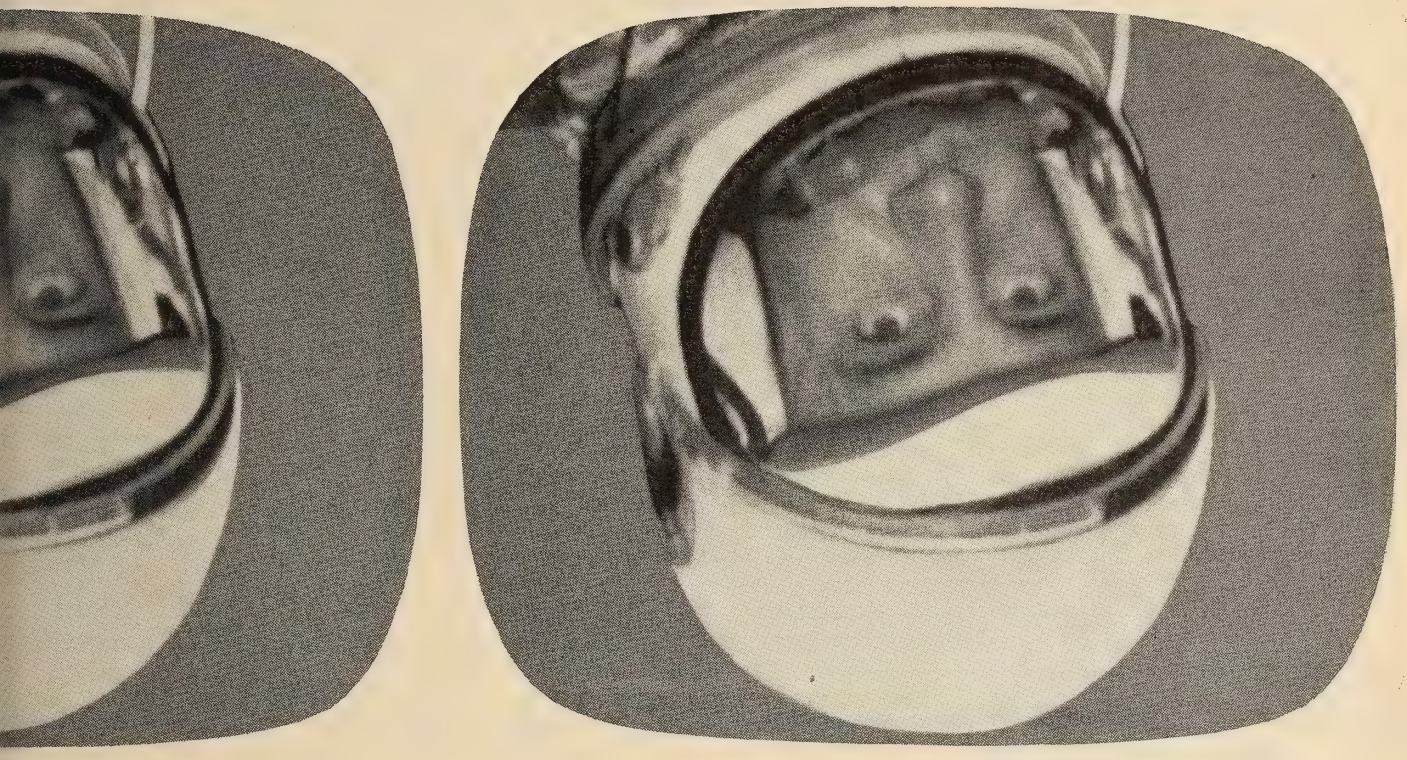
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When Gus Grissom rocketed into space, an estimated 43,000,000 people watched it—and throughout the shoot NBC TELEVISION attracted 61% of the network audiences.* It happens that way all the time. FOR INSTANCE: **1.** During the National Political Conventions NBC News attracted greater viewing audiences than both other networks combined. **2.** In the Great Debates, viewing on NBC was substantially greater than on either competing network. **3.** More families turned out to watch the Election returns on NBC Television than the total for both other networks. **4.** And it happened that way again for the Inauguration. **5.** And again for coverage of Alan Shepard's history-making flight. **6.** When President Kennedy reported to the nation on his trip abroad, NBC News again won the biggest audience, this time by margins of 5% and 136%. **7.** And in Presidential Press Conferences covered by all three networks, NBC averaged an audience pull 37% stronger than its closest competitor.

*Sources: *Trendex. Nielsen Television Index: Items 1-5, National (Average Audience Ratings). Items 6 & 7, MNA.*

NBC

All-channel set bill appears doomed

NO HEARINGS PLANNED FOR CURRENT SESSION

The FCC's all-channel-receiver legislation—the proposal central to the commission's effort to break the uhf-vhf impasse—appears headed for trouble on Capitol Hill.

It is doubtful that hearings will even be held on the bill in this session, which is expected to be wound up by the middle of September. The Senate and House Commerce Committees have hearings booked almost to the end of August, and the all-channel bill isn't on either committee's agenda. Nor do committee staffers expect it to be.

But more importantly, key members of both committees are registering either skepticism or outright opposition to the proposal, which would permit the shipment of only all-channel sets in interstate commerce. If the bill should die, it would take much of the steam out of the over-all attack planned by the commission on the vhf-uhf problem.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he "doesn't like the idea of forcing" purchasers to pay the additional price of all-channel sets when only a vhf or uhf signal may be available in their area. The senator, however, said he would want to hold hearings before taking a final position.

Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, expressed a similar view, and added: "I think the bill will run into a lot of opposition."

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was reported last week to be opposed to the legislation on at least two grounds: that it provides for FCC regulation of manufacturers and that it is putting the cart before the horse to require manufacturers to build only all-channel sets before both uhf and vhf signals are available in all areas.

for added vhf channels, the FCC states, were based on seven factors, among the most important being that the markets were within the 75 top tv cities, that two vhf stations were already in operation, and that no assignments be made at less than 120 miles co-channel and 40 miles adjacent channel.

In discussing this policy, the commission points out that the move of ch. 7 into Louisville is already under consideration but is faced with heavy difficulties—although the FCC says that if it finally decides to move ch. 7 into that Kentucky city it will give consideration to permitting below-minimum mileage separation. A similar discussion covers Providence, R. I.

Chairman Minow concurred in the policy on adding vhf channels, but added a statement stressing his feeling that the FCC has assigned the drop-ins for commercial use; he would have spelled out a policy that if educational groups feel they have a greater need for these channels the FCC will consider such a reservation.

Commissioner Cross went along with most of the proposals on uhf but registered dissent at the moves deleting existing vhf in the eight cities. He feels, he said, that up to 275,000 people now receiving service from vhf stations in those areas will be deprived of their only service by this move. This is on the basis that uhf stations cannot cover as wide an area as vhf outlets.



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Gerico's tv channel to go to etv group

Gerico Investment Co., formerly operator of ch. 17 WTIV (TV) Fort Lauderdale, Fla., was found in default for failure to prosecute its license renewal application by FCC Hearing Examiner Asher H. Ende last week. He issued an initial decision looking toward granting ch. 17 there to The Board of Public Instruction of Dade County.

Mr. Ende said notification of hearing was sent by registered mail, return receipt requested, to Gerico and its president, Mortimer W. Loewi. No reply was received.

The educational group was found by the FCC's hearing order to be "legally, technically, financially and otherwise qualified" to operate the station. The major point at issue was whether Gerico had abandoned the station, which has been off the air since February.

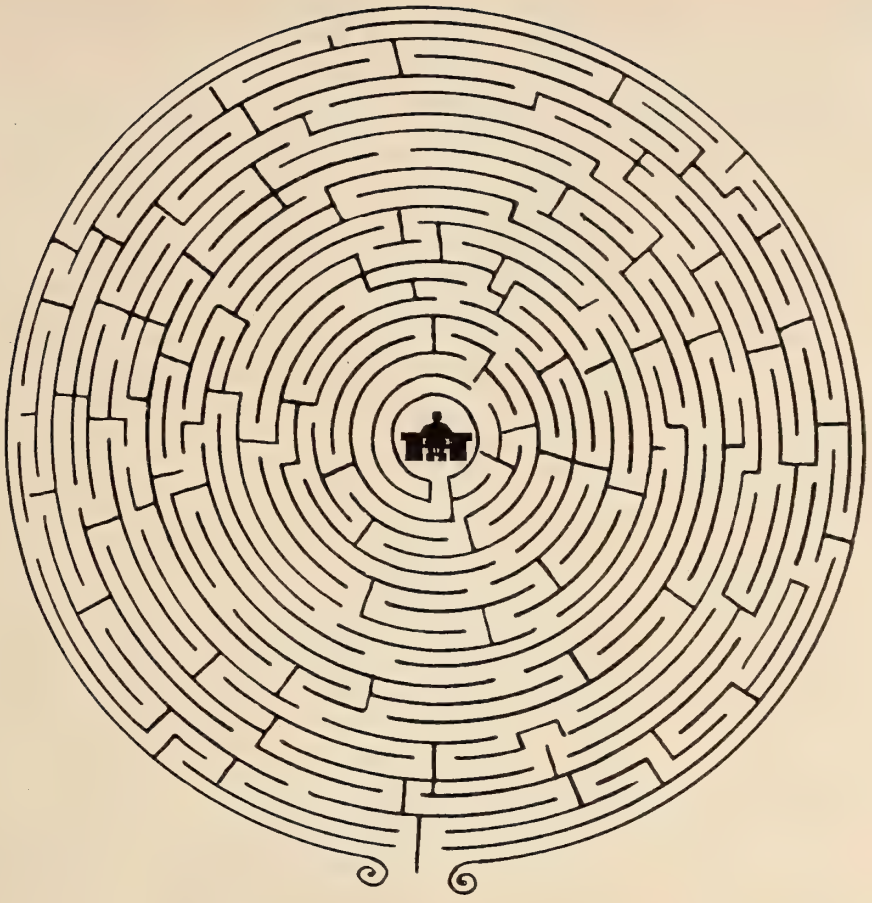
Ch. 5 applicant asks Maguire clarification

Massachusetts Bay Telecasters, one of three applicants for Boston ch. 5 in the court-remanded *ex parte* case, suggested last week that the FCC investigate whether the activities of Richard Maguire, a former 2.77% stockholder in competing Greater Boston Television Corp., should disqualify GBT.

WHDH Inc., the third applicant and incumbent on the channel, had asked the FCC to disqualify GBT because Mr. Maguire's sale of his interest makes GBT an entirely different applicant (BROADCASTING, July 24). The FCC Broadcast Bureau replied last week that this WHDH pleading does not warrant serious consideration.

MBT said Mr. Maguire had left Boston for Washington, "where he is reported to be working for the executive branch of the government or working closely with the executive branch." MBT asked the FCC to determine if Mr. Maguire has arranged to resume an interest in Boston ch. 5 upon his return from government service and whether he would receive fees while in service from his law firm's efforts on behalf of GBT.

MBT said it is not charging Mr. Maguire with violating the letter or the spirit of the executive order concerning ethics and conflict of interest, but feels the situation should be clarified and put into the record of the case.



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Agency Z was reportedly the most difficult place in town to get a job. Their psychological testing process was most rigorous. Their exhaustive reference checks were rumored to include evaluations from candidates' kindergarten teachers on group cooperation and aggression patterns. People went in for interviews in depth and didn't come out for days. Sober men got the spins. Applicants developed circulatory diseases*.

Preliminary screening consisted of "The Walk." Applicants were simply told to find the door marked PERSONNEL, buried at the center of the maze shown above. *Then* the tests were administered.

See if you can find your way to Personnel. Draw the shortest route on this page, send it to us, and we'll send you an exciting new prize. It may be straight or in the round, thick or thin.

Puzzle adapted from Dudeney's "Amusements in Mathematics," reprinted by permission of Dover Publications, Inc., NY 14, NY.

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Bang! you're dead or you're dead, bang!

CENSORSHIP CAN BE BEFORE OR AFTER, CHICAGO SEMINAR IS TOLD

The FCC's position that it has legal foundation to review past program performance in license renewal proceedings and that this does not violate the First Amendment's no-censorship principle ultimately must be decided in a court suit whose issues go directly to those arguments.

This appeared to be the strongest conclusion among broadcaster participants at the half-way point Thursday night in FCC Chairman Newton N. Minow's "homecoming" seminar at Northwestern U. Law School, Chicago, on the topic of freedom and responsibility in broadcasting. Participating in the two-day conference were 20 national leaders representing all principal shades of opinion in the mass communication field.

The high points of the exhaustive intellectual exchange, which involved as much prepared-text presentation as "discussion" (for Friday talks, see AT DEADLINE), included these developments:

▪ Harvard Law School Prof. Louis L. Jaffe's brief "lecture" on constitutional law to Chairman Minow at the public session Thursday afternoon just after Mr. Minow's elaborate legal defense of the FCC's right to consider programming. Prof. Jaffe suggested Mr. Minow's position might contain some holes.

He questioned Mr. Minow's definition of "censorship" as confined only to prior restraint and as not involved in sanction after the fact. Prof. Jaffe, however, supported Mr. Minow's premise that the FCC may look at a station's "total" programming picture to determine whether a balanced-service responsibility has been met. Chairman Minow indicated they appear to agree in principle and did not contest Prof. Jaffe's legal distinctions.

▪ Chairman Minow's opinion that a television affiliate of a network at license renewal time—assuming that in all other respects he has met his licensee responsibilities—should not be held liable for airing network programs containing "violence." Given in answer to a question by broadcaster John W. Guider, Mr. Minow's view was based on the position that "in many cases the problem is out of the hands of the owner" since he doesn't see the show until his audience does.

The "major responsibility" for violence on network shows, Mr. Minow said, lies in our "system" of producing and distributing programs and it is for this reason he said he supports proposals for the FCC to regulate the networks.

▪ The prospect that later in the fall an informal but national conference on the current problems of radio broadcasters may be called, with particular attention to the mounting paperwork and reporting demands being made on them by the FCC. The proposal was advanced by NAB President LeRoy Collins and was personally endorsed by Chairman Minow.

▪ An offer by the FCC chairman to use his good offices with the U. S. Justice Dept. to clear the way for local radio station operators in a given market to get together to consider a joint approach to a balanced programming offering that would best meet local needs—if such a proposal were to be initiated by the stations.

▪ Another view by Mr. Minow that he is sympathetic to specialized programming by radio stations (but not by tv stations) to compete in high-density markets, although legal precedent calls for each station individually to offer fully-balanced programming.

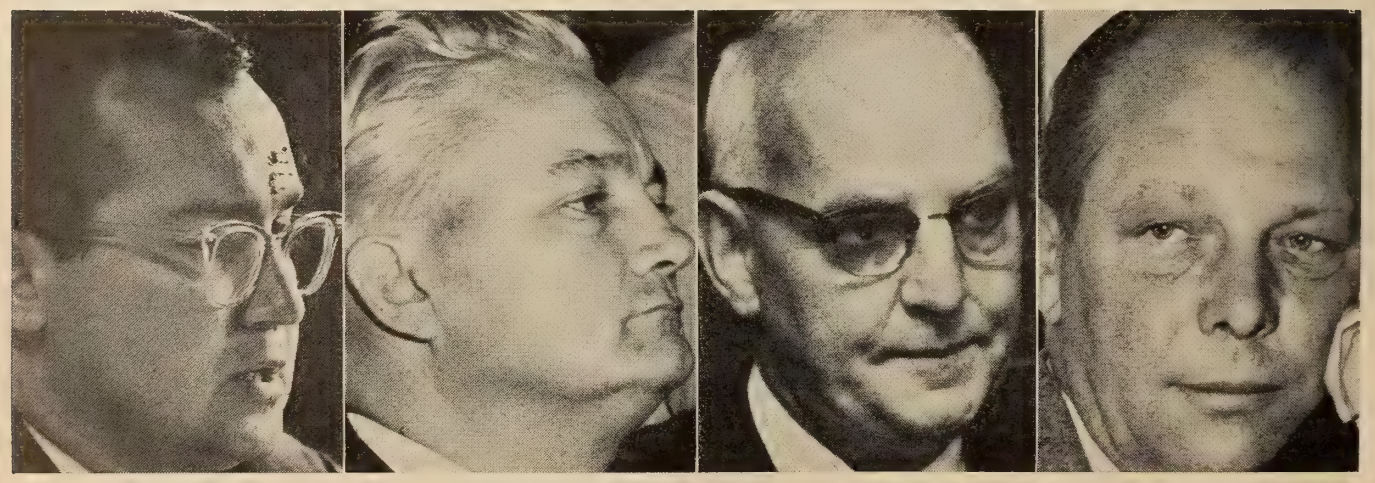
▪ A sincere hope by Fairfax Cone, executive committee chairman of Foote, Cone & Belding, that "someday there will be a meeting at which 99% of all the attention is not devoted to what is bad in television."

He made a special effort to impress upon the gathering that "most broadcasters are trustworthy" and so are most advertisers and agencies."

▪ A hypothesis by Cincinnati Law School Dean Roscoe Barrow, author of the FCC's Network Study and recently-named consultant to the FCC, that the marketing function necessary to televisions' well-being may have the effect of causing "good" programs to be driven out of television by more highly-rated programs of lesser quality.

▪ A flat contradiction to the Minow and Barrow positions by W. Theodore Pierson, Washington communications lawyer, who is convinced the whole Minow philosophy is propounded on censorship, pure and simple. Though unrestrained programming may have imperfections, he said, it is much to be preferred over a "vast wasteland of withered liberties.' '

Participants in the two-day symposium, in addition to Messrs. Minow, Collins, Jaffe, Barrow, Pierson, Guider and Cone, included: the conference chairman, J. Leonard Reinsch, executive director of the Cox stations and tv-radio advisor to President Kennedy; the conference director, John E. Coons, Northwestern Law School professor; Warren



Mr. Minow | Dean Barrow | Mr. King | Mr. Pierson

"Make a noise in the east . . . **but strike in the west"**

Long before Mao Tse-Tung gave us the headline for this ad, Sun Tzu, another Chinese militarist, said in 500 B.C.:

"To fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

In today's terms, this strategy is called "Protracted Conflict." In today's world it is being vigorously practiced by Mao Tse-Tung and his brothers in the Sino-Soviet block.

This is Mao's formidable formula for Protracted Conflict:

I. Eliminate your enemies one by one. Kill the straggler in a group of men . . . penetrate the straggler in a group of nations.

II. Keep the enemy off balance. Example: Berlin, Laos, Viet-Nam — the basic communist policy of international thrusts and feints.

III. Use all possible propaganda and cultural warfare to sap the enemy's will to resist.

IV. Avoid a frontal assault until it can succeed without powerful retaliation.

V. Split the battlefield into a Peace Zone and a War Zone. (Today's Peace Zone is simply the full area of the communist empire. According to communist tactics, *all* international tensions lie within the War Zone. Thus, the question of colonialism may be debated in regard to Congo, never in regard to Hungary or Tibet.)

Americans can be fortified through facts. We may not know *what* the communists will try next, but the communist blueprint convinces us that whatever it is, they *are* going to try it. We need not be surprised or shaken.

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Which Collins comments d'ya read?

ARE FCC FORMS 'NET IMPROVEMENT' OR 'INTOLERABLE BURDEN'?

Hottest debate of the broadcaster's summer: Where does NAB President LeRoy Collins stand on revision of the FCC's program form?

He has commented three times on the subject—in a July 13 memo to member stations, in the July 31 NAB *Highlights* (privately circulated to members) and in an Aug. 3 address to the Northwestern U. School of Law's Conference on Freedom and Responsibility in Broadcasting (story page 62).

Is he consistent? Or has he done an abrupt switch?

The new form isn't too bad but might be improved—in any case "a net improvement" — Gov. Collins was reported as saying in BROADCASTING (July 17).

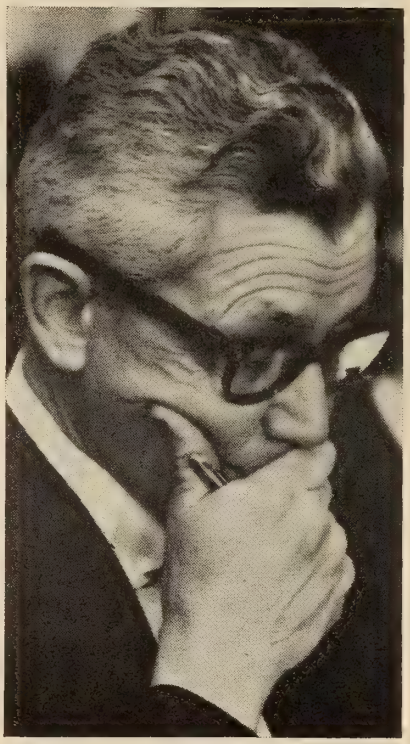
And then the lid blew off at NAB. Gov. Collins charged BROADCASTING had misrepresented his views in reporting the July 13 memo. He said in the July 31 *Highlights,* after observing he had received helpful comments from some members:

"These responses indicated that some have misinterpreted our position on the proposed new forms, and this has been stimulated further by distortions in BROADCASTING magazine."

Gov. Collins continued, "In order to clarify the matter, this is to advise you that we here of the NAB staff have not given blanket approval or endorsement of the FCC proposal."

He continued in *Highlights*: ". . . The most uniform, single item of concern received thus far, however, is over the tremendous added burden envisioned in the proposed logging requirements. . . . The public-service accomplishments of broadcasters, generally, are not reflected adequately in the present form, I am told. It also is my understanding that the proposed form will enable the broadcaster to log and report all identifiable program material regardless of length or category. This would appear to recognize the great flexibility of radio and not confine it to strict five-minute or 15-minute segments. In this regard, especially, do I believe it represents a 'net improvement over the old form.' "

Different Tack ▪ But what appeared to be an entirely different approach to the program forms was taken by Gov. Collins Aug. 3. In his Northwestern speech Gov. Collins showed concern for the mechanical burden placed on stations by the proposed program form.



Gov. Collins
Moment of reflection

To clarify all this, BROADCASTING presents the full text of Gov. Collins' comments on the proposed forms in his July 13 memorandum to NAB members and the full text of his Aug. 3 comments on the subject at Chicago. Here is the text of his July 13 letter (excluding introductory matter):

"The proposal for changes in the logging requirements is completely new and would be necessary in order for the logs to reflect the factual information required in order to complete the application form.

"The proposed amendment to the program form represents a substantial revision of the proposal of the FCC, issued last Feb. 21 in the same proceeding, which we forwarded to you on March 1.

"You will recall that upon our initiative, following the issuance of the earlier proposed form, a series of conferences was held, attended by representatives of the NAB, the Federal Communications Bar Assn. and staff members of the commission. The purpose of these conferences was to seek ways of simplifying and improving the form in areas where mutual agreement could be easily obtained, leaving, of course, open for further consideration positions of likely deeper conflict in opposing views.

"The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past thirty years.

"On balance, it is our opinion that the new form represents a net improvement over the old form.

K. Agee, executive director of Sigma Delta Chi; Peter Goelet, founder of the National Audience Board.

Former FCC member Charles H. King; Clair R. McCollough, NAB board chairman and general manager of the Steinman Stations; Ralph McGill, editor of the *Atlanta Constitution;* Sig Mickelson, vice president of Time Inc.; Nathan L. Nathanson, Northwestern Law School professor; consultant Morris S. Novik; Ward L Quaal, executive vice president-general manager of WGN Inc.; John Taylor, general manager of educational WTTW (TV) Chicago; Sol Taishoff, editor and publisher of BROADCASTING.

Unable to attend were Presidential News Secretary Pierre Salinger and public relations counselor Edward L. Bernays. It was just 11 years ago that Chairman Minow sat in the same university hall as a law student. Mr. Reinsch also is a Northwestern U. alumnus.

Surprise ▪ Prof. Jaffe appeared to be the surprise of the symposium. He made no secret of his belief that the First Amendment of the Constitution does cover broadcasting. And in his exchange with Mr. Minow he said the First Amendment's protection is not limited merely to protection from censorship before "publication." He thought it might also cover "the imposition of sanctions after the event."

Nor, said Prof. Jaffe, "is the First Amendment's protection inapplicable on the ground that the licensee is exercising a 'privilege' " as is afforded the broadcaster through his license.

Prof. Jaffe later explained to news-

"True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of regulation of the industry by the FCC.

"In our judgment, there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

"Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

"However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance. This was a prime objective of the committee that worked with the commission on revision of the form proposed last February.

"We at NAB are working on (1) possible improvements to be sought in the proposed form, and (2) the development of guidelines of assistance for our members after a final form has been approved. Your comments, of course, will be welcomed."

Switch at Chicago ▪ Following is the text of Gov. Collins observations on program form revision Aug. 3 at Northwestern U.:

"Another concern facing broadcasters, and especially radio broadcasters, and one which bears directly on their ability to perform with maximum responsibility, is the matter of the FCC's proposed new license application and renewal forms.

"I have made it clear that I can find no legal objection to the FCC requesting information from licensees regarding programming.

"But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters —especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms.

"In many of the smaller stations this will place an intolerable burden on already overloaded personnel. And these stations simply cannot afford to increase their staffs.

"I have seen first hand the mountains of paperwork this entails in terms of the day-to-day operation of the smaller stations. I recommend that every member of the FCC take the time to make such an examination if he has not already done so.

"I am certain that it is not the desire of the commission to keep a station from doing a proper job by imposing an unfair and unreasonable administrative burden on it, and yet this will be the result in many cases unless modifications are effected.

"And while we are on the subject of the proposed forms, as they apply to programming in radio, I would like to oppose the concept that each station in a multiple-station market should broadcast what might be called a 'balanced' or 'diversified' schedule of programming.

"I do not know that this is the intent of the FCC. But I do feel strongly that it would be foolish to expect each station to carry such a 'balanced' program diet. This would not produce real diversification of programming but rather insidious conformity, in which every station would be sounding much the same as any other.

"What I hope the FCC has in mind—and it seems to make very good sense, from the standpoint of the broadcasters as well as the public—is an encouragement of specialization among stations where there is a large number in a given market, so that a person might be able to tune in one station for the best in good music, another station for needed foreign-language programming, another for special teen-age programming and so on across the scale of diversified interests.

"If the FCC will spell out that it has this in mind in asking the questions about programming on the new forms, it will prove extremely helpful.

"One of the most frequently expressed concerns of broadcasters is that the FCC and its staff have little appreciation of the administrative complications—the burdensome details—facing licensees in their day-to-day operations. The FCC, on the other hand, I am sure, feels that the industry does not appreciate the FCC's burdens, problems and goals.

"Therefore, I propose that in mid-September of this year we hold a meeting to be attended by the commissioners and appropriate staff members and by a representative group of radio broadcasters.

"The purpose of the meeting would be to exchange freely and frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere. I would not contemplate this meeting taking on the aspects of a formal hearing of record, but I believe it should involve the proposal of the commission to modify its application form and logging requirements.

"This would be entirely in order, procedurally, for the commission has expressly stated that it would not be limited to comments of record, but would further take into account any relevant information obtained in any manner from informal sources.

"I feel that such a meeting would be of significant help all around, and we offer the services of NAB in making appropriate arrangements."

men that the Supreme Court for perhaps 20 years has held that to punish after an event is just as much censorship as prior permission to "print."

Prof. Jaffe told the conference he does agree with Chairman Minow's position that it is not censorship nor a violation of the First Amendment to determine on the basis of the whole program schedule whether the licensee has met his responsibility for providing a general balanced television service.

Shuler Case ▪ Elaborating on this point, Prof. Jaffe ventured that "there is a limit to the imposition of sanctions after the event" and said he feels that a "refusal to renew a license" could be such a penalty if based on the "character" of the program content. His personal view, he said, is that if the Supreme Court today were to review the famed Shuler case (including an issue of religious bigotry) possibly five of the justices would find that refusal to renew the station's license violated the free speech principle. (An appeals court in 1932 unheld the Federal Radio Commission's refusal to renew a radio station license held by the Rev. Bob Shuler who was charged with defamatory and other damaging broadcasts.)

The Harvard professor earlier in the day had sparked sharp ideological exchanges among the participants with his paper which began the symposium's initial closed meeting. He observed that ever since the 1946 Blue Book, the industry has come to loosely follow its precepts and Congress "has maintained a resounding silence, but the echo is probably adequate to demonstrate congressional ratification of the principle

of responsibility for balanced programs, even though it leaves unclear the powers of the FCC to police the obligation."

What should the government do about an excess of sex and violence on the air? Prof. Jaffe asked if the government should "measure out the quantity of sex and sadism that will be tolerated?" He said that except for cases of hard-core obscenity, the Supreme Court "might hold that the Constitution forbade censorship, though it is at least possible that censorship of the hours when children are ordinarily viewing might get by."

Prof. Jaffe felt, however, "that a determined and continuing effort by the organized citizenry brought to bear on advertisers and licensees will bring about some amelioration. Given our prevailing culture, not much more can be expected."

Beyond Help ▪ Of general entertainment programs, Prof. Jaffe said, "The most alarming thing about tv is not its undeniable dullness, but the apparent fact that so many people have nothing better to do than to sit constantly before it. I insist that these passive sponges are so completely bereft of culture that for them the quality of programs is immaterial."

As to whether "policing" of programming is feasible or desirable, Prof. Jaffe felt that it is, "but primarily through enforced publicity and reporting." He sees government "as a grand court of inquiry" to stimulate public discussion. But he contends that in areas of opinion "it is a precisely flat legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even entrench on the Constitution."

Prof. Jaffe delved at considerable length into the legal nuances of his proposition that a general responsibility for balance is constitutional because of the present limited number of frequencies. It was on this broad premise that he concluded that the government "has a prime responsibility for end product of tv" and that this responsibility "can best be discharged by the official formulation of standards, by unrelenting publicity and by an obligation on the industry to study the programmatic needs of its constituencies, to report on and to defend its performance."

Minow Position ▪ Mr. Minow devoted his entire prepared statement to a treatise of legal and legislative precedent supporting his position that the programming controls he advocates do not constitute censorship. His 21-page speech was backed by a 76-page legal memorandum prepared by legal assistant Joel Rosenbloom.

Legal precedent and the history of legislation and regulation of broadcasting are consistent in the area of censorship and establish these two things, Chairman Minow said: (1) the no-censorship provision of the Communications Act refers to prior restraint, and (2) the commission has the authority and duty to consider past and proposed programming of applicants. Those who cry censorship ignore these two facts, he said.

"They argue each time as if the slate were completely clean," he charged. "Don't study the law books. . . . Their argument to the commission . . . is often the same as their answer to their critics: 'If you don't like it, turn your set off.' " For many years, Chairman Minow said, the word "censorship" has smothered and obscured analysis about the relationship between government and broadcasting.

The FCC chairman charged that there is much censorship in broadcasting today—but that it is by ratings, advertisers and broadcasters and not by the federal government. He said this censorship should be examined, spotlighted and deplored just as any form of censorship should be. "When a broadcaster defers to the advertiser in permitting the private interest to have priority over the public interest, the result is censorship—and in a most pernicious form," Chairman Minow charged.

The Other Hand ▪ The commission clearly does not censor anything, the chairman maintained. "We never view a program in advance of broadcast and prevent its being seen by the public," he said. The commission does examine over-all program performance and proposals of licensees and applicants, he said.

"It is this that is called censorship," he said. "It is this, they tell us, that violates the First Amendment and the Communications Act." The analogy to newspapers is nonsense, Chairman Minow maintained.

The First Amendment applies differently to print media and broadcast media because broadcasting is different, he said. "There is a prior restraint [for broadcasting]—because it is necessary —but this restraint is against getting into the business in the first place unless you have a license."

Pointing out that the Communications Act bestows upon the FCC the right to require stations to keep program logs, Chairman Minow asked: "Records of programs? What for if the

Seminar attracts wide news coverage

Although FCC Chairman Newton N. Minow said that he had not come to the Northwestern U. seminar last week "to create sensations nor seek headlines," it appeared the event was destined to attract wide national attention, based on the number of press and electronic media newsmen who turned out to cover the sessions and the heavy sprinkling in the audience of well-known observers from broadcasting, Washington and Capitol Hill.

ABC-TV video-taped both private and public sessions, supplying a four-camera closed-circuit system to relay the private meeting proceedings to newsmen and guests in adjoining rooms. CBS-TV and NBC-TV shot newsfilm. So did WGN-TV Chicago. Westinghouse Broadcasting taped portions and Northwestern lost count of other local radio tape feeds.

Mr. Minow has enjoyed considerable consumer media publicity since moving to the top FCC post, particularly in the daily press and particularly since his television is a "vast wasteland" speech before the NAB convention (BROADCASTING, May 15).

KRAFT COLOR TV COMMERCIALS ARE 75% MORE PERSUASIVE

Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

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19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

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- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

NBC **WAPI-TV** CBS

Channel 13
Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

commission has no concern with programming?" He said that legislative history of the Radio and Communications Act leaves no doubt as to the power of the FCC to consider programming as one facet of the public interest.

If, the chairman said, a tv station proposes to telecast little or no education, religion, educational or public affairs programming, the commission is free "and indeed obliged" to ask why. "This requirement is not censorship. The commission is not prescribing the specific programs to be presented. It has a right to ask why that applicant should have a piece of a precious resource."

Where the Trouble Lies ▪ "The trouble," Chairman Minow said, "is that far too many licensees do not regard themselves as 'trustees for the public.' The frequency is regarded as theirs, not the public's, and the license is not one to operate in the public interest but rather to get the greatest financial return possible out of their investment.

"To those few broadcasters and their professional associates who would evade the nation's needs crying 'Censorship! Oh where will it end?' I ask: Responsibility—when will it begin?"

Collins Proposal ▪ An industry-FCC meeting in mid-September to work out the program-form mess was proposed by NAB President Collins.

Gov. Collins said the FCC's proposed program form would place an intolerable burden of paper work on stations.

In his conference speech Gov. Collins opposed the concept that each station in a multiple-station market should broadcast a balanced or diversified schedule of programming, claiming it would not produce "real diversification of programming but rather insidious conformity." He contended specialized programming in multi-station markets should be encouraged.

The proposed industry-FCC conference, to be informal in nature, would seek an exchange of views on current radio broadcasting problems. Gov. Collins said broadcasters often say the FCC has little appreciation of the burdensome details facing licensees.

No vote by Ford

FCC Commissioner Frederick W. Ford did not participate in the commission's instructions to its staff aimed at granting Moline, Ill., ch. 8 to Moline Television Corp. as reported in AT DEADLINE, July 31. The FCC voted to reveal the vote following charges of political favoritism in the grant by Rep. Robert H. Michel (R-Ill.). An FCC spokesman incorrectly informed BROADCASTING that Commissioner Ford had voted to reverse the hearing examiner and grant the channel to Moline Tv.

Station Explosion ▪ Reviving a suggestion made at the NAB convention last May, he blamed the "overpopulation of licensees" on the FCC. He said, "I could not be in more disagreement with Chairman Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air and additional competition."

Experience shows, he added, "that increasing competition beyond the reasonable-support potential increases the incidence of overcommercialism, reduces station income and thus decreases the ability to finance the special efforts required to produce the highest-quality operation.

"I hope that this lesson so painfully learned too late in radio will be heeded in television while there is time. Television needs to be fully competitive, but not to the extent that in order to survive every corner must be cut, every possible dollar earned."

Gov. Collins lauded a proposed FCC study seeking answers to the economic questions plaguing many radio stations, offering NAB's services in the project. Again he suggested a moratorium on issuance of new am grants, as earlier suggested by FCC Commissioner Robert E. Lee.

Arguing against FCC's substitution of its taste and judgment of programming for that of a licensee, he said NAB has long agreed the Commission should hold every licensee accountable for good-faith efforts to serve the public interest in line with his promises.

"I am prepared to carry the fight for free broadcasting not only to the FCC and the Congress but to every home in America, beginning with one on Pennsylvania Avenue," he said.

King Views ▪ Former FCC Commissioner King said he does not feel "we can have an effective system of broadcasting by private enterprise and at the same time have the government telling the industry what they must or must not put on the air.

"Let's face it. What makes private enterprise tick is profits; it is only by making a profit that television can render the public service that it does."

Mr. King said that when the government steps in to tell the broadcaster what he must or must not broadcast, both the opportunity for profit and the incentive that goes along with it are bound t be affected adversely. "Once started," he added, "this thing tends to expand."

But Mr. King did believe the Government can establish certain "minimum" standards of program content. The problem comes with how far "minimum" should range, he said.

'Not From Washington' ▪ Mr. Guider, former partner in the Washington law firm of Hogan, Donovan, Jones, Hartson & Guider, now president of WMTW-TV Poland Spring, Me., told the conference he wants the program responsibility problem "solved at the station level and not from Washington."

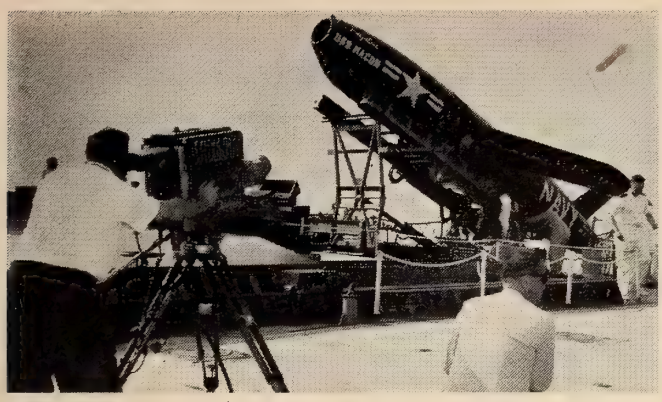
Mr. Mickelson observed that "somewhere someone has to make a subjective decision" about programming and said it should be a broadcaster decision completely, not one made by government. He said what really is at issue is what is the definition of "good" or "bad" programming, because no one has yet been able to define them, any more than what is "public service."

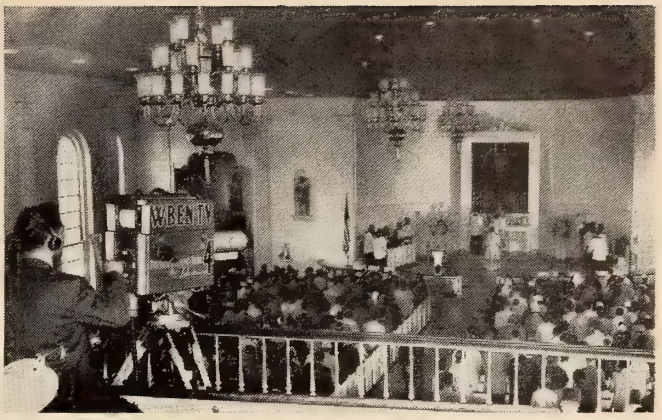
To suggestions that low-rated information shows be priced cheaper, Mr. Mickelson sounded a warning. "Producers would be under terrible pressure to justify higher audiences and higher prices," he said, and this would have a "degrading effect" on information content.

Barrow Talk ▪ Dean Barrow's lengthy paper opening the Friday morning session described how tv programming is affected by non-governmental in-

THE "BIG THREE" AUTO MANUFACTURERS ARE SOLD ON COLOR TV!

Why are the auto manufacturers sold on color TV? They know they can't afford not to be. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900





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A lot goes on in Western New York that's not seen by the nation's eyes —but the millions in the WBEN-TV area (more than 2,800,000 in the U.S. alone) get a graphic glimpse of it all. WBEN-TV public-service programming sees to this — through seasoned crews, up-to-the-minute mobile equipment and a guiding station policy that regards public service programming as a public trust.

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WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

fluences and reviewed various proposals that have been advanced for improving program quality and variety. He declined to propose any "solutions" because of the author's relationship as a consultant to the FCC.

Mr. Barrow asked if tv's marketing function possibly is getting in the way of its public service function in the light of today's international survival battle.

Need for Stimulation ▪ Dean Barrow continued: "What is television doing to stimulate and extract excellence in this time of conflict with totalitarian ideology? Is not the ultimate question one of the degree to which this great public resource—television—is furthering a strong, confident democratic spirit, and the degree to which its use as a marketing instrument impedes television's service in the public interest?"

Mr. Barrow noted that the desire of the national advertiser is for a national market and the aim of the network is to deliver a national audience. Audience ratings show that stereotyped programming such as westerns, mysteries and quiz shows get the highest ratings. These factors working together, he found, under Gresham's Law mean that the high quality shows are driven off the air even though they may attract "a substantial but not maximum" audience. As a result, broadcasters place a practical reliance on networks to select programming and "in this way the licensed broadcaster's responsibility to serve the tastes, needs and desires of his community is impinged."

Dean Barrow said commercial motives "loom large in the program selection process" because the advertising dollar turns the industry wheels. Tv, he said, "has the greatest sales impact of all advertising media," and for this reason advertisers have been quick to take advantage of this mass sales power.

His paper examined in detail the relationship of advertiser and agency, the network and station individually as well as their inter-relationship, network part ownership of programs, the NAB and its codes, the industry's "powerful" lobby in Washington and such other topics as talent agency and network control of talent.

In discussing group pressures such as that encountered by the *Untouchables,* Dean Barrow felt that due care should be given in characterization of sensitive groups, but he argued that the "network or broadcaster should not introduce changes which render the program unfaithful to the message which the program was intended to communicate."

Pierson Answer ▪ Answering Messrs. Minow and Barrow, attorney Pierson said that the course they advocate will result in a high degree of centralized government control of tv programming. "Still more bluntly, it is censorship," he charged.

"Indeed, I believe that the greatest threat to tv's achievement of its proper role in our free society is the restrictions and restraints that the censors and controllers have placed and would place upon the medium," Mr. Pierson, a partner in the Washington law firm of Pierson, Ball & Dowd, said.

Mr. Pierson paraphrased Chairman Minow's NAB speech thusly: " 'Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our commission to broadcast anything.' " This view, the Washington attorney stated, is a prior restraint upon broadcasting, it is censorship and violates the First Amendment.

Further, he said, Mr. Minow stated that he (Minow) would suppress programming which does not meet with "bureaucrat tastes. If you are a bureaucrat and you tell a broadcaster that he may operate if he broadcasts what you favor and may not operate unless he suppresses what you disfavor, what are you doing but requiring broadcasters to conform to your taste?" Mr. Pierson asked, "Did he (Minow) mean that in his few months as chairman he had been able to discern what no one else has ever known or been able to define—the public interest in programming?"

Minow Stereotype ▪ If the commission pursues the Minow plan, Mr. Pierson said, the agency will be the direct cause of the suppression of many programs and the release of many others, all tending to be stereotyped after the Minow pattern. Such a plan must constitute censorship; otherwise the First

How FCC members plan to spend the month

Surcease from the daily grind of decisions, actions and oral arguments comes to FCC commissioners in August. But vacation plans vary from long trips to "hoping to get a day here and there."

Commissioner Robert T. Bartley will be on duty throughout August as acting chairman. He will pass on routine matters and act on certain motions.

Chairman Newton N. Minow started his "vacation" last week at the Northwestern U. Conference on Mass Media (see page 62). He will attend the American Bar Assn. meeting in St. Louis and spend most of the rest of August in Washington, D. C. He hopes to get away for a week or so to one of the nearby beaches with his family.

Also remaining in Washington and environs are Commissioners Frederick W. Ford and Robert E. Lee. Commissioner Ford will be at home in Alexandria, Va., with his family, including his month-old son. Commissioner Lee is braving the Washington heat and hoping to sharpen his golf game.

Travelers ▪ Commissioner John S. Cross will be at home in Eureka Springs, Ark., during the recess at the Riverview Resort Motel, which he operates with his wife.

Commissioner T. A. M. Craven leaves for Laconia, N. H., Aug. 10 after extended testimony on Capitol Hill before the Senate Small Business Committee on the possibility of monopoly in space communications.

Commissioner Rosel H. Hyde will vacation at home in Downey, Idaho, after going to his son's wedding in Logan, Utah, Aug. 9. He intends to visit another of his three sons in Westport, Conn., on the return trip to Washington.

ANOTHER NEW SHOW FOR COLOR TV

Bob Newhart's new show for Sealtest will be on color TV this season. The agency is N. W. Ayer & Son. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

the price is right on WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

Basic rate for both 40-second and 60-second announcements will be $900.00.

Rate for 20-second announcements remains at $700.00.

30-second announcements will also be available at $700.00.

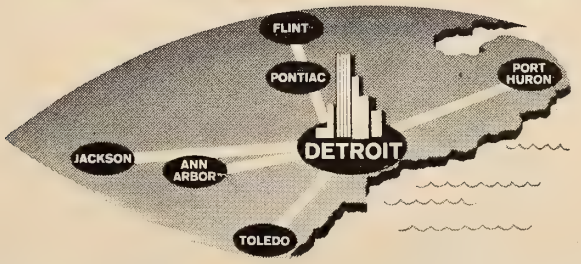
WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC's attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Amendment is inapplicable to the most effective means of communication yet devised by man—television, he stated.

"It would mean that free speech and press are only for the less efficient and most ineffective modes—books, newspapers, magazines, handbills and movies. It would mean admitting that technological advance inevitably and progressively takes its price in loss of liberty.

"I say, Mr. Minow cannot have it both ways. . . . He cannot free us from our own imperfect tastes by binding us to his imperfect tastes without denying the principle of freedom . . . diversity and liberty instead of conformity and restraint."

No Justification ▪ Pointing out that advocates of program control offer numerous justifications and excuses, Mr. Pierson said most of them are "old and hackneyed." It is impossible, he said, for the FCC to consider "overall" programming and "balance" without considering individual programs. The chairman, Mr. Pierson said, has dealt with specific programs and types with which he approved or disapproved.

"I submit that the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found in one long boring day and night before his tv screen." Also, Mr. Pierson charged, in actual practice the FCC has used the term balance to coerce licensees into carrying types of programs the commission favors at the expense of programs the agency dislikes.

The commission has a right to require programming information of licensees, but only to test their character qualifications, Mr. Pierson stated. However, "in view of Mr. Minow's threats to deny applications where the program structures do not conform to his specifications, can it be said that the program representations in an application are uncoerced and voluntary?" he asked.

Referring to an earlier speech by Dean Barrow, Mr. Pierson agreed that tv is an imperfect instrument and added that it always will be unless a perfect machine is developed that does not require an "imperfect human being to perform tasks or make judgments. The pall of imperfection that is cast on commercial tv shrouds all human activity, including above all, government action."

Mr. Pierson attacked the dean's proposal for a centralized program control in the FCC, NAB and outstanding citizens. "I would go the other way . . . [and] permit stations to unbalance the types of programs they broadcast at will and with abandon," he said. "The sum of such specialized program formats would result in overall balance in the industry output." He said that the "costly Barrow investigation" was not needed to establish that profit influences tv programming. "This was and is one of the most open and notorious facts within my knowledge," Mr. Pierson stated.

McGill Comment ▪ Mr. McGill felt tv problems seem to be a part of an overall cultural evolution that now is in process. "Our culture is being wrenched and convulsed and what comes out of it may be a national culture instead of regional cultures," he said. To meet the challenges of the day, "we must come up with a positive approach."

Prof. Nathanson suggested that "it is very debatable that television at the present time represents our culture." He said he personally is not able to keep up with all the good books, magazines and films, but he has no problem keeping up with really "good" tv shows.

To a question of whether increased competition means improved programming, Mr. Quaal denied that it does *per se*. "I'm afraid the opposite will be true," he said, citing a competitive problem of 14 radio stations in the Albuquerque area. Mr. Quaal disagreed with Prof. Jaffe over a "monopoly" situation in network tv. Mr. Quaal asserted "there is plenty of competition in tv today."

On the competition issue, Mr. Agee noted that in some single-newspaper towns the sole paper is doing a much better public service job than multiple papers competing in other markets. He said the "history of the broadcast media in meeting challenges has been very great."

Cone Remarks ▪ Mr. Cone answered several comparisons of high class magazines which put tv in poor light. He observed that *Harper's* and *Atlantic Monthly* comes out but once a month, Sunday newspaper supplements once a week, but tv programs hour after hour, day after day. "Sure, there are poor shows telecast," he said, "but there are a whale of a lot of good shows on the air too." He also pressed for his "revolving spot" magazine carrier concept, similar to the pattern used in space buying. This would give lower-rated public interest programs much better insurance of getting on the air, he declared.

Mr. Novik pointed out to the conference that although the radio station population has increased sharply in recent years, the diversity of what is offered has decreased. He attributed this to the music-and-news formula stations which have "forced the quality of other stations down to meet the competition."

Mr. Goelet felt that publicity about government concern over programming in itself has had a very beneficial effect on programming. Mr. Minow's "wasteland" speech he said was a good example of the effectiveness of this publicity impact.

Prof. Coons asked if the producers of *Untouchables* could do better if given a chance. Agency executive Cone observed he personally liked the show, but pointed out there actually is difficulty in getting scripts for good drama programs today. He recalled a recent contest for drama scripts brought in 1,500 entries, but that the judges could find only "two or three" that were of sufficient quality to accept or use on a broadcast.

Taishoff on "Scarcity" ▪ During references to uhf, Mr. Taishoff asked if there really is a scarcity issue in tv today. With 70 uhf channels available, 150 permits surrendered in recent years, he suggested scarcity can't be used as an argument if plenty of channels "can be handed out for the asking."

Mr. Taylor said he hoped the vacant channels wouldn't go too soon because educators in the next decade are going to need them a half-dozen in a bunch in some markets to meet the teaching manpower challenge that is rapidly developing. He said educational tv will need all the uhf channels it can obtain "plus all the class D time that's available on commercial stations, too."

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WRGB 6
CHANNEL
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We're selling disregard factors today

A funny thing happened to LVN[1] on the way to the studio the other day. He had a daymare. "What would happen," a dream figure asked him, "if an advertiser purchased an infinite number of announcements on Station B in Eastern Iowa?"

"Money would be coming out of the holes in his head." LVN answered, *"and he'd spend an infinite sum."*

"And for Station C?"

"Ditto."

***

This fascinating hard-sell hallucination is brought to you by Station A to dramatize a Fact: No matter how many announcements an advertiser purchases on Station B or Station C, he disregards a substantial part of the Eastern Iowa market.

This gives rise to the *LVN Theory of Improbability, or Disregard Station A in Eastern Iowa at Your Peril,* not to be confused with an old movie serial.

Taking Station A's tv home potential as 100%, Station B's home pot. is 79%; Station C's, 84%. On an average daily daytime basis, on Station B alone an advertiser disregards 54% of the market; on Station C, 55%. On an average daily nighttime[2] basis, an advertiser on Station B disregards 50% of the market; on Station C, 26% of the market.

Station A's home potential, in non-disregard numbers you can get your teeth and products into: 314,700.

These data are based on the ARB for Cedar Rapids–Waterloo, March, 1961.

Station A • Cedar Rapids–Waterloo
CBS TV for Eastern Iowa
Represented by the Katz Agency
Affiliated with Station A Radio;
K-WMT, Fort Dodge; WEBC, Duluth



[1]Graffiti appearing at end of memos beginning "To All WMT Sales."

[2]Not to be confused with a nightly daytime basis.

No more automatic grants to survivors

OTHERS MAY FILE BIDS AFTER MERGER OR DROP-OUT

Rulemaking was finalized by the FCC last week which no longer makes it "automatic" for the remaining applicant to receive a grant after merging or securing the withdrawal of a competing applicant for the same facility in a nearby city.

Under the new rules, the withdrawing applicant is required to give local notice of such intentions. The FCC will then take no action on the remaining application for 30 days during which time it will accept new applications for the same facility requested by the dismissing party.

The new rule, first proposed by Commissioner Robert T. Bartley (BROADCASTING, Jan. 16), is designed to carry out more efficiently Sec. 307 (b) of the Communications Act. The section requires the commission to distribute frequencies among states and cities in a "fair, efficient and equitable manner."

Any new applications filed under the rule will be entitled to a comparative hearing with other pending applications for the same facility. In adopting the change, the commission said the rule will serve the public interest by acting as a deterrent to those who would use the FCC processes for private gain. Sec. 311 (c) now acts in much the same manner in the area of pay-offs with the two rules complementing each other, it was pointed out.

Commissioner Robert E. Lee dissented.

Small business group plans radio-tv study

A subcommittee of the Senate Select Small Business Committee is planning a wide-scale inquiry into broadcasting activities. Its point of departure will be advertising opportunities available to small business firms on television and radio.

Rep. Dale Alford (D-Ark.), chairman of the Small Business subcommittee No. 6, feels there may be evidence of national advertisers putting small firms at a disadvantage by "monopolizing the choice advertising times."

In a memorandum to subcommittee members, he said that the subcommittee could help small business firms by determining whether their complaints in this area are justified.

The hearings would also seek to determine whether the small firms are capable of participating in broadcasting to improve their business, he said.

One of eight subjects that Rep. Alford suggested the hearings could develop, however, appears limited to big business: "Do the national advertisers unduly influence" the networks and their programming?

Another question he feels should be discussed is pay tv. The hearings would also get into the pay-tv question, according to the memorandum, to determine whether that system would stimulate the establishment of outlets in communities outside major metropolitan areas.

Other possible subjects listed in the memorandum follow:

- Under existing law, what broadcasting practices have developed that adversely affect small business?
- What time slots on television are reserved exclusively for large network advertisers?
- What programming and time periods are available to regional and local advertisers?
- If certain time periods are not available, why are they unavailable?
- What new legislation would help small business in the field of broadcast advertising?
- What has the FCC done to enhance competition and provide greater opportunities for small business?

Rep. Alford suggested no date for the hearings, but told subcommittee members he would like to hold them "at an early date."

The subcommittee announced plans for hearings on the same subject two years ago, but they were never held.

Senate would restore FCC budget cut

The FCC's total budget request of $12,525,000 was approved by the Senate last week in passing the $9,098,769,500 Independent Offices Appropriations bill.

The final say on the matter will not be heard, however, until the bill comes out of a Senate-House conference that began work Friday (Aug. 4) to resolve differences between the Senate bill and an $8.49 billion appropriation passed earlier by the House.

It appeared unlikely that the House conferees would go along with the Senate in restoring the entire $125,000 cut.

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FCC revamp passes House in 198-150 vote

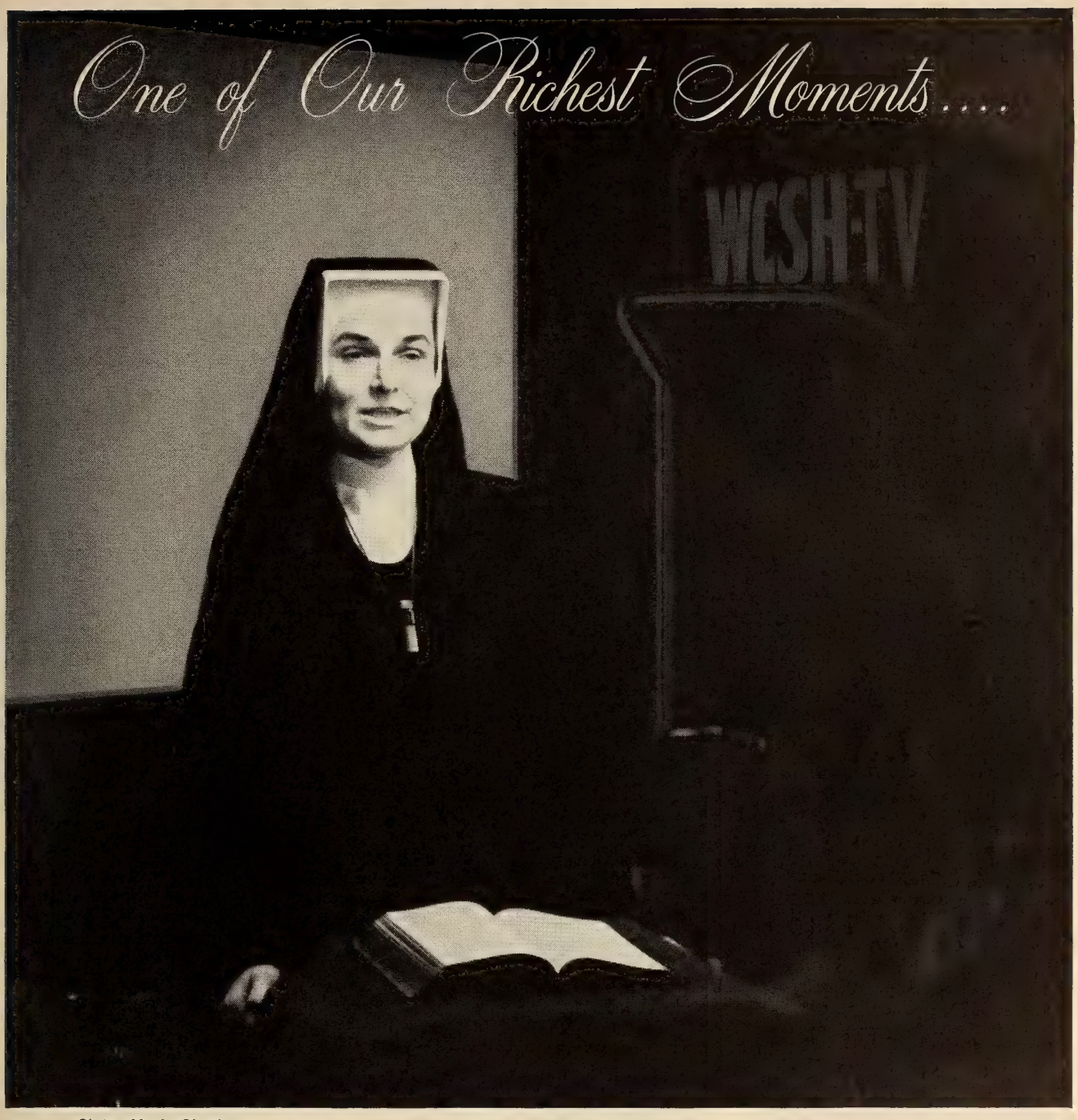
REP. ROGERS' FLOOR FIGHT FAILS TO STOP APPROVAL

The House of Representatives last week approved the FCC-reorganization bill (HR 7856), but not without a fight. Rep. Walter Rogers (D-Tex.) waged a one-man floor battle against the bill, and forced a roll-call vote. The final tally was 198-150.

The reorganization legislation, which permits the commision to delegate adjudicatory functions to its staff and gives it the power to choose among the cases it will review *en banc,* now goes to a House-Senate conference. The House bill differs in several minor respects from the Senate bill (S 2034). on FCC reorganization passed two weeks ago (BROADCASTING, July 31).

Rep. Rogers vigorously opposed the bill on the grounds it would give civil service employes the power to make final decisions in review cases. He said this had been the intent of the President's FCC-reorganization plan, which the House rejected (BROADCASTING, June 19).

Rep. Oren Harris (D-Ark.), author of the reorganization bill and chairman of the House Commerce Committee, and Rep. J. Arthur Younger (R-Calif.), ranking minority member of the committee, introduced four amendments to tighten up the bill and allay Rep Rogers' fears. But he remained unconvinced.



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National Representatives

WITT HEARING IGNORED

Main Street shows apathy to station's plight; little concern over whether license renewed

Local interest in the Lewisburg, Pa., license-renewal hearing last week of WITT, that city, was non-existent—both within the hearing room and on the streets of the community of 5,523 people.

The hearing was held on charges that Wireline Radio Inc., the licensee, had transferred control of WITT without prior FCC approval.

"We are guilty of two sins—not making any money and being dumb," a WITT official said in describing the difficulties of the station and its 44 stockholders with the FCC.

During all sessions of the hearing, Monday and Tuesday, the hearing room was empty except for parties to the proceeding, witnesses, area broadcasters and two reporters.

The one exception to the above was a short visit by the wife of a Bucknell U. (located in Lewisburg) professor. She said that she had heard about the hearing on WITT and was mildly curious about what was happening. The housewife disclaimed any knowledge of the issues involved but expressed the hope that WITT would remain on the air.

Up and Down the Street ▪ Well over half of some four dozen Lewisburg residents interviewed on the street did not know that the WITT hearing was in progress. And, a surprising number of the local citizens did not even know that the radio station was having difficulty with the federal government—despite announcements over WITT Sunday (July 30) that its renewal hearing would be held the next day and front-page coverage for the past several months by the *Sunbury* (Pa.) *Daily Item,* the principal daily newspaper serving Lewisburg. (Sunbury is 10 miles from Lewisburg).

None of the area radio stations, including WITT, reported the hearing in their newscasts. WITT, however, carried periodical announcements July 30 that the hearing would begin the next day.

Except for those directly involved, the WITT hearing just was not a topic of conversation or interest in Lewisburg. Among most residents there was a general apathy toward the local radio station with no feeling one way or the other whether WITT retained its license.

An exception to this general feeling was Karl Purnell, publisher of the *Union County Record,* Lewisburg's weekly newspaper. Mr. Purnell just purchased the *Record* a month ago and formerly was assistant to ex-Rep. Douglas Eliott (R-Pa.). He said WITT is a valuable asset to Lewisburg as its signal is heard throughout several Pennsylvania counties.

The *Record* did not report in advance that the hearing would be held in Lewisburg. The paper's Thursday issue, however, printed a front-page story on the testimony. Six weeks ago when WITT returned to the air after going dark for 10 days, the *Record* carried a page-one story with picture of the station's return to the air. This article included a plea by the WITT manager for advertiser support.

Merchants, Too ▪ Most of the businessmen, while expressing a knowledge of the WITT hearing, were little concerned over the station's fate. Here are some of their reactions:

"I know they are in some kind of trouble but I'm too busy to care."

"I haven't talked to anybody about WITT."

"What is the FCC . . . Minow, who's that?"

"I didn't know the station had been

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A powerful pitch for Sec. 315 repeal

A powerful pitch for amendment if not repeal of the political broadcasting law was made before a Senate-FCC audience last Monday through the simple device of a kinescope of a campaign address last fall by a third party senatorial candidate in Colorado.

At the invitation of Sen. Gordon Allott (R-Colo.) the successful candidate, the audience saw and heard



Mr. Terry

William R. Casey, independent candidate, harangue for 30 minutes. The kinescope was made by KLZ-TV Denver which, along with other Denver tv stations and numerous radio stations, gave Mr. Casey time under the equal time mandate of Sec. 315 of the Communications Act. Mr. Casey polled about 3,300 votes of more than 785,000 cast.

Hugh B. Terry, president and general manager of KLZ-AM-TV, said performances of this type will discourage stations from carrying political broadcasts unless the statute is changed and discretion is given station management. Many viewers were critical, he said. He argued that stations can be relied upon to exercise good judgment in handling political broadcasts and that relaxation of the 315 requirements along the lines proposed by Sen. Pastore (D-R.I.) would go a long way toward alleviating the problem. Mr. Pastore has introduced a bill to exempt candidates for the Presidency, Vice Presidency, Senate, House and state governorships from Sec. 315. Mr. Terry indicated that he personally favored outright repeal of the section. Sen. Pastore and Sen. Andrew Schoeppel (R-Kan.) were present. Sen. Allcott was unable to attend because of the death of his brother.

All FCC members except Commissioner John S. Cross attended the luncheon in the Senate Office Building. Others present included Nicholas Zapple, communications expert of the Senate Commerce Committee, and President LeRoy Collins and Vice President Vincent Wasilewski of the NAB.



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RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality... Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you . . . assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming . . . give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than ½ second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

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Get the full facts on the new RCA TK-21C Vidicon Film Chain- See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. Y-22, Building 15-5, Camden, N. J.

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RADIO CORPORATION OF AMERICA

An open letter to Newton N. Minow

NORTH DAKOTANS' QUESTIONS POSE 'SECOND VIEWPOINT' ON ISSUES

The North Dakota Broadcasters Assn. has asserted broadcasting deserves the same freedoms accorded the press and has taken issue with many of FCC Chairman Newton Minow's views. The association's position was stated in a letter sent to Mr. Minow July 28 and signed by Leslie E. Maupin, secretary-treasurer of the association and commercial manager of KLPM Minot, N. D. Here is the text:

The North Dakota Broadcasters Assn., through majority approval, submit the following questions on certain viewpoints and contentions we feel were expressed in your recent speech [May 9] before the NAB. We submit these questions to point out a possible "second viewpoint" on some issues; in some cases, to point out a possible opposite viewpoint. Please believe we do not question your sincerity nor the "public benefit" of your motives. We only question the ultimate result of certain practices or procedures we feel were intimated or expressed in your speech.

1. "The airwaves belong to the public."

We certainly agree *accessability* to the airwaves does belong to the public; but, in that broadcasting is entirely independent of government subsidy or support, we question whether "public ownership" actually applies. We surely agree the public own the right to tune in or turn off their sets and select which programs they prefer. We question a government agency having a greater right to "dictate" broadcast programming than a right to dictate newspaper content or format; types of movies to be made and shown; types of stage plays to be produced, and so forth.

2. "Mere popularity should not be the test of what to broadcast."

Assuming, of course, that programming satisfies moral and decency principles, we wonder if the public should be denied free choice in broadcasting, as they have in all other forms of entertainment? And from the standpoint of listener-viewer acceptance, we question the public's likeliness to watch or listen to programming they may not like, in preference to not watching or listening at all.

3. "It is not enough to cater to the nation's whims—you must also serve the nation's needs."

We agree "serving the nation's needs" is obviously vital and necessary. And we are honestly doing our individual best to our own abilities and time availabilities. We believe a check of all radio and television stations will show a greater percentage of time (value) devoted to "public service" than by any other media.

4. "Commercial messages should be limited." (Radio's present 18 commercials per hour regulation). This is not from your NAB speech, other than your reference to tele-

off the air until I read it in the paper."

"WITT got off on the wrong foot four years ago and has never recovered. It has had poor publicity and bad management."

"Nobody seems to care one way or the other."

"I depend on WITT. We need the station and it has been persecuted by the government."

While WITT has lost money every month it has operated, the license renewal problems have compounded a lack of revenue. Many past and potential clients have told the station they would not advertise "until your government problem is settled," station personnel reported.

This was verified by at least one businessman who said that he and others have been repeatedly told that WITT would be taken off the air by the government "the first of the month." Among those Lewisburg citizens who knew that the hearing would begin last Monday, there was a general feeling that the station would be taken off the air that night. Without an understanding of FCC procedures, they expected an immediate order from "the government people."

The Official Proceeding ▪ The hearing itself, before Examiner Asher Ende, was fairly routine. The commission alleged that an unauthorized transfer took place in December 1959 when Robert L. Wilson, owner of WKVA Lewistown, Pa., contracted to purchase the station for $26,100. As part of that contract, which was reported to the FCC, Mr. Wilson took over operation of WITT immediately and loaned the station operating funds. This fact was freely testified to by Mr. Wilson and WITT witnesses and it was shown that no attempt to hide the operation from the FCC was made.

Arthur Stambler, Washington attorney for WITT, called only three witnesses—Harold E. Pray, WITT stockholder and treasurer, William Nesbit, chief engineer, and Peter Ferrell, stockholder and former general manager. Mr. Pray said that WITT is insolvent to the tune of over $35,000 in debts, including approximately $18,000 to former and present employes who worked without pay. The station went off the air June 1 for 10 days when the telephone company disconnected service for non-payment of bills.

Mr. Nesbit and Mr. Farrell testified on technical violations for which WITT was cited by the commission. Testimony by these two and Carolus Spencer, FCC engineer in charge of the Buffalo office who issued the citations, brought out that many of the violations were not personally seen by Mr. Spencer but were admitted to him by the station. Mr. Spencer inspected WITT again July 29 and stated that the station's technical operations now conform with commission regulations.

Mr. Wilson stated that he cancelled his contract to purchase WITT after the deal was questioned by the commission. All concerned said that they did not know FCC rules were being violated and stressed that the entire deal was spelled out for the agency.

Mr. Pray told of numerous other negotiations for the purchase of WITT after the Wilson deal fell through. One offer of $1.50 per share with 4,000 shares outstanding ($6,000) was received from Sam Booth, at that time owner of WMLP Milton, Pa., according to Mr. Pray. Milton is only five miles from Lewisburg and Mr. Pray said that WMLP planned to take WITT off the air.

Commission counsel Ernest Nash and Donald Rushford questioned Joseph Pelletier and Richard Fenstermacher, presently general manager and assistant general manager, respectively, of WITT, on whether they now exercise control over the station in violation of FCC rules. Both of the station officers assumed their part-time jobs when the station returned to the

vision's "endless commercials."

We honestly question whether the ability of the people to tune in or turn off their sets shouldn't be the prevailing right. We think the public, through program acceptance, proves they like commercials—perhaps because commercials are actually news; news about products and services in which they are generally interested.

5. (The idea) that the public must be given what is "best" for them, rather than what they (merely) prefer.

Couldn't this often result in the sometimes disappointing result of "leading a horse to water". . . ? We question the public's acceptance of controlled programming over the uncontrolled "programming" of competing entertainment and news media.

6. (The idea) stations must have "balanced programming" according to standards which are (or will be) set by the FCC.

Couldn't this be likened to forcing all restaurants and hamburger stands to serve only balanced meals? No sandwiches. No quick snacks. Balanced meals only! We wonder if such a restriction, even though in the "public interest," would actually prove to be of public benefit. This again raises broadcasting's singular responsibility "to the public" in being the only entertainment media required to give the people *not what they want,* but what someone else states they should have.

7. Finally, the present right of the FCC to dangle license renewal as a weapon to force broadcasters to "get in line" with FCC programming requirements and/or preferences, regardless of apparent public preferences.

We wonder if this situation is not only undemocratic, but if an additional moral principle isn't involved. We wonder if the FCC should be considered more representative of the people than the people themselves? We also wonder if the FCC isn't taking the stand that "the majority is wrong," and that the commission, not the people, knows what is best for the people. Isn't the FCC an agency of the people; not an agency to represent, promulgate and instill (only) the tastes of a minority?

We submit these questions and contentions in the interest of better broadcasting, and to request "freedom of the press" for the broadcasting industry as a whole.

air last June, according to testimony.

Other witnesses included WITT President Donald C. Bechtel, W. Sherman Doebler, stockholder and director, and Robert E. Hyle, WKVA commercial manager who served as WITT manager while the Wilson contract was in force.

Government Harrassment ▪ When asked why Wireline stockholders were pouring more money into an insolvent WITT, Mr. Pray testified that one of the reasons was a feeling that the FCC has been unfair to the station. FCC counsel were overruled in an effort to have this statement stricken from the record.

Privately, WITT officials were bewildered and bitter toward the government's "vigorous" prosecution of Wireline.

"Maybe we are dumb but there was nothing willful or underhanded in anything we did," it was stated. "Here we have 44 local owners, none with any other broadcast or newspaper interests, ideal ownership ingredients according to past FCC actions. Why didn't the commission ask for specific explanations instead of treating us like it has? We never tried to hide anything. We never had a counsel to advise us."

Proposed findings are due Sept. 12 with replies by Sept. 26.

PLUGOLA COMMENTS
General disapproval voiced to FCC

Networks, stations and communications attorneys were unanimous in their disapproval of the FCC's proposed "plugola" rules in comments submitted to the commission last week.

The rule would require stations to make an announcement on the air whenever a product or service is promoted in which a licensee or any of his employes has 10% or more interest, beyond such promotion as is "ordinarily necessary" in program presentation.

Almost all comments said such a rule is unnecessary. Many pointed out that such plugs represent advertising for which the licensee is not paid and therefore undesirable to him. All four networks and the NAB suggested that since the FCC is primarily interested in full disclosure of such interests, periodic reports to the commision be substituted for on-air announcement.

Many comments pointed out that announcements of station interests in products would constitute "undesirable program interruptions" and would annoy broadcast audiences. Also, it was generally agreed, making a list of the financial interests of all employes (including janitors, secretaries and other non-programming personnel) would constitute a great burden on the station and be further burden on announcers to memorize or keep constant surveillance.

The FCC rule was frequently characterized as "too broad, too ambiguous, too difficult to observe."

Several parties questioned the legality of the FCC instituting such a rulemaking. These held that if it were the intent of Congress or of the Dept. of Justice to pass such restrictions, Congress would have done so in the payola and quiz-rigging laws or the Attorney General would have recommended such steps in his 1960 report on broadcasting.

In branding the rule unnecessary, petitioners pointed out that hidden broadcast plugs were unfair trade practices and could be dealt with by the Federal Trade Commission. If a licensee willfully persists in inserting plugs, one comment said, the FCC can consider this as a reflection on his character qualifications at license renewal time.

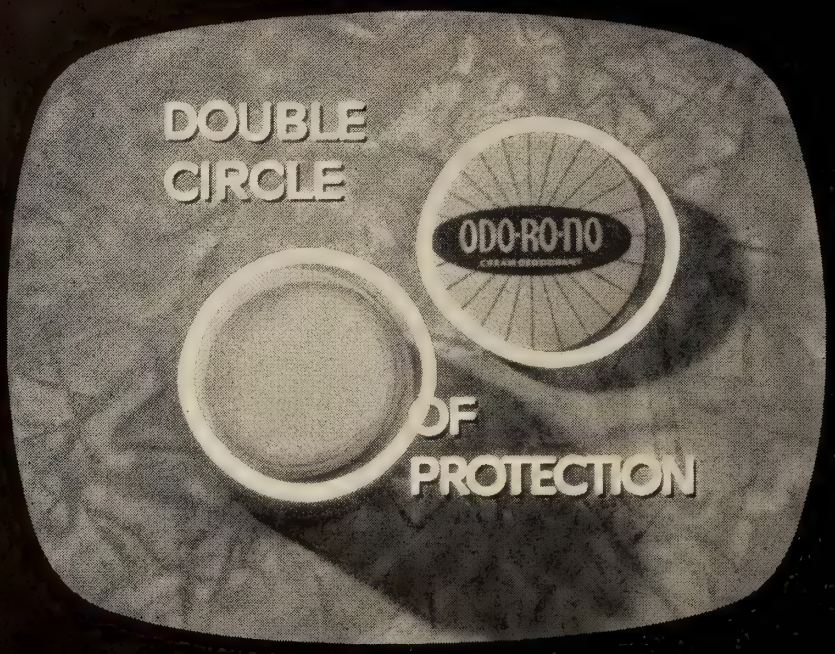
Among the counterproposals it was suggested: that an announcement be made only when the financial interest of licensee or employees is "substantial"; that the announcement be made at any time (such as all at sign-off) or in any form making the broadcaster's financial interest apparent to the public; that an announcement of an employe's interest be made only if that employe is concerned with the selection of the particular program material to be broadcast.

Opponents desperate, says favored Moline Tv

Charging three competing applicants for ch. 8 Moline, Ill., with "a desperate attempt to get in one more argument," Moline Tv Corp. last week asked the FCC to strike their joint petition seeking reargument (BROADCASTING, July 24).

Moline Tv, favored for ch. 8 in commission instructions to its staff (BROADCASTING, July 3), said it "will not engage in a polemic with material contained in a pleading of this character." Community Telecasting Inc., Illiway Tv Inc. and Midland Broadcasting Co. asked for a reargument on the grounds Moline Tv is the only ch. 8 applicant which did not survey local program needs. They also held the FCC could not grant ch. 8 to Moline if it fully understood the record.

Moline Tv replied that none of the three petitioners could receive a ch. 8 grant "under the oldest and most basic criteria of all—character. Each of them bears the mark of Cain of gross character deficiencies bordering on absolute disqualification."



THREE SHOTS FROM
A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'



"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC. WITH AUDIO.



"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC. WITH AUDIO."

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FCC SATELLITE PLAN TAKES BEATING

Smythe, Brophy, Loevinger see flaws; defense this week

The FCC's proposal to permit private companies to form a private consortium of international common carriers to own and operate U. S. communications satellites under government regulation came under heavy fire on Capitol Hill last week.

The Senate Small Business Committee's Monopoly Subcommittee, the latest congressional unit to hold hearings on U. S. space communications policy, provided the forum, and a former FCC official, Dallas W. Smythe, provided most of the fire. Mr. Smythe, a professor of communications at the U. of Illinois who was chief economist at the commission from 1943 to 1948, raked the FCC plan from stem to stern.

He said a satellite cannot be "owned" since, in space, "no law exists as to ownership," and he challenged the FCC's assumption that "the first practical application of space satellites must be restricted" to private interests.

He denied also that communications satellites are analagous to cables or wireless circuits between stations, or that private companies offer the best hope of the U. S. being first with space communications system. Both assumptions are cited by the FCC in defense of its plan.

Unlike conventional communications systems, he said, satellites require government aid for launching and tracking. And "the amount of time wasted by private corporations fighting among themselves for their spheres of influence in the process of creating the consortium will also be enormous," he said.

As the 10 Gathered ▪ Mr. Smythe, who testified on Thursday as the 10 companies chosen by the FCC began gathering in Washington to open negotiations for the joint venture operation, added that private companies would be unable to deal with the many international problems that space communications will entail.

He said there is a need for negotiations with the Soviet Union to keep communications satellites out of the cold war. In this connection he noted that Russia has announced it is developing a cosmic transmitter capable of color television broadcasting.

He said communications satellites should be operated by a government authority and ultimately by a United Nations agency.

Disagreement with Mr. Smythe's proposal as well as with the FCC was voiced by officials of General Telephone & Electronics Corp., domestic common carrier excluded from the joint venture plan under the rules laid down by the commission.

Theodore F. Brophy, GT&E's vice president and general counsel, said ownership of the satellite should be open to all domestic and international common carriers, and should not be restricted to international carriers.

He added that a private enterprise system would be the least costly to the public, the most efficient, and would best demonstrate to the world "that a capitalistic, democratic republic" can lead the world in peaceful uses of space.

Loevinger's Surprise ▪ Early in the hearing, the Justice Dept.'s antitrust chief, Lee Loevinger, repeated his view, already given to several congressional committees, that ownership of the satellite system should be broadened. One new twist to his testimony, given in response to questions, was the disclosure that AT&T, one of the companies in the FCC's joint-venture scheme, is under scrutiny by the Justice Dept. for alleged antitrust violations.

The FCC will have a chance to defend its position against the criticisms leveled at its plan when it testifies before the subcommittee on Thursday.

The line of questioning pursued by Subcommittee Chairman Russell B. Long (D-La.) indicated the commission would have a lot of explaining to do. Sen. Long appeared concerned that the commission's proposal for the joint-venture plan fails to provide sufficient safeguards against monopolistic practices.

FCC on Spectrum Study ▪ At an earlier hearing on space communications last week, the commission endorsed the objectives of a proposed study of the manner in which spectrum space is allocated. But it suggested that the proposal be completely revamped.

As called for in SJ Res 32, the study would be conducted by a five-member commission, last six months and be expected to lead to recommendations for changes in the administration of the spectrum. The resolution was introduced by Sen. Vance Hartke (D-Ind.).

The commission, in a statement presented by Chairman Newton N. Minow, said the study should be conducted by the FCC, which has "plenary authority" regarding non-government frequencies, and an "adequate counterpart" on the government side. The commission added, however, that it doesn't know if such a government counterpart exists.

The commission said the study should last at least a year and that the FCC and its counterpart "should stand ready to implement the results . . ."

Census figures may not lie but...

THEY SHOW RADIO PENETRATION DOWN; RADIO WANTS TO KNOW WHY

Radio has been dealt a stiff blow by the 1960 U. S. Census.

Or has it?

A statistical tussle was brewing at the weekend to determine if:

- Radio home saturation really dropped from 95.7% in the 1950 census to 91.3% in 1960, or
- Hasn't changed much during tv's growth.

Principals are the U. S. Census Bureau, which compiled the figures, Radio Advertising Bureau, which doesn't like them, and NAB, which has called for a re-check.

Both NAB and RAB question the authenticity of the 1960 figure and the way it was compiled.

They argue that 91.3% is a sample figure obtained by a quick bite at a mountain of uncompiled census data that eventually will show complete results of the 1960 radio-tv count.

A BROADCASTING check into the way the 1950 and 1960 radio set counts were obtained raises serious doubts that the figures are comparable (see box this page). Auto sets aren't involved in the dispute.

By the time the feuding is settled it's possible the difference in the methods that were used may account for the decline in the saturation rate. And there already is contention the 91.3% figure in the 1960 census may reflect about the same saturation as the 95.7% figure in 1950.

In any case, it's obvious there has been a significant increase in the total number of radio homes.

Here are controverted points:

- The definition of a household was broadened, adding 300,000 to 500,000 homes to the 1960 statistical base.
- Of critical importance—the 1950 census included homes with radio sets temporarily out of order or at a service shop; in 1960 only homes with sets in working order were counted.
- The 1950 census was conducted personally by enumerators who pressed for answers; the 1960 figures were part of a formidable 12-page housing questionnaire left at one out of 20 homes for someone in the home to fill out and mail.

That raised another basic question: Are the personally gathered results of 1950 comparable with the mailed results of 1960?

Conrad Taeuber, assistant director of the Census Bureau, told BROADCASTING the 91.3% figure was based on a sampling of the national statistics and was subject to a sampling error. He said the preliminary figure was compiled and made public to meet industry demands for nationwide radio and tv saturation figures gathered in the April 1960 census.

Tv's saturation in 1960 was placed at 86.7% (see story page 83).

Industry Questions Figures ▪ Richard M. Allerton, NAB research manager, said NAB has "challenged the 91.3% figure." He told BROADCASTING, "The generally accepted industry figure is 96%. This new Census Bureau figure is preliminary and based on sample data. I have asked the Census Bureau to re-check the figure and am keeping in close touch with bureau officials."

Miles David, RAB vice president, said, "The results coming out of the Census Bureau this week are based on a fragmentary sample and, as we understand it from the Advertising Research Foundation, were the results of a test run made to check the programming of the computer. The 91% figure therefore could be far too low, as is also borne out by other indicators showing audience growth."

Mr. David also said that "RAB, when it learned about the questioning technique to be used in the 1960 census, protested vigorously to the Census Bureau. Based on numerous research projects of its own and on a project done in conjunction with the Census Bureau and ARF, RAB knew that the census technique could not faithfully reflect U. S. radio homes. As a result of this protest, the Census Bureau agreed to add a separate study of radio in 1960.

"This was done apart from the census but specifically as a check on the census results. It used personal interviews in a sample of about 5,000 homes and employed more effective questioning techniques to measure radio homes than were used in the census itself. This will be available simultaneously with

Different questions, different answers

Are the 1950 and 1960 U. S. Census figures for radio sets directly comparable or is it another apples vs. oranges situation?

Here are the official instructions and questions:

1950 census instruction: "Check 'Yes' for radio even if temporarily out of order or being repaired elsewhere." The question: "Is there a radio in this unit?"

1960 instruction: "Count only sets in working order. Count floor, table and portable radios as well as radio combinations. Do not count automobile radios." The question: "Do you have any radios?"

The definition of a housing unit was changed. In 1960 a housing unit was redefined to include places without cooking facilities or a separate entrance. This broadened the census base by adding from 300,000 to 500,000 households, mainly small or one-room housing units that were combined with a main household in 1950.

A third point of major significance: Sets temporarily out of order or at a repair shop were counted in 1950; only sets "in working order" were counted in 1960.

The working-order requirement could mean a difference of several percentage points in the saturation rate, according to a basic Politz study conducted in 1954. In that study Politz found 96.3% of homes had one or more radios. But when each home was checked to see if radio sets were in working order, the saturation figure was cut to 92.5%.

Another factor: The Census Bureau's 1950 radio-tv data were personally gathered at households by enumerators. The 1960 radio-tv figures were included in a legal-like 12-page form containing literally dozens of complicated questions about household equipment and the status of occupants. These forms were left in one out of every 20 households and had to be filled out by the occupants and mailed.

According to the Census Bureau, about 80% of the homes sampled mailed back their questionnaires. Of these, two out of three were "completely acceptable." The unacceptable questionnaires were rechecked personally by enumerators as were the 20% that didn't return the forms.

the expected release of the census radio-homes figures in January 1962. In effect, this study will provide a correction factor for the figures coming out of the census itself."

Warren Cordell, vice president and chief statistical officer of A. C. Nielsen Co., told BROADCASTING: "It is extremely difficult to compare figures 10 years apart when there are differences in terminology and in the universe."

"Were it possible to make an accurate check," he said, "the radio saturation figure might be as high as 98%." Nielsen used a 98.1% saturation for radio in 1952. Currently it is using a three-year-old frozen figure of 96.3% saturation, or 49.5 million radio homes.

He suggested that if the Census Bureau could translate its 1960 census figure to include homes with radios temporarily out of order the result would be much higher. He recalled that a 1954 Politz study, widely regarded as one of the best surveys of the type ever conducted, showed that the "in working order" limitation cut the national saturation by nearly 4%.

Mr. Cordell said he had been worried about the 1960 radio figure following a 1959 sample survey made by the Census Bureau. This showed just under 89% saturation, a figure that caused concern in media circles.

The Bureau's Position ▪ "We're checking the 91.3% radio figure," Mr. Taeuber, assistant director of the Census Bureau, told BROADCASTING, "but have found no errors so far."

He said the bureau has evidence the do-it-yourself census in 1960 was more satisfactory in some respects than the historic enumerator technique but added there is a lot of evaluation work to be done.

Asked if he felt householders may have been influenced by the 1960 question with its "in working order" requirement, he said the possible influence could exist in the two-thirds of homes that reported only one set in the home.

Mr. Taeuber said the final bureau total might be as high as 93% or as low as 89%. He recalled that a 1959 check made for the bureau's own use showed an estimated radio saturation of just under 89%, a marked drop from the 1950 figure of 95.7%. The 89% figure was rechecked at the time but no significant error was reported.

The 91.3% sample figure was based on 620 out of a total of 275,000 census districts. Mr. Taeuber said the sample was developed for internal use but when some of the results checked with the 100% population census it was decided to develop national figures based on the sampling of national data. In the case of radio-tv the technique yielded national saturation figures months in advance of a complete tabulation.

There is no measurable effect in the fact that one out of 20 households was checked for radio-tv and other household data in the 1960 census compared to one out of five in 1950, according to Mr. Taeuber and industry research people.

The only state whose radio-tv results have been compiled is Vermont. Mr. Taeuber said Vermont's final tabulation showed 92.8% radio household saturation in 1960 compared to 96.8% in 1950 though there was a gain of 3,881 in the number of radio households because of the larger gain in total households. He suggested this paralleled the trend shown by the nationwide census (91.3% compared to 95.7%), even though it represented only one state.

As to the change of definition of a housing unit, Mr. Taeuber said, "The new definition probably added 300,000 to 500,000 households though we originally had estimated it might add a million homes."

Tv Figures Accepted ▪ No disagreement had appeared at the weekend over the results of the Census Bureau's television homes count in 1960 although the figure is under the Advertising Research Foundation-Census Bureau saturation based on one of the bureau's monthly sampling surveys. The 1960 preliminary tv census saturation (April) of 86.7% is close to the May 1960 ARF sampling figure of 87.5%. The technique used in developing the preliminary decennial census figure is subject to sampling error.

Some Other Facts ▪ Over 100 million home radios (including clock and portable models) have been produced by U. S. manufacturers since the 1950 U. S. Census was taken. The total does not include uncounted millions of imported sets, radio-phono combinations, tuners or kits.

Using the 1950 total households figure of 42,343,311, the census saturation figure that year shows a total of over 40 million radio homes.

Eight million radio homes were added in the 1950-60 decade, the 1960 census saturation of 91.3% (preliminary) indicating a total of 48.4 million radio homes when the census was taken in April 1960.

Just to keep everybody happy, the official government economic encyclopedia *Statistical Abstract of the United States* shows 49.95 million radio homes in 1960. This is attributed to Census Bureau surveys and industry sources.

TV NEARING SATURATION

Census sample finds video in 89.4% of homes and multiple sets in 13.4% of video homes

Nearly nine out of every 10 homes (89.4% or 47.7 million homes) have one or more tv sets, according to a nationwide sample survey conducted last May by the U. S. Census Bureau. The study was conducted for Advertising Research Foundation and financed by NAB, Television Bureau of Advertising and the networks.

The 89.4% tv saturation compares with 87.5% in May 1960 when a similar sample study was made. The U. S. decennial census taken in April showed that 86.7% of homes had tv sets in working order, according to a preliminary estimate by the Census Bureau (story page 82).

Since ARF U.S. sample studies were started through the bureau, tv saturation has grown this way: June 1955, 67.2% (32.1 million tv homes); Feb.-March 1956, 72.8% (35.5 million tv homes); Aug. 1956, 76.1% (37.4 million tv homes); April 1957, 80.2% (39.8 million tv homes); Jan. 1958, 83.2% (41.9 million tv homes); May 1959, 86.3% (44.46 million tv homes); May 1960, 87.5% (46.2 million tv homes); May 1961, 89.4% (47.72 million tv homes).

The ARF-Census Bureau study for May 1961 shows 13.4% of tv homes have more than one set, with the total number of tv sets in somes placed at 54.67 million.

Standard metropolitan areas show a tv home saturation of 92.2% compared to 85.3% for areas outside cities, according to the study. An urban-farm breakdown shows 90.3% saturation in urban areas, 90% in rural nonfarm and 79.8% saturation in rural farm areas. Four-person households have the highest tv saturation, 96.2%.

New England has the highest tv saturation followed by Middle Atlantic. Lowest saturation was found in the East South Central region. The regional figures follow: New England, 95.1%; Middle Atlantic, 93.2%; East North Central and Pacific, 90.8%; West North Central, 90%; Mountain, 86.7%; South Atlantic, 85.9%; West South Central, 84.5%; East South Central, 82%.

The percentage of multi-set homes was highest. 16.9%, in standard metropolitan areas.

The 1960 and 1961 surveys included Alaska and Hawaii and were based on the new definition of households, which includes many small housing units formerly not separately tabulated.

For the first time the number of multi-set tv households exceeded the number that had no television.

AFTRA strikes back with $5,000 fines

The strike of the Los Angeles local of the American Federation of Television & Radio Artists against KFWB Los Angeles was hotter last week than the August sun beating down on the pickets. As the strike entered its fourth week, both sides were trying to knock out the other, with no conciliatory gestures from either.

AFTRA threw the hardest punch—fines of $5,000 each, levied by the local union's board of directors against Chuck Blore, Jim Hawthorne and Don French, who were found guilty of "conduct prejudicial to the welfare of AFTRA" after a hearing Wednesday (Aug. 2). The trio was convicted of crossing the AFTRA picket line and entering the KFWB studios after the strike had been called "knowingly and with intent to act as strikebreakers." They were also found guilty of acting as strikebreakers on each day since the start of the strike.

The defense presented by the trio at the hearing was that Mr. Blore is vice president in charge programming for Crowell-Collier Broadcasting Corp. (KFWB, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul); Mr. Hawthorne is program director of KFWB and Mr. French is program director of KEWB. As members of management, they stated, they have a primary responsibility to management to keep KFWB in operation.

Resignations Ignored ▪ As the union's charges against them were based on their membership in AFTRA, the trio submitted their resignations to the AFTRA tribunal before the end of the hearing, they reported. The AFTRA board, however, ignored this in its statement of findings. In addition to the fines, the board ordered the three to "cease and desist" from strike-breaking activities by midnight Aug. 4, or be expelled from the union.

KFWB's attack was the filing of charges against Mr. McCue and AFTRA with the National Labor Relations Board. First charge filed Monday, was that the union had attempted to induce KFWB employes to leave their posts through intimidation and coersion. NLRB assigned Floyd Brewer to investigate this charge.

Later in the week, KFWB filed another charge against the union with NLRB. "W've claimed that [Mr.] McCue is failing to bargain in good faith and has failed to meet with us despite the fact that there is a strike in progress," Jim Simons KFWB station manager, stated.

This charge was based on two incidents. On Friday (July 28) at a meeting called by Jules Medoff, federal mediator, AFTRA had presented a new wage demand for the newscasters at KFWB. These were for wages of $200 a week the first year, $212.50 the second and $225 the third of a three-year contract. KFWB rejected these and made a counter-proposal of $170, $177.50 and $185, with the further provision that all employes now on strike would be paid a minimum of $185 starting immediately. This was not acceptable to AFTRA. The meeting adjourned and no further get-together has been held or called since then.

On Monday (July 31), AFTRA representatives refused to join a negotiating session with a group of Los Angeles independent radio stations when representatives of KFWB were also present.

"KFWB claims that by these and other actions," Mr. Simons said, "Mr. McCue and AFTRA are restraining and coercing radio stations of the multi-employer group in the selection of their representatives in collective bargaining as well as KFWB. AFTRA's refusal to meet in negotiations with KFWB, its refusal to discuss wage offers, plus refusal to participate in meetings with KFWB is, in our opinion, a failure to bargain in good faith, and we have so charged."

KCOP (TV), RRTEA sign three-year pact

KCOP (TV) Los Angeles has signed a three-year contract with the Radio, Recording & Television Employes Assn., an independent union which represents 75 members of the station's production and technical staff. RRTEA was organized by a group which pulled out of the International Brotherhood of Electrical Workers after a lengthy IBEW strike against KCOP two years ago.

The contract contains several unusual provisions, such as one permitting the 40-hour work week to be scheduled so an employe may do the stint in four 10-hour days rather than five eight-hour days, giving him a three-day weekend on a regular basis. Another enables the station management to make layoffs, when necessary, on the basis of ability, with seniority as a factor to be considered, rather than seniority as the only factor. The station also agrees to provide fully-paid major medical insurance for the employes.

The pact includes as a basic principle the right of management to run the station as it sees fit and management on its part agrees to maintain high standards of working conditions. The top wage scale is now $218 for engineering technicians, up from $207.50. Employes are entitled to vacations of up to five weeks.

State prexy conference

NAB's seventh annual Conference of Presidents of State Broadcasters Associations will be held Feb. 28-March 1, at the Shoreham Hotel, Washington, according to Howard H. Bell, NAB vice president for industry affairs. The conference provides a forum at which administrative officers of the state groups discuss their area problems and national issues affecting the industry.

Metromedia reports net down

Metromedia Inc., New York, reports gross revenues for the first 26 weeks of 1961, ended July 2, rose by more than $4 million over the first half of 1960. This year's first-half total was $23,397,580 compared with $19,177,895 grossed a year ago.

Metromedia announced Friday (Aug. 4) that net income, after taxes, amounted to $396,537 for the 26-week period, or 23 cents a share, as compared with $738,970, or 43 cents a share, for the same period in 1960.

Net income, after taxes, for the 13-week period ended July 2, amounted to $409,203, or 24 cents a share. The 1960 net income for the same period was $592,471, or 35 cents a share.

Metromedia's divisions are Metropolitan Broadcasting (WNEW-AM-FM-TV New York, WTTG [TV] Washington, WTVH [TV] Peoria, KOVR [TV] Stockton, Calif., WTVP [TV] Decatur, Ill., WHK-AM-FM Cleveland and WIP - AM - FM Philadelphia); Worldwide Broadcasting (WRUL New York), and Foster & Kleiser (outdoor advertising).

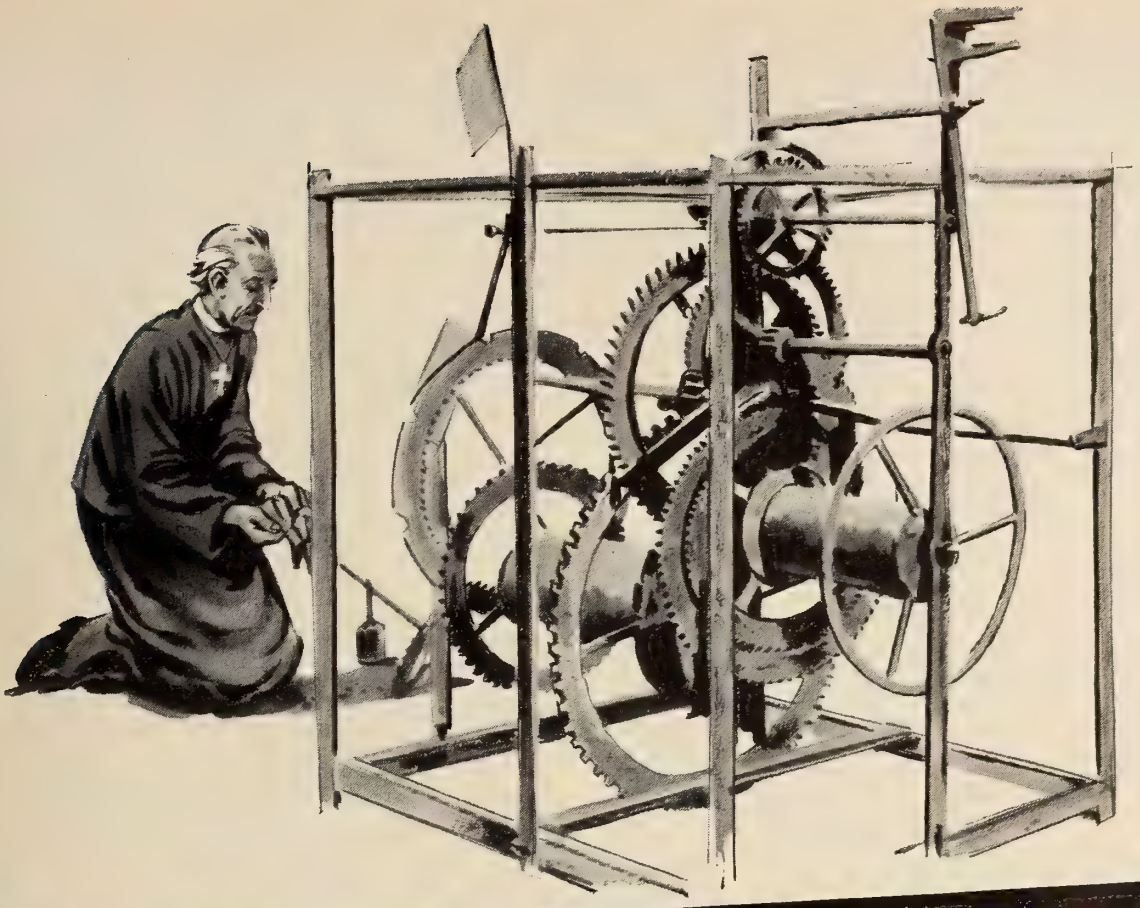
New fm stereo services

Three more fm stations have reported start of stereo service.

WSPA-FM Spartanburg, S. C., began stereophonic broadcasting tests July 11 and went on the air Aug. 1 with a complete fm program featuring stereophonic sound.

WDTM (FM) Detroit began fm stereo broadcasting July 16 with the presentation of a Philadelphia Orchestra concert.

KCFM (FM) St. Louis held an open house to exhibit its new quarters and herald its inauguration of fm stereo. The new facility was built following a fire last year which nearly put the station out of commission. President-General Manager Harry Eidleman hosted the affair which drew 250 advertisers, agency personnel, civic leaders and members of the St. Louis press.



YOU MAY NEVER SEE THIS OLDEST CLOCK*—

BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**The world's oldest working clock is in Salisbury Cathedral, England. It dates to 1386.*

You needn't be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO Radio consistently reaches the largest share of the area's radio audience. Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a. m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio's superior *around-the-clock* coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knodel can give you all the facts.

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

THEATRES TO FIGHT

Arkansas okay of pay tv test to be opposed, says TOA unit

International Telemeter has won an important victory in the U. S. for its wired pay tv system, but members of the opposition—various film exhibitors—promise further legal battles before conceding pay tv is here to stay.

This was made apparent in the wake of the July 28 ruling of the three-man Arkansas Public Service Commission granting Telemeter, through its local franchiser, Midwest Video Corp., a clear mandate to conduct a wired pay tv test in Little Rock (AT DEADLINE, July 31). In a unanimous decision, the commission found the proposed test to be "in the public interest," directed Southwestern Bell Telephone Co. to establish rates and facilities for the pay tv system and dismissed a petition by intervening theatre owners—Independent Theatre Owners of Arkansas (an affiliate of Theatre Owners of America), Rowley United Theatres and United Theatres Corp.—which contended the commission lacked authority to rule on the matter because pay tv programs will be produced outside the state.

After studying the ruling, TOA's Joint Committee Against Toll Tv said late last week it will definitely fight the decision through legal channels. Dissenters have 30 days to file an appeal in Arkansas state courts, and may eventually take the appeal to the state supreme court.

An initial hearing was held in Little Rock May 15, and subsequently continued June 19 and 20 on a petition filed last January by Midwest Video to obtain facilities for its pay tv test from Southwestern Bell.

The commission ruling of July 28 is seen by some as a precedent for other affiliates of the American Telephone & Telegraph Co. to follow if and when Telemeter moves into other areas of the country. A spokesman for Telemeter, the pay tv subsidiary of Paramount Pictures, reiterated last week that a community on Long Island (New York) and another at an unnamed location on the west coast are Telemeter's next targets for pay tv experiments. (The company, through Trans-Canada Telemeter, has been conducting a pay tv test in Etobicoke, a suburb of Toronto, Canada, since February 1960).

At Least a Year ▪ Telemeter also believes that, barring unforeseen legal difficulties, it will be at least a year before its programming will go over the Little Rock lines. It would take that much time for tv coin boxes and cables to be put into operation.

Louis A. Novins, Telemeter's president, hailed the Arkansas decision as "an important and basic victory," and saw it as "clearing away of a major roadblock" to the introduction of cable pay tv elsewhere in the U. S. He said that "it should now be apparent" that the forces of pay tv cannot be stopped by "self-serving groups," like movie exhibitors and he cautioned "average" exhibitors to wake up "and stop being suckers for the 'big boys' with tv and other interests."

Major movie theatre circuits will be the first ones to hop on the pay tv bandwagon once it starts rolling, Mr. Novins predicted, and he indicated some exhibitors who publicly are the most vehement against pay tv, are already amenable to deals.

Mr. Novins singled out for attack the chairman of the Committee Against Toll Tv, who he said is associated with a company which will sponsor movies on tv on Saturday night this fall. "The chairman," he said, "would serve exhibitor interests far better if he headed a committee against free movies on Saturday nights. . . . At least pay tv charges an admission for viewing a current motion picture."

Mr. Novins was obviously referring to Philip Harling, chairman of TOA's Joint Committee Against Toll Tv. Mr. Harling is vice president and executive secretary of Fabian Theatre Corp., whose president, Sy Fabian, is also president of Stanley Warner Corp., a non-affiliated company. International Latex Corp., a subsidiary of Stanley Warner Corp., will sponsor minutes on NBC-TV's *Saturday Night at the Movies* (9-11 p.m.) program in the fall.

Neither Mr. Harling nor a representative of TOA cared to comment on Mr. Novins' statements.

ABC Radio schedules regional affiliate meets

A series of four ABC Radio regional meetings with affiliates will be held Aug. 21-30 by a team of officials including Leonard H. Goldenson, president of AB-PT; Robert Pauley, ABC's vice president in charge of radio, and James Hagerty, ABC vice president in charge of news, special events and public affairs.

They will address station owners and managers (eastern regional district) on Aug. 21 at the Sheraton-East Hotel in New York and then procede to regional sessions as follows: Mark Hopkins Hotel in San Francisco (Aug. 25), the Sheraton-Chicago Hotel in Chicago (Aug. 28) and Sheraton-Charles Hotel in New Orleans (Aug. 30). Reviewed will be sales report details with emphasis on the third-quarter report which ABC said last week indicates a 30% rise over that period last year.

Other ABC Radio officials taking part are Jim Duffy, national sales director; William Rafael, national programming director, and Earl Mullin, national director, stations department. Attendance of network executives in each of the regional areas also is planned.

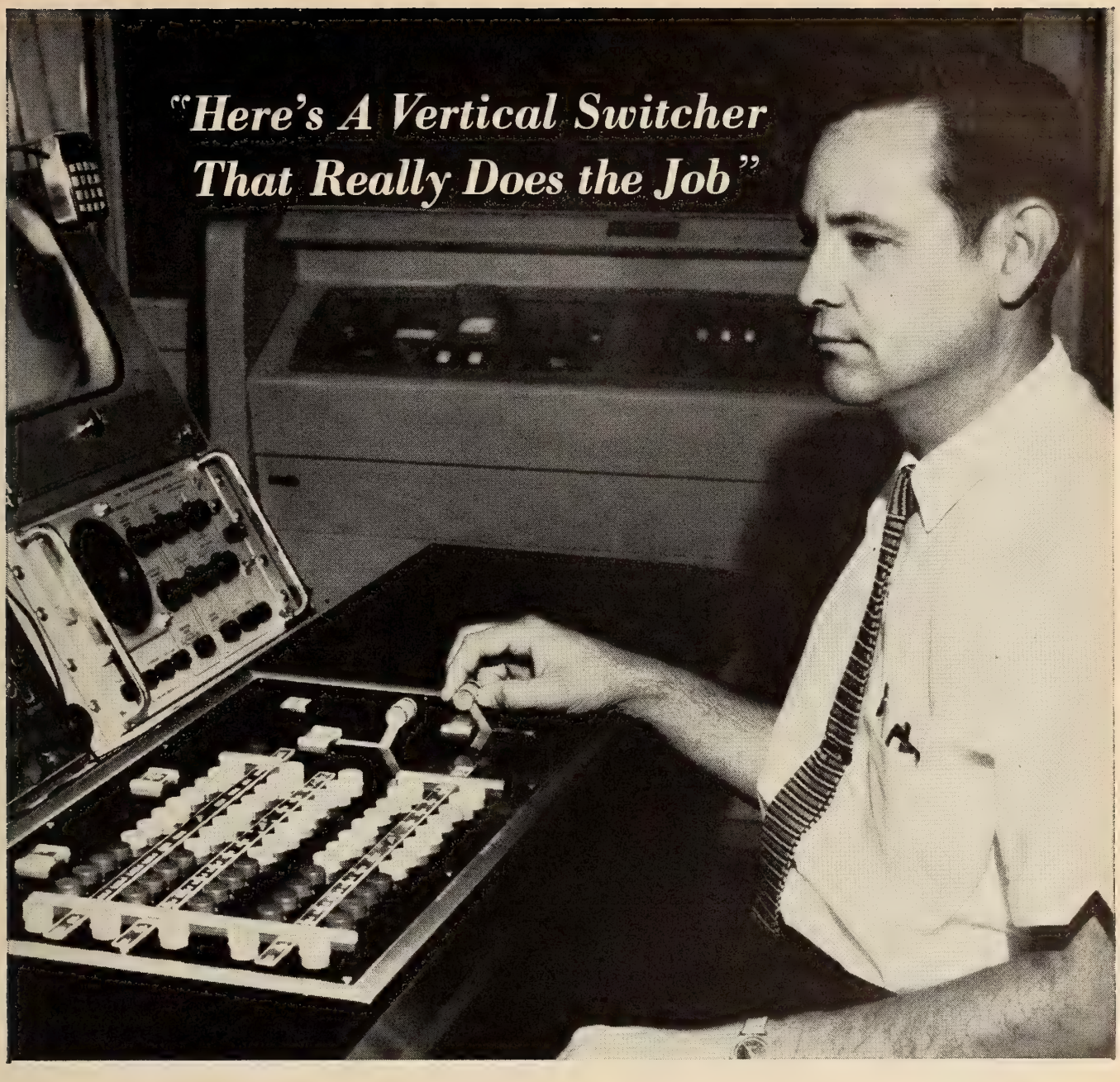
NT&T gross income up 7%

National Theatres & Television reports a 7% increase in gross income for the third quarter of its fiscal year ended June 27. The gross for the quarter was $10,722,509, compared to $10,028,325 for the like quarter of last year. Net income rose to $114,306 or four cents a share, from a loss of $2,235,293 or 79 cents a share in the 1960 quarter.

These results "confirm the restoration of the business to a profit-making status," NT&T President Eugene V. Klein said in his message to stockholders. "The earnings are modest, but truly significant. . . . While $1,521,396 of the loss a year ago was a special provision for a decline in value of the company's investment in National Telefilm Assoc., the remainder of the loss came through regular operations and amounted to $713,897. The contrast between 1960 and current profits from operations thus further emphasize the progress made."

EASTMAN KODAK BUYS COLOR TV

Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color TV show, Walt Disney's "Wonderful World of Color," Sunday nights. The agency is J. Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900



"We noticed an immediate improvement in quality of program transmission and video tape recording when we installed our new Sarkes Tarzian solid state Vertical Interval Switcher. The unusual flexibility of the VIS-88 has substantially expanded our production capabilities. We're really quite proud of it," *says* R. F. KINARD, *chief engineer of* WLBT, *Jackson, Mississippi.*

Check these specs and see for yourself why the new Tarzian Switcher has won such immediate and enthusiastic acceptance in the industry. And remember, we will engineer your switching system requirements at no cost or obligation to you.

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6. Isolation (between any 2 channels) — 60 db @ 3.58

This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.

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Broadcast Equipment Division
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Negro-Spanish division organized by Pearson

A group of Negro and Spanish stations represented by John E. Pearson Co. are being organized into a separate department at the representative firm, Mr. Pearson announced last week.

Key Broadcast Management Inc., New York consultancy operated by Ralph Weil and Arnold Hartley, has been named to set up the special division.

Mr. Pearson said the specialized broadcast field has now "come into its own" and that the Negro consumer is assuming "growing importance in our total economy."

He said proposals made to him by Key would result in a sharpening-up of the entire Pearson operation.

Senators fm network reaches into Georgia

An fm network reaching down to Tennessee and Georgia is being added for play-by-plays of the Washington Senators baseball club. A club spokesman said that as of last Wednesday (Aug. 2) networking arrangements were completed with 25 fm outlets and the number is expected to reach 40 by the first fm network broadcast, scheduled Aug. 11.

The baseball club invites other fm stations interested in joining the network to direct inquiries to the Senators headquarters, 7th & Florida Ave., N.W., Washington, D. C. Telephone: Dupont 7-6333.

The Senators earlier (July 28) had announced expansion of its entire radio network to 64 stations in eight Middle Atlantic and Southern states. Senators baseball originates through WTOP-AM-FM-TV Washington.

Colorado chief justice defends radio-tv access

Public response to radio-tv coverage of court trials in Colorado has been good, Chief Justice Frank H. Hall of the Colorado Supreme Court said Aug. 2 in an address to the conference of Chief Justices of the American Bar Assn.

Chief Justice Hall spoke in St. Louis at a session which precedes the main ABA convention this week. "Our judicial processes are better understood," he said in commenting on ABA's Canon 35 (banning radio, tv and photographers from courtrooms). The canon has been adopted by 21 states and the District of Columbia.

The Colorado judiciary decided over five years ago to allow broadcast coverage of trials unless the trial judge rules otherwise. Chief Justice Hall said he has heard no protests since the state rejected Canon 35.

Frank P. Fogarty, Meredith Stations, speaking as chairman of NAB's Freedom of Information Committee, declared last week the banning of broadcast coverage from the courts of Kansas would penalize the public in its right to full freedom of information.

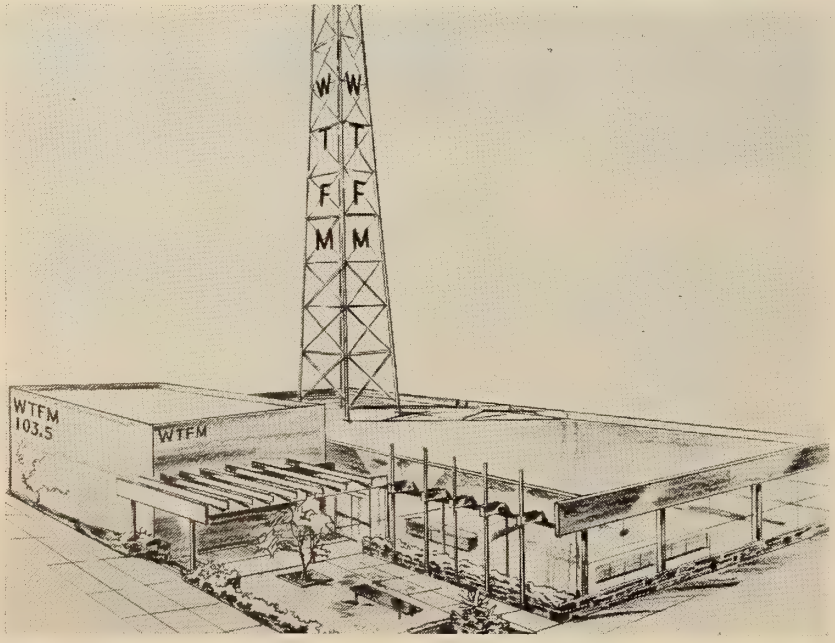
Writing Justice Clair E. Robb, of the Kansas Supreme Court, Mr. Fogarty said, "The public relies on radio and tv to keep informed. Broadcasting presents to the public exactly what is happening, not what some other person says is happening." His comment followed a ruling by the Kansas State Supreme Court banning radio-tv equipment in any courtroom in the state.

Media reports...

New affiliate ▪ WMMM Westport, Conn., joined MBS July 31 as the 428th affiliate. The station, on 1260 kc with 1 kw, is owned by Westport Broadcasting Co., of which Sidney J. Flamm is vice president and general manager.

FHN appointed ▪ Taft Broadcasting Co., Cincinnati, appoints Farson, Huff & Northlich, Inc., N. Y., as its agency. Taft stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Advisory committee formed ▪ KHOL-TV Kearney-Holdrege, Neb., announced the formation of a permanent eight-member advisory committee consisting of leading citizens within the two channel area. The committee will meet periodically with executives of the station to advise on current needs of the communities.



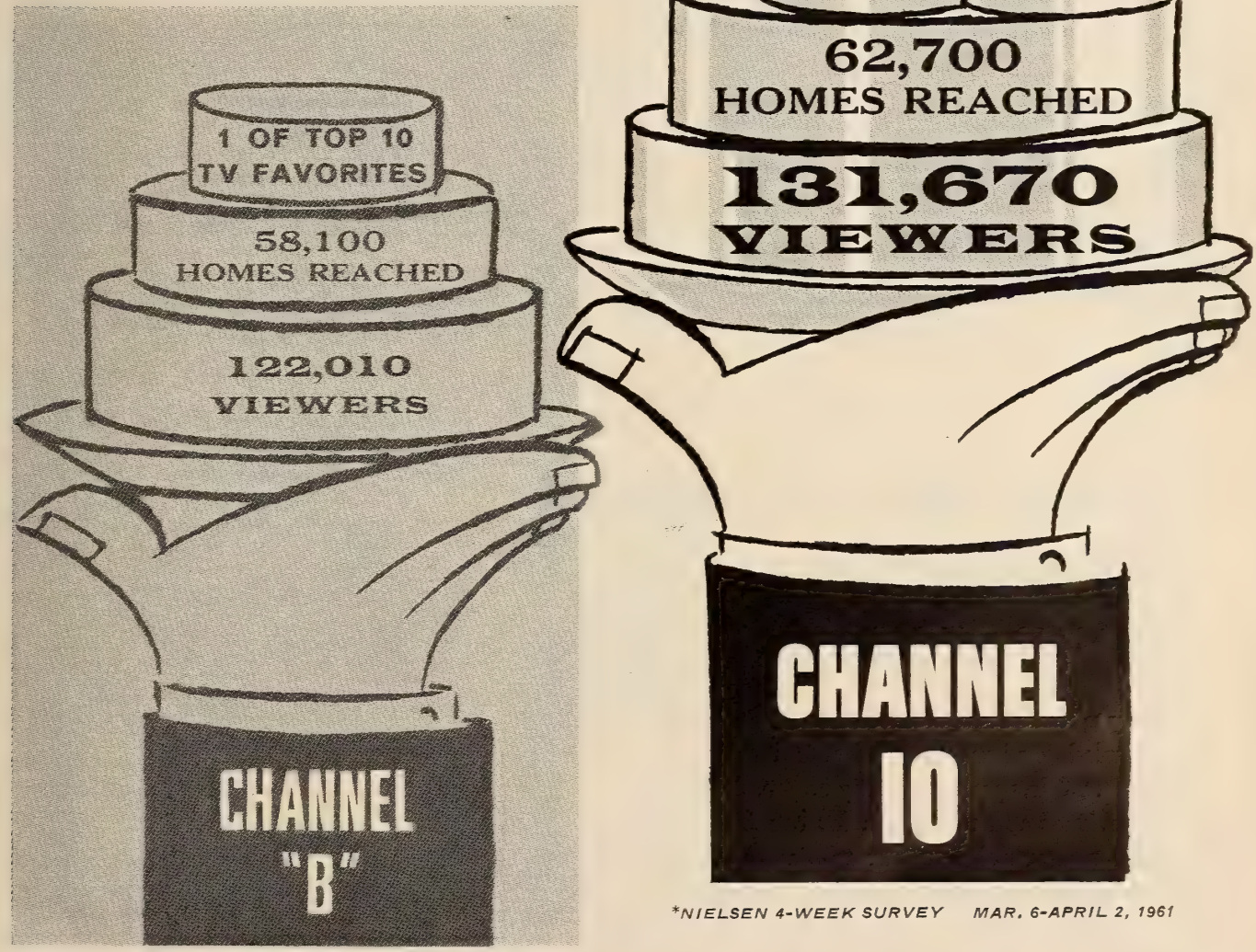
Fm showcase studio building

Friendly Frost Inc., Westbury, N. Y., expects its new WTFM(FM) Lake Success, N. Y., outlet to be the first metropolitan New York station to program stereo fm broadcasts when the station starts operations in September on 103.5 mc with 20 kw power. Described as the nation's first three-way sound center, the building will house WTFM, recording studios and a luxury sound salon (a retail outlet which will offer limited editions of custom hi-fi and stereo music systems, fine furniture, paintings, sculpture and art objects.)

Capped by a 20-story transmitting tower, the wrapped-in-glass structure is located at 173rd St. on the Long Island Expressway in Fresh Meadows, N. Y. Glass partitions will connect the radio station and sound salon allowing visitors to watch the station in operation. The entire center will be visible to some 120,000 cars which pass the location daily.

WTFM will be under the supervision of David H. Polinger, director of Friendly Frost Broadcast Div., who formerly was general manager of NTA Spot Sales and manager of NBC's San Juan, Puerto Rico affiliate, WAPA-TV. Friendly Frost also operates WGLI and WQMF (FM) Babylon. The broadcast division will be headquartered in the new building.

CHANNEL 10
Carries The Weight* In Rochester, N.Y.
From 6:00 P.M. to Midnight Daily



*NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

FCC okays $30 million in station sales

CAPITAL CITIES' BUY OF WKBW, WPAT OUTLETS IS THIRD LARGEST

More than $30 million in station sales were approved by the FCC last week at its final meeting before the August summer recess, among them the third largest sale in broadcast history.

Among the approved transactions were two acquisitions by Capital Cities Broadcasting Corp. (Lowell Thomas-Frank Smith), totaling $19.35 million: WKBW-AM-FM-TV Buffalo, N. Y., for $14 million, and WPAT-AM-FM Paterson, N. J., for $5,350,000.

The Buffalo sale is the third highest in broadcast annals. CBS paid $20 million in 1958 for WCAU-AM-FM-TV Philadelphia plus real estate ($15.6 million for the station property and $4.4 million for the real estate). Time Inc. paid $15.75 million for the Bitner radio-tv properties in 1957, including stations in Indianapolis, Minnesota-St. Paul and Grand Rapids.

The 50-kw WKBW (on 1520 kc) was founded in 1925 by the Rev. Clinton H. Churchill, who is the sole owner. The tv adjunct, on ch. 7 with ABC primary affiliation, went on the air in 1958; it is owned 51% by Dr. Churchill.

Under the terms of the sale agreement, Dr. Churchill becomes a member of the Capital Cities board; Clinton D. Churchill, son of the pioneer Buffalo broadcaster, remains as vice president and general manager of Capital Cities' Buffalo stations.

Capital Cities bought the Paterson, N. J., stations—which in recent years have become a New York area top-rated audience-getter with a good music format—from Dickens J. Wright and associates. Mr. Wright remains as chief of the WPAT stations, which he and his group bought in 1954 for $300,000. WPAT has 5 kw on 930 kc.

New Lineup ▪ Capital Cities, which got its start in tv in 1953 when it acquired what is now WTEN (TV) Albany, N. Y., now has six tv, three am and two fm stations. They include in addition to WKBW-AM-FM-TV and WTEN, satellites WCDA (TV) in Albany and WCDC (TV) in Adams, Mass.; WROW Albany; WPRO-AM-TV Providence, R. I., WTVD (TV) Durham, N. C.

Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented to both Capital Cities acquisitions on the issue of concentration.

Among the major transactions approved by the FCC last week was the realignment of tv ownership in Rochester, N. Y.—WROC-TV (ch. 5) going to WVET-TV and WVET-TV's interest in ch. 10 going to the other sharetime holder, WHEC-TV (CLOSED CIRCUIT, July 31).

The Rochester actions are being worked out this way:

Veterans Broadcasting Co. (WVET-TV) and WHEC Inc. (WHEC-TV-Gannett) are paying Transcontinent Television Corp. (licensee of WROC-TV) $6.5 million for the real estate and equipment used in the operation of that station. This includes network affiliation contracts with NBC and ABC and an agreement not to compete for five years within 35 miles of Rochester.

Of this amount, WHEC Inc. is paying $3,692,500 for 58.7% of TTC's Rochester assets, and Veterans is paying $2,432,500 for 41.3% of these facilities. After this, Veterans will turn over to WHEC Inc. its license for sharing ch. 10 in exchange for WHEC's interest in the WROC-TV property. This leaves Veterans owning 100% of WROC-TV and WHEC-TV owning 100% of ch. 10.

Ifs and Buts ▪ The FCC approval of the sale includes several conditions: that Veterans must agree to use ch. 8 instead of ch. 5 and go through various steps before beginning operation on ch. 8. Ch. 8 has been substituted for ch. 5 in Rochester as part of the FCC's rule-making to add another channel in Syracuse, N. Y. (BROADCASTING, July 31).

In the order approving the Rochester transfers the commission denied objections by WSAY Rochester and the AFTRA and NABET locals.

Chairman Minow dissented to the entire transaction; Commissioner Bartley to that part which involved WVET-TV turning over its license to WHEC-TV. Both dissents involved concentration issues.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KAPR Douglas, Ariz.: Sold by David V. Harman (Copper State Enterprises) to William and Katherine Mende for

avoid the hazards of selling on your own

Why take the risks involved in negotiating without our knowledge of markets, of actual sales, of responsible contacts? In speaking to any buyer, Blackburn's experience and reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own.

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Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

$60,000. Mr. Mende is news and program manager of WESO Southbridge, Mass. KAPR is 1 kw daytime on 930 kc. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 98).

▪ WKBW-AM-FM-TV Buffalo, N. Y.: Sold by Rev. Clinton H. Churchill to Capital Cities Broadcasting Corp. for $14 million (see separate story, opposite page).

▪ WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-TV and WHEC-TV, both Rochester, for $6.5 million. After intermediate steps, the WROC-TV facility will be owned by WVET-TV, with WHEC-TV remaining sole occupant of ch. 10 there (see separate story, opposite page).

▪ WPAT-AM-FM Paterson, N. J.: Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for $5,350,000 (see separate story, opposite page).

▪ WERC-AM-FM Erie, Pa.: Sold by Ray T. Miller Jr. and associates to Si Goldman and group for $335,000. Mr. Goldman's group owns WJTN-AM-FM Jamestown, WGGO Salamanca and WDOE Dunkirk, all New York. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KUDI Great Falls, Mont.: Sold by D. Gene Williams and associates to James F. Hadlock for $300,000. Mr. Hadlock is majority owner of KBUC Corona and KDAN Eureka, both California.

▪ WZOK-AM-FM Jacksonville, Fla.: Sold by Carmen Macri to Peninsular Life Broadcasting Co. for $300,000. Peninsular Life Broadcasting is 80% owned by Peninsular Life Insurance Co. and 20% by Mr. Macri.

▪ WAIR - AM - FM Winston - Salem, N. C.: Sold by J. F. Koons III and group to Holiday Broadcasting Corp. for $246,775. Holiday Broadcasting is headed by John A. Holiday, with Joseph Mullen, chairman of the board. Both own WHYE Roanoke, Va.

Pearse forms own rep firm

Bernard P. Pearse, for 14 years manager of Weed's Detroit office, has announced the formation of his own representative firm, Pearse Sales, effective Aug. 1, with headquarters in that city. Mr. Pearse will continue to represent the full list of Weed radio and television properties in addition to selected other stations in markets not in conflict with Weed.

AB-PT profits rise for first half-year

A favorable and record profit level for American Broadcasting-Paramount Theatres Inc. was reported last week for the first six months of this year by Leonard H. Goldenson, AB-PT president.

Estimated net operating profits in the period totaled $5,694,000, or $1.34 a share compared with $5,653,000 or $1.33 a share in the six months of last year; net profits (including capital gains) were up to $11,843,000 ($2.79 a share) from $6,981,000 (or $1.64 per share). Second quarter net operating profits: 2,269,000 (53 cents a share) compared to last year's $2,317,000 (55 cents per share), and net profits (including capital gains): $4,504,000 ($1.06 a share) compared to $3,601,000 (85 cents a share) in 1960. (Second quarter capital gains came principally from the sale of half of AB-PT's stock holdings of Microwave Assoc. and reduced by a $2 million provision for reserve against foreign investments.)

Revenues from the broadcast operation (ABC-TV and ABC Radio) were up in the first half of the year, while theatres also showed a gain in business. Mr. Goldenson reported continued advances in foreign tv, noting an agreement made to affiliate with a new tv station to be constructed in Panama City (as part of the Central American tv network which AB-PT helped establish last year). Panama is the 11th foreign country where AB-PT has interests in or agreements with tv stations.

Out for a quick one?

Either KBON's announcers are mighty persuasive or radio, *per se*, doesn't realize its own power. It started July 4 when the Omaha station aired an intensive schedule for a local auto dealer. The first announcer advised, "At Ed Mitchell's used car lot, ask for Ken." A second announcer countered, ". . . If Ken is out, see Hans." Back came the first announcer, "If Hans is out, see Marvin." And announcer No. 2 had the topper, "If Marvin's out, steal it!"

Boxscore: Five cars were sold. And evidently Ken, Hans, and Marvin stepped out together. One car was stolen.



Warren J. Boorom, Director of Advertising & Promotion for Metropolitan Broadcasting (Metro-Media Inc.), is resigning from that position to join the Washington Office of Hamilton-Landis and Associates, Inc., effective September 15th.

HAMILTON-LANDIS
AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

RADIO · TV · CATV · NEWSPAPERS

NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St., N.W.
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

RKO General sales group replaces reps

RKO General's radio and tv stations in seven markets will be represented as of Oct. 1 by its own national sales organization in place of the four national reps now serving the stations (CLOSED CIRCUIT, July 31).

Hathaway Watson, vice president in charge of broadcasting of the wholly-owned subsidiary of the General Tire & Rubber Co., who is to announce the move today (Aug. 7), said: "It is our objective to improve our service to advertisers and their agencies. With four fully-staffed offices selling only RKO General stations, we can work more closely with buyers, understand their requirements, and provide detailed information and service to fulfill these requirements."

Offices of the RKO General sales group will be located in the offices of its stations in New York, Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

Mr. Watson observed that the company's decision to go ahead with plans for its own national sales operation did not stem from dissatisfaction with the existing national rep firms.

The affected companies are: H-R Representatives, Young Television Corp., Robert E. Eastman Co., and Avery-Knodel Inc.

The stations which will be represented by RKO General's national sales arm (no official name has been designated) are: WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; CKLW-AM-FM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco, and WGMS-AM-FM Washington, D. C.

NABET loses WBT-WBTV poll

Technicians employed by Jefferson Standard Broadcasting Co. at WBT-WBTV (TV) Charlotte, N. C., voted July 27 against representation by the National Assn. of Broadcast Employes & Technicians. The official vote was 23 to 6 against the union (30 eligible to vote). NABET had notified the company April 19 that it represented the WBT-WBTV technicians and asked immediate negotiations. The Charlotte election was conducted by the Winston-Salem, N. C., regional office of the National Labor Relations Board.

EQUIPMENT & ENGINEERING

EMI/US acquires General Communications

PRODUCTS WILL BE INCORPORATED INTO BROADCAST DIV.

EMI/US, electronics subsidiary of Capitol Records, formally took over the manufacturing facilities of General Communications Inc. last Tuesday (Aug. 1). Capitol's expansion in the electronics field through purchase of the Fort Atkinson, Wis., firm for $500,000 had been announced July 28 by Glenn E. Wallichs, Capitol Records president.



Newly acquired company, specializing in solid-state system engineering, becomes the General Communications Div. of EMI/US and will incorporate the products and personnel of the former EMI/US Broadcast Div.

E. D. Peterson, president of General Communications during its 12 years in broadcasting, has accepted a long term management contract with EMI/US.

Among the General Communications products to be integrated into the EMI/US line of tv cameras and associated broadcast equipment are fully-transistorized tv switching equipment, mechanical and electro-mechanical switching devices, solid-state video and pulse distribution equipment, special effects generators, dial monitor systems, picture monitors, custom studio consoles, solid-state power supplies and automation systems.

EMI/US was activated last March for the manufacturing and marketing of a complete line of electronic products in the general communications field, many of which are provided by EMI Ltd. of England, the principal stockholder in Capitol Records. The British firm is one of the world's largest electronics companies and a pioneer in commercial tv.

EMI/US, with manufacturing facilities in Los Angeles and Fort Atkinson, now comprises four divisions: General Communications (formerly Broadcast Div.), Electron Tube, Magnetic Tape and Consumer Products. Executive offices are in Los Angeles and New York.

Vice president in charge of Capitol's electronics activities is Daniel C. Bonbright.

Washington firm plans $120,000 stock sale

A Washington, D. C., firm which plans varied electronic and broadcasting projects filed with the Securities & Exchange Commission to offer 30,000 shares of common stock to the public at $4 per share.

International Telecommunications Consultants Inc. revealed in its registration statement that the company is interested in purchasing and operating radio and tv properties, particularly uhf tv stations, "when the trend toward the use of these frequencies is more discernible and commercially profitable."

In a news release, the company said it is also about to start research on a new low-cost video recording system intended to complement the home tape recorder and expected to sell for under $1,000.

Muntz to export to Japan

Japanese imports may have become a competitive problem for some U. S. radio set manufacturers, but not Muntz Tv Inc., Evanston, Ill. President Wallace A. Keil last week said that for a switch Muntz is going to invade the Japanese market soon with a $100 19-inch set which Muntz will produce in the U. S.

and which will compete with Japanese-made 14-inch sets that sell in Tokyo for $100-150. He said, today's conventional set has 16-18 tubes but by using GE's new three-in-one tubes the new Muntz "Metropolitan" model will have only seven tubes. During the past year Muntz sold 65,000 tv sets, Mr. Keil said, and is shooting for 180,000 sets a year by 1965.

Stereo fm session set for WESCON

More than 35,000 engineers, scientists and executives of the electronic industry are expected to attend the 1961 Western Electronic Show & Convention to be held Aug. 22-25 at the Cow Palace in San Francisco. In addition to the largest display of new electronic products and components in some 1,200 booths, the four-day meeting will encompass 123 formal papers, to be presented in 41 sessions. The meeting is presented under the joint auspices of the Western Electronics Manufacturers Assn. and the western chapters of the Institute of Radio Engineers.

Of interest to broadcasters will be the session on stereophonic fm broadcasting, to be held Wednesday morning (Aug. 23). Harold Kassens, chief, aural existing facilities branch, FCC's broadcast facilities division, will open the session with a report on the new standards for stereophonic broadcasting. D. R. von Recklinghausen of H. H. Scott Inc. will discuss stereophonic fm receivers and adapters. James Gabbert, co-manager, KPEN (FM) San Francisco, will speak on converting fm broadcasting stations for stereo transmission. R. A. Isberg, U. of California, is session chairman.

Among the sessions is one in a new field for WESCON, that of coherent optical emission, with one paper describing the use of the ruby optical maser as an amplifier of light, rather than just as a generator. A special evening session will deal with the technical, military, politico-economic and psychological aspects of arms control.

Prodelin names Ameco

Prodelin Inc., Kearny, N. J., entering the community antenna television market, has named Ameco, a division of Antennavision Inc., Phoenix, Ariz., as exclusive catv products distributor, including Prodelin's newly developed coaxial transmission line. Tradenamed Spir-O-foam, the 75-ohm, polyethylene-foam, aluminum-sheathed, semiflexible cable is available in ⅜-inch and ½-inch sizes.

25% of electronic sales, employment in the West

The 11 western states this year will account for just under 25% of the nation's electronic sales and employment, Phillip L. Gundy, vice president of Ampex Corp. and president of the Western Electronic Manufacturers Assn., said last week.

Reporting on a WEMA survey based on reports of the trade association's 320 member companies, Mr. Gundy said that projected sales of electronic equipment and components in the West for 1961 should reach a new high of $2.815 billion, 24.9% of the anticipated national electronic sales total of $11.3 billion. For 1960, the Western total was $2.465 billion out of a national total of $10.2 billion and for 1959 the West did $2.11 billion in electronic sales out of $9.4 billion for the nation. Electronic employment has kept pace with sales, the report stated, rising in the West from 160,000 in 1959 (out of 750,000 nationally) to 190,000 in 1960 (out of 825,000 nationally) and to 215,000 in 1961 (out of 875,000 nationally). These totals do not include broadcast, service and distribution revenues, Mr. Gundy explained.

WFBC-TV DOMINATES 42nd* MARKET

Greenville – Spartanburg – Asheville

In this Giant 42nd Market* . . . with more than 2-million people, $2.8-billion incomes, and $1.8-billion retail sales, WFBC-TV continues its dominance of the television audience, according to A.R.B. for June 1961.

**According to Television Magazine, Dec. 1960 Population, Incomes and Retail Sales from Sales Management, May 10, 1961.*



"The Giant of Southern Skies"

From 9:00 A.M. to Midnight
Sunday through Saturday

WFBC-TV Leads . . .

Sta. "B" by 74% in Metro. Share
Sta. "C" by 65% in Metro. Share

Sta. "B" by 27% in Total Homes
Sta. "C" by 86% in Total Homes

From A.R.B. for June 1961

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

sold by AVERY-KNODEL

BROADCAST ADVERTISING

William P. Gordon, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vp. Mr. Gordon joined agency in 1956 as assistant account executive and before that was marketing analyst for Grocery Mfrs. of America.


Mr. Webber


Mr. Schachte

Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber will take over duties of **Henry Schachte,** who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div.

Ross Barrett, executive vp, Foster & Kleiser Div., Metromedia Inc., San Francisco, elected president of division.

John Herdegen, member of special creative unit, Geyer, Morey, Madden & Ballard, New York, elected vp.

Jaye S. Niefeld, marketing director of Clinton E. Frank agency, Chicago, since last November, elected vp. He formerly was director of research and media at Keyes, Madden & Jones there.

D. C. Cronin, director of field marketing for D'Arcy Adv., appointed vp in charge of client relations for Lynch Adv., St. Louis.

Seaborn C. Langley Jr., formerly southeastern trade relations representative, *Saturday Evening Post,* Atlanta, appointed account executive, Harvey-Massengale, that city, division of Street & Finney, New York, advertising agency.

Richard J. Maylander, formerly account executive, Benton & Bowles, New York, joins BBDO, that city, in same capacity and on Pepsi-Cola Co. account.

George W. T. Mingels, traffic department, Young & Rubicam, New York, named assistant manager.

Robert H. Wesson and **Roger Bye** appointed vps of Miller, Mackay, Hoeck & Hartung, Seattle, Wash., advertising agency. Mr. Wesson, who has been media director is newly assigned as vp-media director. Mr. Bye, who was copy chief, was named vp-copy director.

Cliff Brown, head of Palm Springs, Calif., office of McFadden & Eddy Assoc., pr firm, elected vp.

G. B. Work Jr., joins Zimmer, Keller & Calvert, Detroit advertising agency, as media coordinator.

James V. Ficco Jr., advertising editor for West Penn Power Co., Greensburg, Pa., joins Bachman, Kelly & Trautman, Pittsburgh pr and advertising agency, as account supervisor.


Mr. Casey

Thomas A. Casey, formerly executive vp and director of marketing services of Lilienfeld & Co., to Needham, Louis & Brorby, Chicago, as vp and director of marketing department replacing **Walter W. Stumpe,** who has become account executive. Mr. Casey also will be member of NL&B plans board. Earlier he was with Tatham-Laird, Chicago, and Knox-Reeves, Minneapolis. Mr. Stumpe was elected vp in 1959.

John L. Grayhurst, formerly account executive for Donahue & Coe, N. Y., joins Lambert & Feasley, that city, in same capacity.

David Carew, formerly with West Bend Outboard Motors, joins Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency as copywriter. **Charles Calkins,** creative director of Beals Adv., **Lennart Carlson,** assistant retail ad manager of John Plain & Co., and **Donald Wink,** copywriter at Buchen Adv., also named copywriters.

Robert E. Kahl, executive vp in charge of marketing, sales and distribution, Borden Foods Co., New York, appointed director of newly-established marketing services department, The Borden Co., that city.

Richard Feldman joins Doyle Dane Bernbach, New York, as tv producer. He formerly was director of NBC's *Bell Telephone Hour,* and also directed CBS-TV special *Art Carney Meets Peter and the Wolf.*

Max Glandbard, formerly tv producer, Kenyon & Eckhardt, New York, joins North Adv., that city, as tv producer-writer.

Charles Robinson, representative for Harold & Cabot Adv., Boston, rejoins N. W. Ayer & Son, New York, in same capacity. Mr. Robinson served as representative in Ayer's Chicago office.

Jon Ross, account supervisor at Tilds & Cantz, Los Angeles, and **Joe Seideman,** account executive at KTTV (TV), that city, are opening their own advertising agency, Ross & Seideman, Aug. 1 at 17000 Ventura Blvd., Los Angeles.

THE MEDIA

Tom Paris, manager of WVIP Mt. Kisco, N. Y., named general manager of VIP Radio Inc. (parent company) to coordinate sales between Northern Westchester station and its affiliate WVOX New Rochelle, N. Y. **Spencer Denison,** president and general manager of WBRM Big Rabbit, Mich., succeeds Mr. Paris.

Douglas P. Collins appointed general manager of WCMW Canton, Ohio. **Clark Dozer,** who has been manager of station for past 12 years, named station manager under new ownership. Mr. Collins, executive vp of Douglas Properties Corp., now licensee of station, has served with stations in Youngstown, Ohio, and Syracuse, N. Y.

Dick Barrett, sales manager of WMFT Terre Haute, Ind., appointed general manager replacing **Dick Beiser,** resigned.

Richard K. Fife, manager of KLIX Twin Falls, Idaho, appointed station manager of KGHF Pueblo, Colo.

CHEVROLET BUYS MORE COLOR TV

This Fall Chevrolet through Campbell-Ewald will sponsor "Bonanza" on Sunday nights. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Portrait of 6 announcers at work

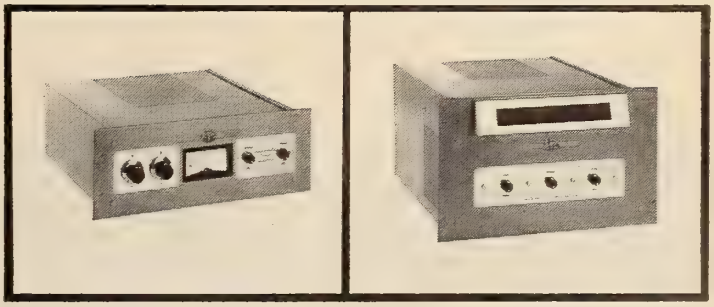
Yes . . . six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. Formerly distributed exclusively by Collins Radio Company, there are more than 4,000 units being used daily in over 600 radio and TV stations and the major networks. The ATC system gives you maximum use of staff voices with only one man on duty. It records spots, programs, special effects, music . . . anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, presses a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage. On all ATC units, there is a provision for a second auxiliary control tone which can be used to automatically start other equipment. And, ATC gives you true fidelity in reproduction with a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE

ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.



ATC is made by the originator and largest manufacturer of automatic tape control equipment . . . more than 4,000 units in use in over 600 radio and TV stations.



Recording amplifier **Playback unit**

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 106 • **Bloomington, Illinois**

Harold W. Gore, sales manager of WWNY Watertown, appointed station manager of WRVM Rochester, both New York. **Gerald Irvine,** announcer with WOTT Watertown, named program director of WRVM.

Catherine Peden, vp and general manager of WHOP Hopkinsville, Ky., elected president of National Federation of Business & Professional Women's Clubs.


Mr. Reuben

Art Reuben, commercial manager and assistant general manager of KPLC-TV Lake Charles, La., named national advertising manager of T. B. Lankford Stations which include KALB-AM-TV Alexandria; KPLC-AM-TV Lake Charles, and KRMD Shreveport, all Louisiana.

Otis Dodge, commercial manager of WJLD Homewood, Ala., appointed general manager of Johnston Broadcasting Co., owners and operators of WJLD as well as WJLN Birmingham, Ala., and WDEB Pensacola, Fla.

Charles Dwyer, formerly general sales manager, WKRC-TV Cincinnati, appointed sales manager, ABC International TV, New York.

Martin S. Pollins, account executive for NBC Spot Sales, joins newly-formed ABC-TV National Station Sales, in New York office in similar capacity.

Keith Miller, station relations representative of SESAC in Pacific Northwest, appointed general sales manager of KTNT-TV Seattle-Tacoma, Wash. **Herchel Carey,** with KTNT for past two years, promoted to national sales manager.

Kenneth H. Goldblatt appointed sales manager of WQXI Atlanta, Ga. Mr. Goldblatt had previously been associated with Headley-Reed (now Bolling) in radio sales department.

Fred Webb, manager of WNOO Chattanooga, Tenn., appointed national sales manager for Walton radio chain which includes KJET Beaumont, Tex., KMLB Monroe, La., and WNOO.

Jack Havey, promotion manager for WGAN-TV Portland, Me., appointed national sales manager. **Robert W. Jennings,** manager of local sales department, named regional sales manager and **Richard E. Bates,** director of sales, assigned to manage new marketing and sales development department.

Richard Holloway, general sales manager of WMFY-TV Greensboro, N. C., appointed regional sales manager of WLOS-TV Asheville, N. C. He succeeds **Tom Burkhart** who joins WTVJ (TV) Miami as assistant national sales manager. WLOS-TV and WTVJ (TV) are owned by Wometco Enterprises.

Francis H. Conway appointed director of sales for WGBI and WDAU-TV Scranton, Pa. **Thomas J. Jones** named sales service and merchandising manager for WGBI. He will continue as sales service manager for tv outlet.

Dwight L. Case, sales manager of KQBY San Francisco, named sales manager of The Gordon Group of stations (KBUZ-AM-FM Phoenix, KSDO San Diego and KQBY-AM-FM San Francisco which has gone off air pending FCC approval of its sale to Atlass Broadcasting [BROADCASTING, July 24]). He will headquarter at KBUZ. **Richard Venturino,** national program director of The Gordon Stations, moved from KQBY to KSDO San Diego and **John Miles,** announcer, from KQBY to KBUZ. **Roy Gadenby,** returned to this country from his native England, has rejoined The Gordon Group as comptroller.

Paul A. Minor, account executive, Transfilm-Caravel, N. Y., elected vp.

Andrew Potos appointed account executive of WITI-TV Milwaukee, Wis.

Ron Beaton, account executive for KDAY Santa Monica, Calif., joins KIEV Glendale, Calif., in similar position.

Leonard C. Feldman, member of NBC research department, joins New York office of Harrington, Righter & Parsons, as research director. **Willis W. Ingersoll,** formerly with The Katz Agency, appointed account executive.


Mr. Harper

George Harper appointed vp and general manager of NBC-Canada Ltd. Mr. Harper was network and regional representative for California National Productions, Chicago, for last five years. He was formerly resident export representative for Libby, McNeill & Libby, food products, in Bermuda and Puerto Rico from 1950 to 1956. NBC-Canada Ltd. is subsidiary of NBC, with headquarters in Toronto. It serves as distributor and producer of tv programs in Canada.

Ronald P. Hoss, member of sales service department of Hawaiian Broadcasting System Ltd., appointed director of promotion and merchandising for system. HBS stations include KGMB-AM-TV Honolulu; KHBC-AM-TV Hilo; KMAU-TV Wailuku and K70BW Limue.

Donald W. Craig, sales promotion manager of WJR Detroit since 1959 and before that sales promotion manager of DeSoto Div. of Chrysler Corp., promoted to new combined post of pr and promotion manager of WJR effective Aug. 7. **George R. Kendall,** pr director, earlier was named news editor replacing **William Sheehan,** who resigned to join news staff of ABC-TV in New York (FATES & FORTUNES, July 24). **Robert A. Habermas,** formerly sales promotion manager of Walker & Co., joins WJR sales staff.

Sheldon Saltman, assistant promotion manager of WBZ-TV Boston, appointed promotion manager of WJW-TV Cleveland.

Arthur Elliott, production manager for KXTV (TV) Sacramento, appointed program and operations director of KOTV (TV) Tulsa, Okla.

Eugene W. Wilkin, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director.

Ed Moser, assistant in continuity department of WICS (TV) Springfield, Ill., appointed traffic manager.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

Eleanor B. Machia, account executive and special accounts consultant of KJIM Ft. Worth, Tex., appointed commercial manager.

Louis Bryant, member of sales staff of WSAZ Huntington, W. Va., appointed commercial manager.

Jess Meltzer appointed music director of WTCN Minneapolis, Minn.

Ken Warren, member of news staff of KPHO-AM-TV Phoenix, Ariz., named automotive editor for stations. He will replace **Earl Clayton** who resigned. **Richard S. Vick** joins announcing staff of KPHO (AM).

Vince Lindner, member of news staff of WNTA-AM-FM Newark, N. J., appointed director of news and public affairs.

Jack Ware, returns to KOOL-TV Phoenix, Ariz., as news director. For past 18 months he operated his own advertising agency.

Frank Kinsman, news editor of WCOL Columbus, Ohio, appointed news editor of WKMH Dearborn, Mich.

Frank Bourgholtzer, since 1958 NBC News correspondent at State Dept. in Washington, assigned to Moscow as correspondent. He will replace **John Chancellor,** who has become host of NBC-TV's *Today* show.

John Madigan, assistant managing editor and city editor of *Chicago American* joins WBBM-TV Chicago as news commentator-analyst. For many years he was regular panelist on CBS-TV's *Face the Nation.*

Donald Heath, Mutual network's San Francisco bureau chief and former news director for KQBY, that city, joins KRON-TV San Francisco as newscaster.

Paul Kelley Jr., account executive for WESX Salem, Mass., appointed sales manager of WTAO Cambridge, Mass.

Thomas J. Brown, formerly tv sales account executive, Headley-Reed (now Bolling), New York, joins radio sales staff, Avery-Knodel, that city.

Phillips Clark, formerly of Kenyon & Eckhardt, New York, joins WVOX New Rochelle, N. Y., sales staff. Other WVOX additions: **Priscilla Ball,** formerly executive director, United Cerebral Palsy Fund, Tampa, Fla., named traffic manager; **William Johnston,** formerly with WPEG Winston-Salem, N. C., as announcer, and **Henry Lienau,** WVIP Mt. Kisco, N. Y., as news director.

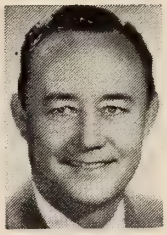
Ray Lane joins announcing staff of WJBK-TV Detroit.

Richard B. Hammer, formerly with KBOX Dallas and WBBM Chicago, to sales staff of WGN Chicago.

PROGRAMMING



Mr. Gerber



Mr. Estey

Dave Gerter appointed vp of GAC-TV, newly re-formed broadcast packaging and creative programming division of General Artists Corp. (BROADCASTING, July 31), nation's third largest talent agency. Mr. Gerber resigned as tv director in New York branch of another talent agency, Famous Artists Corp., to take his new assignment. While at Famous Artists, he helped develop *Tightrope* (CBS), *The Tab Hunter Show* (NBC), and next season's *Straightaway* (ABC).

GAC-TV also appointed **Don Estey** as executive assistant to Don W. Sharpe, senior executive director of GAC and president of GAC-TV. Mr. Estey, who formerly was vp and producer for Jack Denove Productions, Hollywood, will work directly with Mr. Sharpe in creation and development of tv series, packages and special programs.

James H. Knox, formerly executive assistant to board chairman, National Telefilm Assoc., New York, named director of program sales, Greenwich Productions, that city, producers of package and syndicate programs as well as tv industrial commercials.

Joseph B. Rodriguez, art director for Ed Bearden Studio in Dallas, appointed assistant art director of Keitz & Herndon, Dallas, producer of business motion pictures and tv commercials.

Norman Cooke, RCA Victor engineer in charge of installation and maintenance of recording and mastering facilities in Los Angeles studio, joins The Pacific Network, as chief engineer. His duties will include project engineering and development work on Muzak sound distribution systems in Los Angeles area.

Raymond W. Van Steen, production supervisor for Station Services Ltd., Peoria, Ill., resigns. Firm produces programming, promotional and sales aids for radio stations.

William Persky and **Sam Denoff,** formerly of WNEW New York, join *Steve Allen Show* as staff writers.

EQUIPMENT & ENGINEERING

John Graham, division vp and general manager, communications & controls division, Industrial Electronic Products, New York, appointed to newly-created post of division vp, operations, RCA electronic data processing division. Mr. Graham will be responsible for commercial systems operations, data communications, custom projects and industrial computer systems.

Lowell R. Day, secretary-treasurer and member, board of directors, Packard Bell Electronics, Los Angeles, manufacturers of radio-tv and high fidelity equipment, appointed to newly-created post of executive vp. **Leroy E. Lattin,** president, General Telephone Co. of California, elected member, board of directors.

George A. Bradford, consultant, advertising and sales promotion in marketing services, General Electric Co., Syracuse, N. Y., named director of newly-established marketing operation, radio & television division, GE, that city. Mr. Bradford will be responsible for five functions including division advertising, distribution planning (both domestic and international), export sales project, and industrial design and press relations. In 1950 he was appointed advertising manager, tube department, GE, Schenectady, in 1955 he joined

"TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

Compton Adv., New York, as vp. Mr. Bradford rejoined GE in 1956 as consultant on advertising and sales promotion in marketing services. Three product departments are organized as General Electric's radio & television division: audio products section, Decatur; radio receiver department, Utica, and television receiver department, Syracuse.

Clarence E. Watson, formerly with Remington Rand Univac Div., Sperry Rand Corp., N. Y., appointed vp, business administration of CBS Labs., Stamford, Conn.

Richard F. O'Brion, supervisor of eastern sales for Ampex Corp., appointed to new post of manager of audio equipment sales for company. He will continue to headquarter in New York.

Richard H. Vaughan appointed New England sales manager of Audio Devices, New York, manufacturer of magnetic tapes for electronic computers, instrumentation and sound recording.

Elmer Thomas, manager of research and development laboratory for Page Communications Engineers, Washington, appointed assistant director of research and development.

Hugh Christian, chief engineer and assistant to general manager of Diamond Power Specialty Corp., appointed administrative engineering assistant of Electron Corp., subsidiary of Ling-Temco Electronics, Richardson, Tex. Electron manufactures low-cost tv systems.

George R. Freifeld named mid-Atlantic sales manager of new Washington, D. C., sales office of Audio Devices Inc., New York, manufacturer of magnetic tapes.

William H. Smith, Allied Film Lab, Detroit, elected chairman, newly-organized Detroit section, Society of Motion Picture & Television Engineers. **James W. Bostwick,** manager, Motion Picture & Slide Films, General Motors Corp., named secretary-treasurer.

INTERNATIONAL

Jack L. Sayers, manager of CFUN Vancouver, appointed general sales manager of CKEY Toronto. **Harvey M. Clarke,** promotion supervisor for CFPL London, Ont., appointed promotion and research manager.

W. Gordon Tiffin, advertising manager for Current Publications Ltd., appointed account executive for CTV Television Network Ltd., Toronto. **E. H. Hausmann,** associate editor of *Canadian Sponsor,* appointed to network's advertising department.

Jacques Brunelle, formerly with *Weekend* magazine, named sales manager of CKTM-TV Three Rivers, Que.

Melanie Paul, formerly with creative writing department of CFCF-TV Montreal, joins creative department of CKGM, that city. **Martin Sullivan,** previously with *Time* magazine, appointed to special events department of CKGM. **Weldon Glaser,** previously with CFCF, named to sports department.

John J. Dunn, representative of Canadian Broadcasting Corp. at United Nations, appointed director for Ottawa, Ont., area of CBC, replacing **Peter A. Meggs** who has resigned to enter Anglican priesthood. **Robert W. McGall,** supervisor of variety programs of CBC, Toronto, Ont., appointed supervisor of outside broadcasts. **Leonard J. Starmer,** supervisor of light entertainment for CBC-TV named supervisor of variety programs. **Robert Allen,** supervising producer of special programs of CBC, Toronto, promoted to supervising producer of tv drama. **William Bolt,** supervising producer of tv features named to supervising producer of tv news. **Peter Russell** appointed to supervising producer of tv light entertainment, and **Larry Gosnel,** formerly with National Film Board, Montreal, Que., to farms and fisheries broadcast department of CBC in Toronto.

ALLIED FIELDS

Elliot H. Cole, attorney with FCC Complaints Branch, resigns to join law offices of Charles P. Liff, Washington.

DEATHS

Lewis M. Glassner, 48, president of Glassner Assoc., Chicago pr firm, died July 29 during trip to New York.

Mike Wren, 50, former radio news writer in New York City and London drowned in Kanawha River in Charleston, W. Va. He was victim of flash flood which in past week had taken 22 other lives.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 26 through Aug. 2. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Montgomery, Ala.—First Alabama Corp. Granted uhf ch. 32 (578-584 mc); ERP 233.4 kw vis., 116.7 kw aur.; ant. height above average terrain 473 ft., above ground 419 ft. Estimated construction cost $200,561, first year operating cost $128,750, revenue $146,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio location near Montgomery. Transmitter location near Montgomery. Geographic coordinates 32° 21′ 39″ N. Lat., 86° 12′ 50″ W. Long. Transmitter RCA TTU-12A, antenna RCA TTU-24. Legal counsel Spear, Hill & Greeley, Washington 5, D. C. Consulting engineer Carl L. Kowalski. Principals include **Geddings H. Crawford, Jr., Phil E. Pearce, Hugh M. Chapman, John W. Huggins, Richard Keenan,** and **Edwin H. Cooper** (all 14.29%). Mr. Crawford has investment banking interests. Mr. Keenan has petroleum transportation interests. Mr. Cooper is in real estate. Action July 26.

San Bernardino, Calif.—Norman H. Rogers. Granted uhf ch. 18 (494-500 mc); ERP 960 w vis., 480 w aur.; ant. height above average terrain 315 ft., above ground 102.5 ft. Estimated construction cost $39,500, first year operating cost $102,000, revenue $128,000. P.O. address 646 N. D St. Studio location 12305 LaCadena Drive, Colton, Calif. Trans. location LaLoma Hill, Colton. Geographic coordinates 34° 01′ 51″ N. Lat.,

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

117° 20′ 27″ W. Long. Trans. Electron V-2050C, ant. FCA TFU 12BL. Mr. Rogers owns advertising agency and has half interest in KRNO San Bernardino. Action July 26.

New am stations

ACTIONS BY FCC

Stanford, Ky.—Lincoln-Garrard Bcstg. Co. Granted 1520 kc, 500 w D. P.O. address S.C. Bybee, Columbia, Ky. Estimated construction cost $21,500, first year operating cost $30,000, revenue $40,000. Applicants are **S. C. Bybee, Lanier Burchett, Ray Doss** and **W. G. Morgan**, 25% each. Messrs. Bybee, Burchett and Doss have interests in WAIN Columbia, Ky. Mr. Morgan is in banking. Action July 26.

Salem, Ore.—Salem Bcstrs. Granted 1220 kc, 1 kw D. P.O. address Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $32,350, first year operating cost $60,000, revenue $78,000. Principals are **Reid W. Dennis**, 50%, **Diana Redington** and **Genevieve deDampierre Casey**. 25% each. Mr. Dennis is in manufacturing and insurance. Action July 26.

Beaufort, S. C.—Sea Island Bcstg. Co. Granted 1490 kc, 100 w unl. P.O. address Box 50. Estimated construction cost $8,749, first year operating cost $24,500, revenue $38,000. Applicants are **Lee J. Berry** (35%), **T. D. Hiers** (35%), **Edwin W. Pike, Jr.** (15%) and others. Messrs. Berry and Hiers are partners in real estate development, and Mr. Pike is manager of loan business. Action July 26.

APPLICATIONS

Springdale, Ark.—Autus Johnson. 1590 kc; 500 w D. P.O. address Route 2, Springdale. Estimated construction cost $15,393.82; first year operating cost $25,704; revenue $34,000. **Autus Johnson**, sole owner, owns building and general carpentry contracting business. Ann. July 31.

Greenville, Ky.—Greenville Bcstg. Co. 1600 kc; 500 w D. P.O. address box 170 Greenville. Estimated construction cost $15,100; first year operating cost $40,000; revenue $46,000. Principals: **Charles P. Stovall Sr. and Jr.** (each 50%). Mr. Stovall Sr. owns 50% of gasoline and fuel oil distribution firm; Mr. Stovall Jr. is announcer for WCLK Scottsville, and has been program director for WNES Central City, both Kentucky. Ann. July 31.

Existing am stations

WJBB Haleyville, Ala.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WBHP Huntsville, Ala.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WCNH Quincy, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action July 26.

WOKS Columbus, Ga.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WGAA Cedartown, Ga.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not to be commenced until decision has been reached in proceeding on applications of WAKE Atlanta, Ga., and WBAC Cleveland, Ohio, and in event WAKE and WBAC applications are granted, WGAA not to commence program tests until WAKE and WBAC are similarly authorized. Action July 26.

KNDE Aztec, N. M.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action July 26.

APPLICATION

WKTQ South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 31.

CALL LETTERS ASSIGNED

WSHF Sheffield, Ala.—Sheffield Bcstg. Co.

KVRE Santa Rosa, Calif.—Santa Rosa Bcstg. Co.; changed from KSNA.

WUNE Baton Rouge, La.—James A. Noe.

WSAO Sanatobia, Miss.—Northwest Mississippi Bcstg. Co.

KBLR Bolivar, Mo.—Shepherd of the Hills Bcstg. Co.

KTSL Burnet, Tex.—Land of Lake Radio.

WPMH Portsmouth, Va.—D. D. Cameron.

New fm stations

ACTIONS BY FCC

Jasper, Ala.—Bankhead Bcstg. Co. Granted 102.5 mc, 29 kw. Ant. height above average terrain 315 ft. P.O. address box 622. Estimated construction cost $29,541, first year operating cost $5,000, revenue $9,000. Group headed by **Walter Will Bankhead**, 80.4% chairman. Action July 26.

Tuscumbia, Ala.—Elton H. Darby. Granted 100.3 mc; 3.07 kw. Ant. height above average terrain 84 ft. Estimated construction cost $10,000; first year operating cost $20,000; revenue $15,000. **Elton H. Darby**, sole owner, is licensee of WVNA Tuscumbia. Action July 26.

Albany, N. Y.—Capital Cities Bcstg. Corp. Granted 95.5 mc; 20 kw. Ant. height above average terrain 279 ft. P.O. address box 10, Albany. Estimated construction cost $20,609; first year operating cost $2,400. Applicant corporation is licensee of WROW and WTEN (TV) Albany; WPRO-AM-FM-TV Providence, R. I., WTVD (TV) Durham, N. C., WCDC (TV) Adams, Mass. Action July 26.

Canton, Ohio—Christian Bcstg. Assn. Granted 98.1 mc, 37 kw. Ant. height above average terrain 500 ft. P.O. address Box 56. Estimated construction cost $46,682, first year operating cost $32,000, revenue $40,000. Principals are **Edwin M.** and **Jack M. Mortenson, Hayward McKnight, J. Stewart Brinsfield** and **George H. Ohman** (20% each). Messers. Mortenson are ministers with equal partnership in religious record library. Mr. McKnight is minister as is Mr. Brinsfield. Mr. Ohman owns religious book store. Action July 26.

ACTIONS BY BROADCAST BUREAU

[EDITOR'S NOTE: These are first cps for new stations granted by Broadcast Bureau under delegated authority allowing it to act upon uncontested applications not involving departures from rules (BROADCASTING, July 10).]

Charlotte, N. C.—WIST Inc. Granted 95.1 mc; 25.5 kw unl. Ant. height above average terrain 265 ft. P.O. address 112 S. Tryon St. Estimated construction cost $22,415; first year operating cost $5,000; revenue $3,000. **Henderson Belk**, sole owner of WIST Inc., is licensee of WORD Spartanburg and has owned WGUS North Augusta, both South Carolina. Action July 28.

Westport, Conn.—Westport Bcstg. Co. Granted 107.9 mc; 5.229 kw. Ant. height above average terrain 79 ft. P.O. address box 511, Westport. Estimated construction cost $16,280; first year operating cost $10,000; revenue $10,000. Sole stockholder is **Donald Flamm**; applicant corporation is license of WMMM Westport. Action July 28.

Whiteville, N. C.—Whiteville Bcstg. Co. Granted 99.1 mc; 7.5 kw unl. Ant. height above average terrain 158 ft. P.O. address box 700. Estimated construction cost $16,800; first year operating cost $5,475; revenue $10,950. Principals are **James C. High** (40%), **Lee Braxton, W. Crowell Black** and **J. Herman Leder** (each 20%), who own similar interests in WENC Whiteville. Action July 28.

Richmond, Va.—Professional Bcstg. Inc. Granted 103.7 mc; 74 kw. Ant. height above average terrain 440 ft. P.O. address 1003 Electric Bldg., 7th & Franklin Sts., Richmond. Estimated construction cost $49,285, first year operating cost $41,750, revenue $48,000. Principals are **Joseph T. Byrne** (19.2%), **Wm. F. Grigg, Jr.** (19.2%), **Wm. T. Moore** (23.2%), **Charles A. Bosher** (19.2%), and **Wilfred A. Jarvis** (19.2%). Messrs. Byrne, Grigg, and Moore are doctors. Dr. Moore owns two farms and has stock in two medical buildings. Action July 28.

APPLICATIONS

Hartford, Conn.—Tele-Bcstrs. of Connecticut Inc. 97.9 mc; 20 kw. Ant. height above average terrain 54 ft. P.O. address 410 Asylum St., Hartford. Estimated construction cost $22,932; first year operating cost $15,000; revenue $15,000. Applicant corporation is licensee of WPOP Hartford. Ann. Aug. 2.

Boca Raton, Fla.—John N. Traxler, Alvera M. Traxler. 102.5 mc; 27 kw. Ant. height above average terrain 223.9 ft. P.O. address 1226 N. E. 18th St., Fort Lauderdale, Fla. Estimated construction cost $39,950; first year operating cost $41,000; revenue $48,000. Principals: **John N. Traxler, Alvera M. Traxler** (each 50%). Mr. Traxler is sales representative and promoter; Mrs. Traxler is interior decorator. Ann. Aug. 2.

Edmond, Okla.—William Haydon Payne. 97.7 mc; 410 w. Ant. height above average terrain 126 ft. P.O. address 1305 South Blvd., Edmond. Estimated construction cost $4,845; first year operating cost $10,500; revenue $24,000. **William H. Payne**, sole owner, is electronics engineer for Federal Aviation Agency. Ann. Aug. 2.

Norfolk, Va.—Christian Bcstg. Network Inc. 104.5 mc; 11.556 kw unl. Ant. height above average terrain 70.2 ft. P.O. address 1318 Sprately St., Portsmouth, Va. Estimated construction cost $500; first year operating cost $8,640; revenue $12,000. Applicant is non-profit religious organization. Ann. July 31.

Existing fm stations

CALL LETTERS ASSIGNED

KCLB(FM) Carlsbad, Calif.—Lawrence W. Felt.

KQNK-FM Lafayette, La. — Lafayette Bcstg. Inc.

Ownership changes

ACTIONS BY FCC

WKNB New Britain, Conn.—Granted assignment of cp and licenses to Hartford County Bcstg. Corp. (Louis A. Sodokoff); consideration $270,000. Action July 26.

WBOC-AM-TV Salisbury, Md.—Granted assignment of licenses to WBOC Inc. (The A. S. Abell Co., licensee of WMAR-TV Baltimore); consideration $1,211,246 and agreement not to compete in radio and tv broadcasting for five years within 50 miles from boundary of Salisbury. Action July 26.

WJAN Ishpeming, Mich.—Granted assignment of license to WJAN Inc. (Jas. J. Beloungy, president, has minority interest in KLFD Litchfield, Minn., which he proposes to dispose of); consideration $50,000 and agreement not to compete in radio broadcasting for 2 years within 90 miles of Ishpeming. Action July 26.

WJON St. Cloud, Minn.—Granted transfer of control from John P. and Mariam E. Haerle, W. T. and Mary Leone Comstock to WJON Bcstg. Co. (Richard K. Power, president, has interest in WAVN Stillwater, and WCMP Pine City, Minn.; and H. N. Cardozo Jr., owns KATE Albert Lea, Minn.); consideration $150,000 and agreement not to compete in radio broadcasting in same area for five years. Action July 26.

KWRE Warrenton, Mo.—Granted assignment of cp and licenses to Glenayre Bcstg. Co. (Harry H. Coon, president); consideration $120,000. Action July 26.

KRNY Kearney, Neb.—Granted assignment of license to Bi-States Company (KHOL-FM-TV Kearney, and KHPL-TV, Hayes Center); consideration $62,505. Action July 26.

KSWS Roswell, N. M.—Granted assignment of license to John Burroughs (has interest in KENM Portales, KRZE Farmington, both N. M., and KMUL Muleshoe, Tex.); consideration $90,000. Action July 26.

WKAL Rome, N. Y.—Granted assignment of license to Maurer Bcstg. Corp. (Jackson Maurer, president); consideration $97,000 and $30,100 to assignor for advisory and consultant services and agreement not to compete within station's service area for 7 years. Action July 26.

WMLP Milton, Pa.—Granted transfer of control from John S. and Harriett D. Booth to Victor A. Michael (has interest in WTTC-AM-FM, Towanda), Joseph F. Kesnow and Stanley F. Kiersznowski; consideration $125,000. Action July 26.

WJIG Tullahoma, Tenn.—Granted assignment of license to Edwin B. Jordan, tr/as Jordan Bcstg. Co. (Mr. Jordan has 50% interest in WRCD Dalton, Ga., which he proposes to sell to other 50% stockholder); consideration $95,000. Action July 26.

KZZN Littlefield, Tex.—Granted assignment of license to Gerald H. Sanders (has interest in KSEL Lubbock); consideration $125,000, conditioned that assignment not be consummated until Mr. Sanders disposes of his interest in KSEL. Action July 26.

KSEL Lubbock, Tex.—Granted assignment of license to McAlister Bcstg. Corp. (R. B. McAlister, president, owns KZZN Littlefield, KBYG Big Spring); consideration $450,000. Action July 26.

WCWC Ripon, Wis.—Granted assignment of license to Greycote Inc. (Arlow D. Bice Jr., president); consideration $166,000. Action July 26.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks transfer of 25% of stock in **Radio Montgomery Inc.** from **Joe Scott** to **C. A. McClure**, present owner of 48.3%; consideration $3,000 ($100

per share). Ann. July 31.

KAPR Douglas, Ariz.—Seeks assignment of license from **Copper State Enterprises** to **William** and **Katherine Mende** (50% each) for $60,000. Mr. Mende has been promotion manager of WESO Southbridge, Mass.; Mrs. Mende is housewife. Ann. July 31.

KAKA Wickensburg, Ariz.—Seeks assignment of license from **Paul Mullenix** and **Mamie E. Gander** d/b as **Wickensburg Radio Co.**, to **Wickensburg Bcstg. Inc.**; same principals; no financial consideration involved. Ann. July 31.

WGSB Geneva, Ill.—Seeks assignment of cp from **Ralph T. Buehlman** and **Walter F. Myers** (each 50%), d/b as **Fox Valley Bcstg. Co., to Fox Valley Bcstg. Corp.**, consisting of **Messrs. Buehlman** and **Myers** and **Logansport Bcstg. Corp.** (each one-third interest); consideration from each principal $10,000 for stock in assignee corporation and $10,000 as loan to corporation. Logansport Bcstg. Corp. is former applicant for facilities in Aurora-Batavia, Ill.; present application is in effect merger of two previously mutually exclusive applications. Ann. July 31.

WXXX Hattiesburg, Miss.—Seeks assignment of license from **Broadcast Development Co.** to **George P. Mooney, Abe D. Waldauer, James P. Hess Jr., D. F. Prince** (each 22.73%) and **J. C. Walker** (9.09%), d/b as **WXXX Inc.**; consideration $100,000. Mr. Mooney owns 25% of WBSR Pensacola, Fla., 24% of preferred and 17.65% of common stock of WKGN Knoxville, Tenn.; Mr. Waldauer owns 25% of WBSR, 49% preferred and 41.18% common interest in WKGN, and is attorney; Mr. Hess is salesman for and holds 5.88% common interest in WKGN; Mr. Prince is attorney, owns 25% of WBSR and 11.76% common interest in WKGN; Mr. Walker is present general manager of WXXX. Ann. July 31.

KNOE Monroe, La.—Seeks assignment of license from **James A. Noe**, sole stockholder in **KNOE Inc.**, to **Mr. Noe** as individual proprietor; no financial consideration involved. Ann. July 31.

WCBT Roanoke Rapids, N. C.—Seeks assignment of license from **WCBT Inc.** to **Henry M. Best Jr., Roy L. Davis** (each 32.5%), **Mrs. Milton Best** (15%), **Roland McClamrock Jr.** (10%), **William C. May, Nora F. Patterson** (each 5%), d/b as **Roanoke Rapids Radio Corp.**; consideration $100,000. Mr. Best is chief engineer for WCHL Chapel Hill, N. C.; Mr. Davis is general manager of manufacturing firm; Mrs. Best owns 50% of insurance agency; Mr. McClamrock owns 98% of WCHL; Mr. May is president of painting contracting firm; Mrs. Patterson has no other business interests. Ann. July 31.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 2 initial decision which looked toward (1) denying May 12 petition for severance by WMFJ Inc., and (2) granting applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., WMFJ Inc. (WMFJ) Daytona Beach, Fla., Space Bcstg. Inc. (WBYG) Savannah, Ga., and Low Country Bcstg. Co. (WQSN) Charleston, S. C., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each subject to interference condition became effective July 24 pursuant to Sec. 1.153 of rules. Action July 31.

■ Commission gives notice that June 7 initial decision which looked toward granting applications of Radio 940 for new am station to operate on 940 kc, 1 kw, DA-D in South Haven, Mich., Michigan Bcstg. Co. to increase daytime power of station WBCK Battle Creek, Mich., from 1 kw to 5 kw, continued operation on 930 kc, 1 kw-N, DA-2, and Mt. Vernon Radio & Tv Co. to increase power of daytime station WMIX Mt. Vernon, Ill., from 1 kw to 5 kw, with DA, continued operation on 940 kc, conditioned that Mt. Vernon accept such interference as may be imposed by grant of application of Hirsch Bcstg. Co. to increase power of KFVS Cape Girardeau, Mo., and any one of three mutually exclusive applications for new am stations to operate on 920 kc in Granite City, Ill., became effective July 27 pursuant to Sec. 1.153 of rules. Action July 31.

■ By memorandum opinion and order, commission made effective May 23 initial decision and granted application of Hopkinsville Bcstg. Inc., to increase daytime power of WHOP Hopkinsville, Ky., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, subject to interference condition; but made grant subject to condition that Hopkinsville Bcstg. Inc., and James Roland Brewer, tr/as Tell City Bcstg. Co., licensee of WTCJ Tell City, Ind., shall file joint statement within 10 days to effect that agreement whereby former is to assume cost incurred by latter in preparing application to increase daytime power of WTCJ to 1 kw has been rescinded and that no consideration has been or is being given for withdrawal of objection to grant of instant application. Chmn. Minow concurred in result; Comr. Hyde dissented and issued statement; Comr. Cross dissented. Commission is of opinion that approval of this kind of agreement would establish unfortunate precedent leading to possible abuses of commission processes, and there are no countervailing factors tending to indicate that public interest would be served by approval of instant agreement. Action July 28.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Sunshine State Bcstg. Inc., to extend facilities of WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc with 1 kw, DA, D. Action Aug. 2.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Hazlehurst Radio for new am station to operate on 1480 kc, 1 kw, D, in Hazlehurst, Ga. Action July 31.

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17 in Fort Lauderdale, Fla., and denying, for failure to prosecute, applications of Gerico Investment Co. for renewal of its licenses for station WITV (ch. 17) and auxiliary station KC-5744 Fort Lauderdale. Action July 28.

OTHER ACTIONS

■ By order, commission stayed effective date of June 13 initial decision which looked toward granting application of Queen City Bcstg. Co. for new am station to operate on 1490 kc, 250 w, unl., in Del Rio, Tex., and denying for failure to prosecute the application of Val Verde Bcstg. Co. for similar facility, pending further review by commission. Action Aug. 2.

■ Granted requests for waivers of Sec. 4.790 of rules and granted temporary authority to operate vhf tv repeater stations by following: Thompson Tv Assn., to repeat signals of KREX-TV Ch. 5, Grand Junction, Colo., to serve Thompson, Crescent Junction and Cisco, Utah; Niobrara Community Club to repeat signals of KTIV ch. 4 Sioux City, Iowa, to serve Niobrara, Neb.; Glendale Tv Boosters Club, to repeat signals of KBES-TV ch. 5 Medford, Ore., to serve Glendale, Ore., and Quemado Tv Assn., to repeat signals of KOB-TV ch. 4 Albuquerque, N. M. Action July 26.

WLOU Louisville, Ky.—Designated for hearing application to change operation on 1350 kc from 5 kw day to 5 kw, DA-N, unl. time; made WEZY Cocoa, Fla., party to proceeding. Action July 26.

Putnam Bcstg. Corp., Brewster, N. Y., Port Chester Bcstg. Co., Port Chester, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc, 1 kw—Putnam with DA-D, and Port Chester with DA-2, unl.; made WBRY Waterbury, Conn., WEEZ Chester, Pa., WERA Plainfield, N. J., and WWRL New York, N. Y., parties to proceeding. Action July 26.

Seward Bcstg. Inc., Marion, Va.; Saltville Bcstg. Corp., Saltville, Va.—Designated for consolidated hearing applications for new am stations to operate on 1330 kc, 1 kw, D; hearing issues include Sec. 3.35(a) multiple ownership issue as to applicant Saltville. Action July 26.

Routine roundup

■ Commission granted petition by Golden Empire Bcstg. Co. (KHSL-TV) Chico, Calif., and extended from July 25 to Aug. 4 time to file replies to opposition by Redding-Chico Tv Inc., Redding, Calif., to petition by Northern California Educational Tv Assn. requesting rulemaking on a proposal to reserve tv ch. 9 for non-commercial educational use at Redding. Action July 26.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Ybor City Bcstg. Co. and extended to Aug. 4 time to file reply to opposition of Broadcast Bureau to petition to enlarge issues in proceeding on Ybor's application and that of Johnson Bcstg. Corp., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 28.

■ Granted petition by Seven Locks Bcstg. Co. and extended to Sept. 15 time to file exceptions to initial decision and request for oral argument in proceeding on its application and that of Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action July 28.

■ Denied motion by Wireline Radio Inc. for immediate stay of hearing pending commission action on requested bill of particulars of alleged violations in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action July 28.

■ Granted request by Burlington Bcstg. Co. and extended to July 31 time to file opposition to Broadcast Bureau's request for reconsideration and extraordinary relief in proceeding on Burlington's application for new am station in Burlington, N. J., et al. Action July 27.

■ Granted petition by Broadcast Bureau and extended to Aug. 1 time to file reply to petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., to enlarge issues in proceeding on its am application which is consolidated for hearing. Action July 27.

By Commissioner Rosel H. Hyde

■ Granted motion by Broadcast Bureau and made various corrections in transcript of oral argument in proceeding on am applications of Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, et al. Action July 28.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by The Journal Co. (WTMJ-FM) Milwaukee, Wis., for intervention only with reference to application of Kenosha Bcstg. Inc., in proceeding on that application and Lake Zurich Bcstg. Co., for new am stations in Kenosha, Wis., and made petitioner party to proceeding with reference to application of Kenosha Bcstg. Inc. Action July 28.

■ Held in abeyance until Aug. 9 action on joint petition by Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., applicants for new am stations in Nicholasville, Ky., for approval of agreement looking toward dismissal of Jessamine application, and ordered petitioners to file by that date, as amendment to their joint petition, detailed information in affidavit form as required by Sec. 1.316 of rules; ruling stated: "The showing made by petitioners is not in compliance with the rule aforementioned, which, as indicated, requires specifically that the 'affidavit of each party to the agreement' shall be furnished with full information as to which one of them initiated the negotiations leading to the agreement; a summary of the history of the negotiations; and the reasons why, in the judgment of the parties, the arrangement is in the public interest. This information has been omitted. In administering Sec. 311(c) of the Communications Act Amendments, 1960, the Commission expects of parties seeking approval of agreements of this kind detailed submissions of all of the material required by Sec. 1.316 of its Rules which is an implementation of the Congressional mandate. Recognition will not be given to any pleadings filed under the statute which are not in accord with these requirements." Action July 27.

■ Granted joint petition by Time Bcstrs. Inc. and Galen O. Gilbert for approval of agreement whereby Mr. Gilbert would pay Time Bcstrs. Inc. $2,346.66 for reimbursement of expenses incurred in connection with latter's application for new am station to operate on 940 kc, 500 w, D, in Springfield, Mo., in return for its withdrawal; dismissed Time application with prejudice; granted application of Mr. Gilbert for new am station to operate on 940 kc, 500 w, D, in Aurora, Mo.; terminated proceedings. Action July 27.

■ Scheduled for hearing following proceedings on dates shown: Oct. 2: Application of Warren G. Holleman, Falls Church, Va., for authorization for class D station in Citizens Radio Service; Oct. 10: Rea Radio and Electronic Laboratory for renewal of license of station WREA East Palatka, Fla. Action July 26.

■ Scheduled for hearing on Oct. 24 matter of revocation of license of KPSR Inc., for KPSR (FM) Palm Springs, Calif. Action July 26.

■ Scheduled prehearing conference for Sept. 5 and hearing for Oct. 9 on applications of Radio Specialists Co. for cps to establish stations in point-to-point microwave radio service between point near Golden, Colo., and near Eastonville, Colo. Action July 26.

■ Granted petition by Broadcast Bureau and extended to Aug. 2 time to file proposed findings in proceeding on applica-

tions of Big Horn County Musicasters for new am station in Hardin, Mont., et al. Action July 26.

■ Granted petition by Triple G Bcstg. Co. (KWAY) Vancouver, Wash., to extent that it seeks dismissal of its am application but dismissed application with prejudice; retained in hearing status application of Gordon A. Rogers for new am station in Vancouver. Action July 25.

■ Granted petition by Oral Roberts Evangelistic Assn. Inc., to extent that it seeks dismissal of its application for new am station in Tulsa, Okla., but dismissed application with prejudice; retained in hearing status remaining applications in consolidatel proceeding. Action July 25.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from July 27 to Aug. 3 time to file proposed findings in proceeding on application of Palmetto Bcstg. Co. for renewal of license of WDKD Kingstree, S. C., and for license to cover cp. Action July 27.

■ Granted joint petition by parties, reopened record, accepted for filing applicants' affidavits and closed record in proceeding on applications of Arthur W. Arundel for new am station in Charles Town, W. Va., et al. Action July 27.

By Hearing Examiner Asher H. Ende

■ After further hearing on July 25, postponed any further hearings without date pending action by chief hearing examiner on joint petition by applicants for approval of agreement in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Action July 26.

■ Scheduled certain procedural dates and scheduled Sept. 14 for resumption of hearings in proceeding on am applications of Lindsay Bcstg. Co., Punta Gorda, Fla., et al. Action July 26.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Charles W. Jobbins and gave parties time to Aug. 15 for exchange of additional direct engineering exhibits and until Aug. 29 for exchange of rebuttal exhibits in proceeding on his application and that of Elbert H. Dean and Richard E. Newman for new am stations in Clovis, and Grass Valley, Calif. Action July 28.

■ Granted petition by Broadcast Bureau and extended to Aug. 15 time for all parties to file proposed findings in proceeding on application of Robert B. Brown for new am station in Taylorsville, N. C. Action July 27.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of other party, advanced from Sept. 27 to Sept. 18 hearing on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H. Action July 26.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing ruling made by hearing examiner at July 31 hearing, denying, for reasons which will appear in official transcript, petition by George Shane for leave to amend his application for new am station in Victorville, Calif., to reduce proposed power from 250 w to 100 w. Action July 31.

■ On own motion, afforded Western Bcstg. Co. and R. L. McAlister, applicants for new am stations in Odessa, Tex., additional time to Aug. 10 to file joint request for approval of agreement for dismissal of Western's application and examiner will withhold further consideration on Mr. McAlister's application during this period and such further time, if any, as may be required for action on any joint request filed. Action July 27.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, and extended to Aug. 3 date to file opposition to petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue, in proceeding on their am applications which are consolidated for hearing. Action July 28.

■ Upon agreement of parties at July 28 prehearing conference, continued Sept. 12 hearing to Oct. 4 in proceeding on applications of Rollins Bcstg. of Delaware Inc. and Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action July 28.

■ Granted petition by Broadcast Bureau and extended from July 25 to Aug. 1 time to file proposed findings in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn. Action July 26.

■ Upon agreement of parties, scheduled hearing for Nov. 1 in proceeding on applications of Catskills Bcstg. Co. for new am station in Ellenville, N. Y., et al. Action July 25.

By Hearing Examiner H. Gifford Irion

■ Granted request by Broadcast Bureau and further extended time to file proposed findings from July 27 to Aug. 4, with replies to be filed by Aug. 25 in proceeding on applications of Herbert Muschel for new fm station in New York, N. Y., et al. Action July 28.

By Hearing Examiner David I. Kraushaar

■ After July 28 prehearing conference, scheduled certain procedural dates and scheduled hearing for Oct. 2 in proceeding on applications of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action July 28.

■ After July 28 prehearing conference, scheduled certain procedural dates and scheduled hearing for Sept. 15 in proceeding on applications of Lake Zurich Bcstg. Co. and Kenosha Bcstg. Inc., for new fm stations in Kenosha, Wis. Action July 28.

■ On own motion, ordered that Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., shall not take deposition of Mr. Robert Hammett; that if Marietta desires to produce engineering evidence in Washington, D. C., it shall file appropriate motion sufficiently in advance of Sept. 1 requesting that record be reopened for this purpose so that such evidence may be adduced beginning on Sept. 1; and, further, that Marietta shall provide copy of any exhibit material it may propose to present in evidence to Broadcast Bureau and examiner not later than Aug. 15, and ordered further, that unless modified by subsequent order on motion duly made by either party, memorandum opinion and order of hearing examiner released July 19 is reaffirmed and shall remain in full force and effect. Action July 27.

By Hearing Examiner Forest L. McClenning

■ By order formalized rulings made at July 31 prehearing conference in proceeding on applications of Eastern Bcstg. System Inc. for new am station in Brookfield, Conn., et al; scheduled certain procedural dates, further prehearing conference for Oct. 23, and continued Sept. 15 hearing to Oct. 30. Action July 28.

■ Granted petition by Broadcast Bureau and extended from July 28 to Aug. 15 time to file proposed findings in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action July 27.

By Hearing Examiner Herbert Sharfman

■ On request by Broadcast Bureau and without objection by other parties, extended from July 28 to Aug. 15 and from Aug. 8 to Aug. 28 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action July 27.

■ Scheduled prehearing conference for Sept. 7 in proceeding on application of Rea Radio and Electronic Laboratory for renewal of license of WREA East Palatka, Fla. Action July 27.

■ Reopened record in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa, and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb., received in evidence KBON Exhibit no. 3 and closed record. Action July 26.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at July 27 prehearing conference, advanced Sept. 15 hearing to Sept. 8 in proceeding on am application of WAEB Bcstrs. Inc. (WAEB) Allentown, Pa. Action July 27.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Aug. 1

KCIN Victorville, Calif.—Granted assignment of cp to Victor Valley Bcstrs. Inc.

KDHI Twenty-Nine Palms, Calif.—Granted license for am station.

WRAL Raleigh, N. C.—Granted license covering use of old main trans. (old main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime and remote control operation.

WINF Manchester, Conn.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WRHI Rock Hill, S. C.—Granted license covering increase in daytime power and

Judy Anderson, say it ain't so!

Judy Anderson of McCann-Erickson can't see us for beans. Yet, we'd so much like to help her advertise those cars she buys media for.

Judy knows that the Tidewater area is growing 2½ times faster than the nation as a whole. She knows, too, that WHIH has the hottest format and the best darn news shows in Virginia. But what stations do you think she buys? (We won't tell you).

Judy, you're a hard-hearted Hannah, but we love you and we'll keep plugging. Same goes for any others who don't yet share your view that the sun rises and sets on WHIH.

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TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel



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installation of new trans. (daytime) and specify licensed trans. for night use (two main trans.).

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WRAL Raleigh, N. C.; WHSY Hattiesburg, Miss.; WINF Manchester, Conn., and specify type trans.

South Shore Bcstg. Co., Quincy, Mass.—Granted cp and license for new low power station.

WLBC Muncie, Ind.—Granted cp to install new trans.

WKEI Kewanee, Ill.—Granted cp to change studio-remote control location and type trans.; condition.

WACA Camden, S. C.—Granted cp to install new trans. and reduce ant. height by removing top sectionalized portion.

WKGN Knoxville, Tenn.—Granted cps to install new trans., and install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

■ Granted cps to install new trans. for following stations: KBOY Medford, Ore.; WEDO McKeesport, Pa.; KNFM(FM) Midland, Tex.

WJRM Troy, N. C.—Granted mod. of cp to change trans. location, studio location and change type trans.

WDIA-FM Memphis, Tenn.—Granted mod. of cp to increase ERP to 11 kw; decrease ant. height to 110 ft.; change trans. and ant. and make changes in ant. system (decrease height); conditions.

KVIL-FM Highland Park-Dallas, Tex.—Granted mod. of cp to change type trans. and operate trans. by remote control.

■ Following stations were granted extensions of completion dates as shown: WOSC-FM Fulton, N. Y., to Oct. 25, and WDEE-FM Hamden, Conn., to Jan. 23, 1962.

Actions of July 31

WJCM Sebring, Fla.—Granted change of remote control authority.

KCHJ Delano, Calif.—Granted extension of completion date to Jan. 1, 1962.

■ Following stations were granted extensions of completion dates as shown: WXGI Richmond, Va., to Sept. 10; WMLW (FM) Wilwaukee, Wis., to Oct. 11; KGCA Rugby, N. D., to Sept. 30; WWCO-FM Waterbury, Conn., to Jan. 20, 1962; KTAP (FM) Tucson, Ariz., to Jan. 1, 1962; WKBX Kissimmee, Fla., to Oct. 31; KVIT(FM) Oklahoma City, Okla., to Jan. 16, 1962.

WSJS-FM Winston-Salem, N. C.—Granted authority to remain silent for period beginning July 31 and ending Sept. 30.

WFAW(FM) Fort Atkinson, Wis.—Granted authority to remain silent for period beginning June 15 and ending October 2.

KUEQ Phoenix, Ariz.—Granted authority to remain silent for period ending Nov. 1.

KFDA-TV Amarillo, Tex.—Granted assignment of licenses to Texas State Network Inc.

KFJZ-AM-FM Fort Worth, Tex.—Granted assignment of licenses to Texas State Network Inc.

KRIO McAllen, Tex.—Granted assignment of licenses to Texas State Network Inc.

■ Granted licenses for following am stations: KEST Boise, Idaho, and specify studio same as trans. site; WSOR Windsor, Conn.; KLBS Los Banos, Calif., and specify studio and remote control location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WJOY Burlington, Vt.; WDCR Hanover, N. H.; WBRE Wilkes-Barre, Pa., and specify type trans.

WTSB Lumberton, N. C.—Granted license covering increase in daytime power and installation of new trans. (daytime) and specify trans. as night trans. (two main trans).

KGBX Springfield, Mo.—Granted license to use old main trans. (main trans. location) as auxiliary trans. with remote control (daytime).

WFIN Findlay, Ohio—Granted license covering installation of new trans.

KBOW Butte, Mont.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans.

■ Granted renewal of licenses for following stations: WJCW-AM-FM, Johnson City, Tenn.; WKPT-AM-FM Kingsport, Tenn.; WMC Memphis, Tenn.; WMFT Terre Haute, Ind.; WPRT Prestonsburg, Ky.; WTVC(TV) Chattanooga, Tenn.; WLIV Livingston, Tenn.; WMTC Van Cleve, Ky.; WNGO-FM Mayfield, Ky.; WAGG Franklin, Tenn.; WAJC(FM) Indianapolis, Ind.; WAXU Georgetown, Ky.; WBIW Bedford, Ind.; WFTM Maysville, Ky.; WKKS Vanceburg, Ky.; WAOV Vincennes, Ind.; WGNS Murfreesboro, Tenn.; WAKY Louisville, Ky.; WILO Frankfort, Ind.; WVOL Berry Hill, Tenn.; WORX Madison, Ind.; WSIX Nashville, Tenn.; WGEE Indianapolis, Ind.; WENO Madison, Tenn.; WLBJ Bowling Green, Ky.; *WFPK(FM), WFPK-TV Louisville, Ky.

WENN Birmingham, Ala.—Granted mod. of license to change name to McLendon Birmingham Bcstg. Inc.

KKJO St. Joseph, Mo.—Granted mod. of license to change name to KKJO Inc.

WAVY Portsmouth, Va.—Granted mod. of license to operate main trans. by remote control, DA-2; conditions.

WPBN-TV Traverse City, Mich.—Granted mod. of cp to change ERP to vis. 135 kw; aur. to 67.5 kw; make change in ant. system and other equipment changes; ant. height 1,350 ft.

KFNE(FM) Big Spring, Tex.—Granted mod. of cp to change type trans., ant., and change ant. system.

WMRN Marion, Ohio—Granted mod. of cp to change type trans.; conditions.

WXGI Richmond, Va.—Granted mod. of cp to change type trans.; condition.

KNEZ Lompoc, Calif.—Granted mod. of cp to change type trans.

Columbia Bcstg. System Inc. New York, N. Y.—Waived Sec. 1.334 of rules and granted authority to transmit CBS Tv Network programs coverage of special sporting events, not of continuing nature, to tv stations CBFT Montreal, Que. and CBOFT Ottawa, Ont., on Aug. 12, 19 and 26, and Sept. 2, 9, 16, 23 and 30; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of communications Act and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of July 28

KEBR(FM) Sacramento, Calif.—Granted cp to increase ERP to 45 kw; ant. height to 380 ft.; change trans. location; install new trans.; change ant.; make changes in ant. system (install DA system and increase height); remote control permitted.

WRCD Dalton, Ga.—Granted acquisition of positive control by James Q. Honey through purchase of stock from Edwin B. Jordan.

KDLS Perry, Iowa—Granted license for am station.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WDLB Marshfield, Wis., condition, and WBIW Bedford, Ind.

WKIX-FM Raleigh, N. C.—Granted license covering installation of new trans., ant., and increase in ant. height and ERP.

WLLH Lowell, Mass.—Granted license covering installation of old main trans. as auxiliary trans.

KABL Oakland, Calif.—Granted cp to change ant.-trans. location to Delaware St., between 24th and 25th St., San Francisco, and make changes in ground system.

WALE Fall River, Mass.—Granted mod. of cp to change type trans.; conditions.

WAZL Hazleton, Pa.—Granted mod. of cp to change type trans.

WYNS Lehighton, Pa.—Granted mod. of cp to change type trans.

WPFE Eastman, Ga.—Granted mod. of cp to change studio location; change type trans.; remote control permitted.

WLAS Jacksonville, N. C.—Granted mod. of cp to change type trans.

KRAN Morton. Tex.—Granted mod. of cp to change type trans.

WSBA-FM York, Pa.—Waived Sec. 3.205 (a) of rules and granted mod. of cp to establish main studio approximately two miles north of corporate limits of York, Pa., at WSBA(AM) main studio site.

WLOS-FM Asheville, N. C.—Granted mod. of cp to decrease ERP to 27 kw; increase ant. height to 2,670 ft.; change type trans., type ant.; make changes in ant. system.

KCLV Clovis, N. M.—Granted mod. of cp to change type trans.

WWWB Jasper, Ala.—Granted mod. of cp to replace trans.

■ Granted mod. of cps to change type trans. for following stations: WYGO Corbin, Ky. and WPLK Rockmart, Ga.

■ Following stations were granted extensions of completion dates as shown: KPGE Page, Ariz., to Sept. 10; KBRB Arvada, Colo., to Jan. 10, 1962; WABF

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,557	55	112	847
FM	839	55	196	133
TV	486[1]	59	89	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 3

	VHF	UHF	TV
Commercial	466	78	544
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Fairhope, Ala., to Sept. 10; KUDY Seattle, Wash., to Oct. 1; WKBC-FM North Wilkesboro, N. C., to Oct. 1; WINF-FM Manchester, Conn., to Dec. 31; KTUR Turlock, Calif., to Oct. 1; KRAN Morton, Tex., to Jan. 1, 1962; WXUR-FM Media, Pa., to Jan. 22, 1962; WAWA West Allis, Wis., to Sept. 15.

WMSA-FM Massena, N. Y.—Granted extension of authority to Nov. 1 to remain silent.

Actions of July 27

KINK Phoenix, Ariz.—Granted involuntary assignment of cp to Harold Lampel.

KBEV Portland, Ore.—Granted involuntary assignment of cp to R. E. Allen, receiver.

KVSO Ardmore. Okla.—Granted involuntary assignment of licenses to Albert Riesen Jr., administrator of estate of John F. Easley, deceased.

WGHQ Saugerties, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp., through purchase of additional stock from VIP Radio Inc.

WFYI Mineola, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp. through additional purchase of stock from VIP Radio Inc.

WVOX-AM-FM New Rochelle, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of Suburban Radio Inc., which in turn owns 100% of licensee corporation, by Whitney Communications Corp. through additional purchase of stock from VIP Radio Inc.

KWWL-AM-TV Waterloo, Iowa—Granted acquisition of negative control by Ralph J. McElroy through purchase of stock from Black Hawk Bcstg. Co.

KPOJ-AM-FM Portland, Ore.—Granted transfer of control from Journal Publishing Co. to United States National Bank of Portland, David L. Davies and Wm. W. Knight, trustees of estate of P. L. and Maria C. Jackson.

WLVA-AM-FM Lynchburg, Va.—Granted transfer of control from Champe C. and Philip P. Allen, John P. Jr. and Martha Thomas Read to Philip P. and Champe C. Allen and John P. Read Jr., voting trust.

■ Granted renewal of license for following uhf tv translator stations: K72AA, K70BU Weed Heights, Nev.; K72AF Battle Mountain, Nev.; W78AB Johnson City and Vestal, N. Y.; W81AB Hillcrest and Chenango Bridge, N. Y.; K70BM, K79AI Hood River, Ore.; K72AO Jackson, Wyo.; K71AS, K74AG Newport & Otter Rock, Ore.; K72AS, K81AB La Barge, Wyo.; K78AF La Barge and Big Piney, Wyo.; K79AM, K70AM, K75AA Manson & Chelan, Wash.; K81AG, K75AR Granite Falls. Minn.; K70AI, K76AA Prineville and Redmond, Ore.; K70AH Parker, Ariz.; K75AT Leadville, Colo.; K73AF Rawlins, Wyo.; K70AK Saratoga, Wyo.; K70AX, K70AT, K75AF, K80AI Ely, Nev.; K73AH, K78AE, K83AD McGill, Nev.; K70BG, K74AR Deer River, Minn.; K82AF Cass Lake, Minn.; K70BW Lihue, Kauai, Hawaii; K78AH Joplin, Chester, Inverness, and Rudyard, Mont.; K74AT Likely, Calif.; K80AD Lone Pine, Calif.; K71AB, K75AD, K79AA Blythe, Calif.; K71AG, K74AJ, K77AH Cottage Grove, Ore.; K70CB, K77AS, K83AM Carrizo Springs and Crystal City, Tex.

■ Granted renewal of licenses for following stations: WEUP Huntsville, Ala.; WPMP Pascagoula-Moss Point, Miss.; KVCL Winnfield, La.; WKDL Clarksdale, Miss.; KLPL Lake Providence, La.; WATM Atmore, Ala.; WROB West Point, Miss.; WSSO Starkville, Miss.; WTBF Troy, Ala.; WXAL Demopolis, Ala.; KALB-AM-FM Alexandria, La.; WSTN Saint Augustine, Fla.; KRMD-AM-FM Shreveport, La.; WERH Hamilton, Ala.; WIKC Bogalusa, La.; WGVM Greenville, Miss.; WAMY Amory, Miss.; WGRA Cairo, Ga.; WAAA Winston-Salem, N. C.; WTBC-AM-FM Tuscaloosa, Ala.; WTHE Spartanburg, S. C.; KTCN Berryville, Ark.; WKOZ Kosciusko, Miss.; WZOK-FM Jacksonville, Fla.; KEUN Eunice, La.; KOKY Little Rock, Ark.; WAME Miami, Fla.; WDDY Gloucester, Va.; WOKS Columbus, Ga.

Honor System Tv Assn. Inc., Marfa & Valentine, Tex.—Granted cp for new uhf tv translator station on ch. 81 to translate programs of KTSM-TV (ch. 9) El Paso, Tex.

WMAL Washington, D. C.—Granted cp to install new trans. (main trans. location) for auxiliary purposes.

KBEV Portland, Ore.—Granted cp to replace expired permit for am station.

K75AM Bemidji, Minn.—Granted cp to change ERP of uhf tv translator station from 118 w to 588 w, change type trans. and make changes in ant. system.

KCND-TV Pembina, N. D.—Granted cp to change vis. 220 kw, aur. to 110 kw, type trans., type ant. and make other equipment changes; ant. height 1,400 ft.

K81AI Alpine & Marfa, Tex.—Granted cp to change ERP of uhf tv translator station from 446 w to 114 w, trans. location to Brite Ranch at Pine Rock, 14½ miles southwest of Valentine, Tex., changes in ant. system and principal community from Alpine and Marfa to Marfa and Valentine, Tex.

KBWC-TV Gallup, N. M.—Granted mod. of cp to change ERP to vis. 1.15 kw, aur. to 0.575 kw, type trans., type ant., make changes in ant. system and equipment; ant. height 80 ft.

KLMC-TV Lamar, Colo.—Granted mod. of cp to change ERP to vis. 0.524 kw, aur. to 0.294 kw, type trans., type ant., make changes in ant. system and equipment; ant. height 120 ft.

KINK Phoenix, Ariz.—Granted mod. of cp to specify main studio location and remote control point.

KVLF-TV Alpine, Tex.—Granted mod. of cp to change ERP to vis. 0.17 kw; aur. to 0.1 kw; change type trans., type ant., and make minor equipment changes; ant. height 220 ft.

■ Following stations were granted authority to remain silent for periods shown: WAJR-FM Morgantown, W. Va., to Nov. 1; KBPS Portland, Ore.; to Sept. 22; KPSR (FM) Palm Springs, Calif., to Nov. 1, without prejudice to such further action as commission may deem warranted in light of proceedings in Docket 14203.

WLVL(FM) Louisville, Ky.—Granted extension of authority to remain silent for period ending Sept. 10.

WKRZ Oil City, Pa.—Granted authority to remain on air from 7:15 to 8:45 p.m., on Tuesdays and Thursdays and 7:30 to 8:30 p.m., Sundays.

KMBL Junction, Tex.—Granted extension of authority to Sept. 1 to sign-off 2 p.m. to 5 p.m. weekdays and operate from 7 a.m. to 7 p.m. on weekends.

WSUI Iowa City, Iowa—Granted authority to reduce hours of operation to minimum of 6¼ hours daily for period commencing Aug 7 and ending Sept. 23, inclusive.

WHDL-FM Olean, N. Y.—Granted authority to remain silent for period ending Sept. 10.

■ Following stations were granted extensions of completion dates as shown: KINK Phoenix, Ariz., to Dec. 1; WWTV-FM Cadillac, Mich., to Nov. 22; WMAX-FM Grand Rapids, Mich., to Sept. 27; K78AR Radio Honolulu, Ltd., Lihue, Kauai, Hawaii, Dec. 1, and KRMA-TV Denver, Colo., to Oct. 28.

KOST Houston, Tex.—Remote control permitted.

City of Douglas Translator Committee Douglas, Ariz.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KVOA-TV (ch. 4) Tucson, Ariz.

Centralia School District No. 401 Centralia/Chehalis, Wash.—Granted cp for new uhf tv translator station on ch. 83 to translate programs of KCTS-TV (ch. 9) Seattle, Wash.

Bitterroot Tv Booster Club Hamilton, Mont.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition.

Actions of July 26

Moffat County Baggs, Wyo., and Lower Snake River, Colo.—Granted cp for new vhf tv translator stations on ch. 8 to translate programs of KOA-TV (ch. 4) Denver, Colo., via. ch. 2 repeater station near Craig, Colo.; condition.

Village of Park Rapids, Park Rapids, Minn.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of WDAY-TV (ch. 6) Fargo, N. D.

KNBS(TV) Walla Walla, Wash.—Granted involuntary assignment of cp to Eugene T. Golden, trustee in bankruptcy.

WJHL-TV Johnson City, Tenn.—Granted acquisition of positive control by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.

WEZL Richmond, Va.—Granted license covering change of auxiliary trans. location and operation by remote control.

KTIL Tillamook, Ore.—Granted license covering installation of new trans.

WJBW New Orleans, La.—Granted license to use old main trans. as auxiliary trans. and operation by remote control.

WEZJ Williamsburg, Ky.—Granted license covering increase in power and installation of new trans.

KGB San Diego, Calif.—Granted license covering increase in daytime power, change ant-trans, location, make changes in ant.-ground system, installation new trans., change studio location and remote control point and operation by remote control.

WWNY Watertown, N. Y.—Granted license covering use of auxiliary trans. (main trans. location) as alternate main trans.

WRRN Warren, Pa.—Granted cp to install new trans. and increase ERP to 3.4 kw; conditions.

WRIT-FM Milwaukee. Wis.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KOQT Bellingham, Wash., to Sept 1, and WORA Mayaguez, P. R., to Sept 1.

KELE(FM) Phoenix, Ariz.—Granted extension of authority to Sept. 3 to remain silent.

WRJC Mauston, Wis.—Granted change of remote control authority; condition.

Actions of July 25

■ Granted cps for following new vhf tv translator stations: Rifle Community Services Inc. on chs. 7 and 4 Rifle, Colo., to translate programs of KREX (ch. 5) Grand Junction, Colo., via ch. 4 Rifle, and KREX-TV ch. 5 Grand Junction; Santa Rita Tv Assn. on ch. 6 Santa Rita, Hanover, Fierro, N. M. (KTSM-TV ch. 9 El Paso, Tex.); Mimbres Tv Assn. on ch. 6 San Lorenzo and Mimbres Valley, N. M. (KTSM-TV ch. 9 El Paso, Tex.); Dupree Community Club on ch. 8 Dupree, S. D. (KOTA-TV ch. 3 Rapid City, S. D.); Thompson Tv Assn. on ch. 10 Thompson, Utah (KREX-TV ch. 5 Grand Junction, Colo.); City of Creighton on ch. 2 Creighton, Neb. (KTIV ch. 4 Sioux City Iowa); Utah Construction & Mining Co. on ch. 13 Lucky Mc Campsite, Wyo. (KTWO-TV ch. 2 Casper, Wyo.); Rattlesnake Butte Tv Assn. on ch. 7 Wakpala, S. D. (KFYR-TV ch. 5 Bismarck, N. D.); Silver Lake Community Tv Assn. on ch. 4 Silver Lake, Ore. (KOIN-TV ch. 6 Portland, Ore., condition); Mantua City Corp. on chs. 10 and 13 Mantua, Utah (KCPX-TV ch. 4 and KSL-TV ch. 5 both Salt Lake City, Utah); Mantua City Corp. on ch 8 Mantua, Utah (KUTV ch. 2 Salt Lake City, Utah); White River Tv District TV ch. 4 Salt Lake City, Utah via K80AI ch. 80, Ely, Nev., con-



dition); Sutherline Community Tv Inc. on chs. 2 and 11 Sutherline, Ore. (KEZI-TV ch. 9 Eugene, and KOIN-TV ch. 6 Portland, both Ore.; conditions); Meeteetse Community Tv on chs. 9 and 12 Meeteetse, Wyo. (KOOK-TV ch. 2 and KGHL-TV ch. 8 both Billings, Mont.), conditions.

Actions of July 24

■ Granted cps for following new vhf tv translator stations: Trident Community Club on ch. 10 Trident, Mont. to translate programs of KXLF-TV (ch. 4) Butte, Mont.; Plainview Tv Booster Committee on chs. 2 and 13, Plainview, Neb. (KTIV ch. 4 and KVTV ch. 9 both Sioux City, Iowa); Spanish Valley Community Tv Assn. on ch. 7 Moab, Utah (KUTV ch. 2 Salt Lake City, via ch. 9 Green River, Utah); Glasgow Tv Club Inc. on ch. 12 Glasgow, Mont. (KOOK-TV ch. 2 Billings, Mont., via ch. 9 Saco and Hinsdale, Mont.); Stanker Supply Co. on chs. 12, 8 and 10 Cripple Creek, Colo. (KBTV ch. 9 KOA-TV ch. 4 and KLZ-TV ch. 7 Denver, Colo.); Shields River Free Tv Assn. on ch. 10 Clyde Park, Wilsall, and Upper Shields River, Mont. (KGHL-TV ch. 8 Billings, Mont.); Carbon County on chs. 13, 11 and 9 Helper, Utah (KCPX-TV ch. 4 Salt Lake City, via K10AZ, ch. 10 Price, Utah, KUTV ch. 2 Salt Lake City, Utah, via K08AU ch. 8 Price, Utah, KSL-TV ch. 5 Salt Lake City, Utah, via K12AZ ch. 12 Price, Utah); Town of Yuma on ch. 3 Yuma, Colo. (KHPL-TV ch. 6 Hayes Center, Neb.); Elkton Tv Assn. on ch. 11 Elkton, Ore. (KOIN-TV ch. 6 Portland, Ore.); Antimony Town Inc. on chs. 11, 13 and 9 Antimony, Utah (KCPX-TV ch. 4, KSL-TV ch. 5 and KUTV ch. 2 all Salt Lake City, Utah); Raton Community Tv Club on chs. 10 and 2 Raton, N. M. (KOB-TV ch. 4 and KOAT-TV ch. 7 both Albuquerque, N. M.); Snake Creek Community Tv Assn. Inc. on ch. 9 Fairview Community, Chinook, Mont. (KFBB-TV ch. 5 Great Falls, Mont.; condition); Elkton Tv Assn. on ch. 2 Elkton. Ore. (KVAL-TV ch. 13 Eugene, Ore., condition); Valley Tv Club Inc. on ch. 10 Glasgow, Mont. (KUMV-TV ch. 8 Williston, N. D., via uhf tv translator station ch. 77 Nashua, Mont., condition).

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of Commission Rules, that on Sept. 5, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b) (1) and Sec. 1.361 (b) of Commission Rules, application, in order to be considered with any application appearing on below list or with any other application on file by close of business on Sept. 1, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on September 1, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any part in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of Commission Rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. July 28.

Applications from top of processing line:

BP-11400 WPIK Alexandria, Va., Potomac Bcstg. Corp. Has: 730kc, 1kw, D. Req: 730kc, 5kw, D.

BP-11436 KPDQ Portland, Ore., KPDQ Inc. Has: 800kc, 1kw, D. Req: 800kc, 5kw, D.

BP-13893 WBUX Doylestown, Penn., WBUX Bcstg. Co. Has: 1570kc, 1kw, DA, D. Req: 1570kc, 5kw, DA, D.

BP-14070 WWWW Rio Piedras, P. R., Abacoa Radio Corp. Has: 1520kc, 250w, unl. Req: 1190kc, 500w, unl.

BP-14106 NEW Milford, Conn., Milford Bcstg. Co. Req: 1500kc, 5kw, DA, D.

BP-14107 NEW Paramus, N. J., Bergen Bcstg. Corp. Req.: 1530kc, 10kw, DA, D.

BP-14110 NEW Centreville, Ala., Voice of the Mid-South. Req: 1590kc, 1kw, D.

BP-14113 NEW Hayward, Calif., Bay Shore Bcstg. Co. Req: 1340kc, 100w, unl.

BP-14115 WTEL Philadelphia, Penn., WTEL Inc. Has: 860kc, 250w, D. Req: 860kc, 10kw, DA, D.

BP-14116 NEW Lubbock, Tex., La Fiesta Bcstg. Co. Req: 1420kc, 500w, D.

BP-14117 NEW, Fort Campbell, Ky., Fort Campbell Bcstg. Co. Req: 1370kc, 500w, D.

BP-14118 NEW Sykesville, Md., Patapsco Bcstg. Corp. Req: 1520kc, 250w, D.

BP-14122 NEW New Roads, La., Avoyelles Bcstg. Corp. Req: 1500kc, 1kw, D.

BP-14123 NEW Moncks Corner, S. C., Lord Berkeley Bcstg. Inc. Req: 950kc, 500w, D.

BP-14129 NEW Sikeston, Mo., Semo Bcstg. Corp. Req: 1520kc, 1kw, 5kw-LS, DA-2, unl.

BP-14130 NEW Oakland Park, Fla., Broward County Bcstg. Req: 1520kc, 1kw, D.

BP-14131 WDNG Anniston, Ala., Potts Bcstg. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14132 NEW Pearsall, Tex., McKinley-Pilant Bcstg. Co. Req: 1280kc, 500w, D.

BP-14133 NEW Decatur, Ga., DeKalb Bcstg. Co. Req: 1310kc, 500w, D.

BP-14134 WEKY Richmond, Ky., WEKY Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-14135 WTIX New Orleans, La., Storz Bcstg. Co. Has: 690kc, 5kw, DA-2, unl. Req: 690kc, 5kw, 10kw-LS, unl.

BP-14136 KCAL Redlands, Calif., Southwest Bcstg. Inc. Has: 1410kc, 1kw, D. Req: 1410kc, 500w, 5kw-LS, DA-2, unl.

BP-14137 NEW Collierville, Tenn., Collierville Bcstg. Co. Req: 1590kc, 500w, D.

BP-14143 NEW Benton, Ark., Bridges Bcstg. Service. Req.: 1600kc, 1kw, D.

BP-14145 NEW Brownsville, Tenn., Brownsville Bcstg. Co. Req.: 1520kc, 250w, D.

BP-14148 KVLV Fallon, Nev., Lahontan Valley Bcstg. Co. Has: 1250kc, 1kw, D. Req.: 980kc, 5kw, D.

BP-14149 KGST Fresno, Calif., Juan Mercado. Has: 1600kc, 1kw, D. Req.: 1600kc, 5kw, D.

BP-14156 NEW Lincoln, Neb., Modern Air Communicative Electronics Inc. Req.: 1530kc, 1kw, 500w (CH), D.

BP-14157 KCAP Helena, Mont., KCAP Bcstrs. Inc. Has: 1340kc, 250w, unl. Req.: 1340kc, 250w, 1kw-LS, unl.

BP-14158 NEW Kennett, Mo., Bootheel Bcstg. Co. Req.: 1540kc, 1kw, 250w (CH), D.

BP-14159 KHFH Sierra Vista, Ariz., Carleton W. Morris. Has: 1420kc, 1kw, D. Req.: 1420kc, 500w, 1kw-LS, DA-N, unl.

BP-14161 NEW Edna, Tex., Coastal Bcstg. Co. Req.: 1240kc, 250w, unl.

BP-14164 NEW Dalton, Ga., Union Bcstg. Co. Req.: 1530kc, 250w, D.

BP-14168 NEW Nashville, Tenn., Second Thursday Corp. Req.: 1560kc, 10kw, DA, D.

BP-14178 NEW Matawan-Keyport, N. J., Jupiter Associates Inc. Req.: 1530kc, 500w, DA, D.

BP-14180 NEW Mayfield, Ky., Mayfield Bcstg. Co. Req.: 1500kc, 1kw, D.

BP-14182 NEW Tahoe Valley, Calif., Harold Bcstg. Co. Req.: 590kc, 1kw, DA, D.

BP-14183 KWKY Des Moines, Iowa, General Bcstg. Services of Iowa Inc. Has: 1150 kc, 1kw, DA-2, unl. Req.: 1150kc, 1kw, 5kw-LS, DA-2, unl.

BP-14184 NEW Riverton, Wyo., Hugh Jordan Stock. Req.: 740kc, 1kw, D.

BP-14185 NEW Butler, Mo., Bates County Bcstg. Co. Req.: 1530kc, 250w, D

BP-14189 KDSN Denison, Iowa, The Denison Bcstg. Co. Has: 1580kc, 500w, DA, D. Req.: 1530kc, 500w, D.

BP-14190 KCOW Alliance, Neb., Sandhills Bcstg. Corp. Has: 1400kc, 250w, unl. Req.: 1400kc, 250w, 1kw-LS, unl.

BP-14191 WCEF Parkersburg, W. Va., Franklin Bcstg. Co. Has: 1050kc, 1kw, D. Req.: 1050kc, 5kw, D.

BP-14192 WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co. Has: 1370kc, 1kw, D Req.: 1370kc, 5kw, DA, D.

BP-14193 NEW Burlington, Iowa, Des Moines County Bcstg. Co. Req.: 1150kc, 500w, DA, D.

BP-14194 NEW Lovell, Wyo., BGH Corp. Req.: 1050kc, 250w, D.

BP-14195 NEW Utica, N. Y., Fusco Bcstg. Corp. Req.: 1550kc, 1kw, D.

BP-14196 WGLI Babylon, N. Y., WGLI Inc. Has: 1290kc, 1kw, DA-1, unl. Req.: 1290kc, 1kw, 5kw-LS, DA-2, unl.

BP-14197 WAOV Vincennes, Ind., Vincennes Sun Co. Has: 1450kc, 250w, unl. Req.: 1450kc, 250w, 1kw-LS, unl.

BP-14198 NEW, Colorado Springs, Colo., William S. Cook. Req.: 1530kc, 1kw, D.

License renewals

WHAS Louisville, Ky.—Granted renewal of license; also granted waiver of Secs. 17.23, 17.28 and 17.43 relating to requirements for painting and lighting of tower, for duration of license period. Action July 26.

■ Granted renewal of license of following stations: WCOP-AM-FM Boston, Mass.; WCAO-AM-FM Baltimore, Md.; WLBE Leesburg-Eustis, Fla. Action July 26.

Rulemakings

PETITION FILED

Sec. 3.606. Commonwealth of Kentucky, Frankfort, Kentucky (7-24-61) Requests amendment of rules so as to reserve following uhf channels (*) for non-commercial educational use:

	Present	*Proposed*
Ashland	59—	*59—
Bowling Green	13, 17+	13, *17+
Hazard	19—	*19—
Madisonville	26	*26
Maysville	24+	82
Morehead	..	*24+
Murray	33—	*33—
Pikeville	14—	*14—
Somerset	29—	*29—
Cincinnati	5—, 9, 12, *48—, 54—, 74—	5—, 9, 12, *48—, *54—, 74—

AMENDED RULES ON LOCAL NOTICES

■ The amended text of Secs. 1.359 and 1.362 of FCC's rules concerning local notice requirements (BROADCASTING, July 31):

1. In § 1.359, paragraph (c) is amended, paragraph (d) is redesignated as paragraph (g), paragraph (e) is amended and redesignated as paragraph (h), paragraphs (f), (g), and (h) are redesignated as paragraphs (i), (j), and (k), and new paragraphs (d), (e), and (f) are added, as follows:

§ 1.359 Pre-grant procedures

(c) Except as provided in paragraph (e) of this section, an applicant filing any application or an amendment thereto, which is subject to the provisions of this section (except for applications for stations in the international broadcast service and for television translator stations) shall cause to be published a notice of such filing as follows: Notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application or amendment, or at least twice a week for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; **provided, however,** that if there is no such daily newspaper published in the community, the notice shall be published as follows:

(1) If one or more weekly newspapers of general circulation are published in the community in which the station is located or proposed to be located, notice shall be published in such a weekly newspaper once a week for the three weeks immediately following the tendering for filing of such application or amendment, or once a week for the three weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358.

(2) If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application or amendment, or at least twice a week for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in the daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located;

and provided further, that in the case of an application for a permit pursuant to Section 325(b) of the Communications Act, the notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application, or at least twice a week for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in a daily newspaper of general circulation in the largest city in the principal area to be served in the United States by the foreign radio broadcast station.

(d) If the application seeks modification, assignment, transfer, or renewal of an operating broadcast station, the applicant shall,

Continued on page 111

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
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JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
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Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

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CONSULTING ENGINEERS
RADIO & TELEVISION
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STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
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A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
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CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
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Lohnes & Culver
Munsey Building District 7-8215
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711 14th Street, N.W.
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REpublic 7-3984
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Engineers
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1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
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WASHINGTON 6, D. C.
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1100 W. Abram
ARLINGTON, TEXAS

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Republic 7-6646
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8200 Snowville Road
Cleveland 41, Ohio
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Austin 17, Texas
GLendale 2-3073

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Columbia 5-4666
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Service Directory

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San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
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Charleston, W.Va. Dickens 2-6281

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
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Cambridge 38, Mass.
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MOhawk 2-2589
Planning Equipment layout
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FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc.
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Mutual 2-3145 3-3819

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LO 5-5990

L. J. N. du TREIL & ASSOCIATES
CONSULTING RADIO ENGINEERS
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New Orleans 23, La.
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*ARB Continuing Readership Study

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum***
- **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager. Pennsylvania station. State past employment and references. Pertinent billings history. Run station as your own. Man we want is strong on sales. Compact staff to work with in 12 year old station. Replies to Box 466G, BROADCASTING.

For medium to small market. Must be able to purchase minority interest. Box 513G, BROADCASTING.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Baltimore—excellent opportunity for good producer. Multiple chain, top Baltimore indie. Box 265F, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Opportunity in **large** Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

Account executive. Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact Box 371G, BROADCASTING.

Sales manager. Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market. Box 397G, BROADCASTING.

Help wanted, salesman. Minimum five years experience in midwest. Order takers do not apply. Position offers immediate commissions on average $3,500 billing. Has gone as high as $4,700. Good solid midwest station, in business 38 years. Sickness and health insurance, vacations, credit union, and retirement plans. Position open September 15, 1961. Box 411G, BROADCASTING.

Station on the go wants man on the go. Modern format on major facility in one of America's top markets east of the Mississippi. Get your pitch in right away. Box 422G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against 15 percent plus car allowance. KBRZ, Freeport, Texas.

Unusual opportunity for a man who can sell in a competitive market. Salary plus commission. Top rated Virginia 5000 watter. If you can sell, sales manager job open to you. Box 456G, BROADCASTING.

It's cool in Colorado. Sales job open at KCOL, Number 1 in Pulse for Larimer County. Salary and commission. Address Ellis Atteberry, P. O. Box 574, Fort Collins, Colorado. In Roosevelt National Forest just 45 miles from Rocky Mountain National Park.

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KVMA, Magnolia, Arkansas.

Time "idea" salesman. WACE, Box 2007, Springfield, Massachusetts. Rush resume to Bill Gallagher, General Sales Manager. State minimum draw. After you prove you are a salesman, we will talk "real money." No phone calls accepted.

Help Wanted—(Cont'd)

Sales

Experienced salesman, some announcing, needed at once. Apply by letter with snapshot to Bob Ray, WBBB, Burlington, North Carolina.

Manager for fm station in connection with successful am. Excellent opportunity with assured income. Prime duties in sales and promotion. WISM, Madison, Wisconsin.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Executive type radio salesman to join OK Group. Openings in New Orleans, Baton Rouge, or Moible. Aggressive man with experience in selling radio, television or newspaper advertising preferred. Opportunity to advance to assistant manager of an OK Group station and earn $7500 to $12,000. Good starting salary, commission, incentive bonus, insurance. Send complete details including amount of billing handled, photo, history to: The OK Group, 505 Baronne St., New Orleans, La.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street., Minneapolis 2, Minn.

Announcers

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Combo Spanish announcer—radio operator with first class license for metropolitan New York station. Send audition tape. Write Box 389G, BROADCASTING.

Announcer—1st class phone. Personality man with adult ideas. Start at $125.00. Central states, medium market. Box 440G, BROADCASTING.

Announcer with limited experience learn while you earn, we'll teach you. Station located in western North Carolina near beautiful Great Smokey Mountains. Air conditioned studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Staff man; sports, other broadcasting, news and commercial writing. Extensive sports program possible. Experience necessary. Box 507G, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station. Ideal situation for a man with an eye for the future. Send tape and details first letter. Box 528G, BROADCASTING.

Ambitious, young combo announcer for resort area in Maryland. Potential more important than experience. If you can sell time, all the better. Chain operation, excellent future. Send resume, tape and photo immediately. Box 540G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer. Sports helpful. KVRH, Salida, Colorado.

Announcer-salesman September 1 for sparkling sound station forty miles northwest of Washington, D. C. Salary and commission. Send tape, resume and recent photo to Dick Lee, WAGE, Leesburg, Virginia. All references will be checked.

Kilowatt fulltimer needs first-phone announcer, pop or country. Send tape, resume to Art Grunewald, WCTT, Corbin, Kentucky.

New station needs staff. Announcers with first phone experienced in installation. First phone with news, copy announcing experience. Salesmen that can produce. Send tapes, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Three experienced announcers. Expanding our operation. Send all details along with tape. No prima donnas. No collect phone calls. Nathan Frank, WHNC, Henderson, N. C., Geneva 8-7136.

Permanent position for combo man with first class ticket. Some experience expected. Established stations. Mr. Bill, WIMS, Michigan City, Indiana.

Two eager top 40 jocks needed. Full of swing and personality. Rush resume and tape to Johnny Canton, WRAW, Reading, Pa.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Georgia.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Announcer (experienced only) new daytimer Sheldon, Iowa. Ideal hours. Pay $80 weekly, rapid advance. Write and tape E. C. Stangland, 1701 E. 26th St., Sioux Falls, S. D.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer capable of some announcing with strong Indiana station, excellent community, salary open. Send tape, past experiences and schooling information to Box 426G, BROADCASTING.

5 kw—Virginia—1st. Ticket—give full details and references. Box 483G, BROADCASTING.

Preventive maintenance is our problem. Need chief engineer—experienced—RCA 5000 watt transmitter, directional antennas. Limited announcing on weekends. Salary to match ability. Send tape, photo, resume immediately. R. Scott Webb, Program Director, WCOA, Pensacola, Florida.

Help Wanted—(Cont'd)

Technical

Needed immediately. Chief engineer, heavy on announcing for progressive daytimer. Salary to match qualifications. Reply WFAG, Farmville, N. C.

Chief engineer, some announcing, WRJW, 5 kw, Picayune, Mississippi.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Traffic director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Experienced fm programmer needed for newly formed fm operation in large midwest market. Must be creative and take-charge type individual. Rare opportunity to join aggressive top flight management team. Willing to invest preferred but not mandatory. Send complete resume and photo in confidence. Box 535G, BROADCASTING.

Newsman with copywriting experience. $400 per month start, KBRZ, Freeport, Texas.

WLUK-TV, Green Bay seeking experienced newsman to build news department. Send audition to R. W. Grandle, Box 549, Green Bay, Wisconsin.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10. D. C.

RADIO

Situations Wanted—Management

Going up! Assn't or sales management—and operations manager—8 years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv-$650. Box 256G. BROADCASTING.

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Available, manager for small station. Veteran in the field. Thoroughly experienced all phases. Married, children, honest, reliable, successful. Write Box 400G, BROADCASTING.

Program director of one of New York state's most successful operations, desires change . . . 12 years in radio, as dj, newscaster, and now program director. . . . Box 486G, BROADCASTING.

Station manager—Sales manager with fifteen years experience in radio and tv in large and medium sized markets. Strong on national and local sales. Thoroughly qualified in all phases of station operation. Excellent references from present employer, national reps, and leading agencies. Willing to travel for group of stations. Box 488G, BROADCASTING.

Final move for general manager. 16 years success sales and management: mature, excellent character. Solid organization small or medium market. Picture, resume available. Box 496G, BROADCASTING.

Assistant Manager—Small or medium market. Emphasis on programming, station and sales promotion. 26. B.S. degree. Three years' radio, two TV, two in consumer product advertising. Looking for eventual management. Consider stock as part of salary. Prefer Va., N.C., Maryland. Box 512G, BROADCASTING.

Manager—strong on sales wishes to relocate Ohio, Pennsylvania, N. Y., Maryland, Virginia, willing to invest. Box 517G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, college education, married. Seeking general manager's position with well established organization either in U. S. or abroad. Box 545G, BROADCASTING.

Efficiency consultant—expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available Sept. 10. Write James Psihoulis, Managing Consultant, P. S. Broadcasting Corp., 3113 Grant Building, Pittsburgh, Pennsylvania.

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists—all labels—mailings three times a week—one month trial—no obligation. Call/write T. R. Productions, 830 Market, San Francisco, California. EXbrook 2-1755.

Sales

Man, 31, now selling in ten-station market, seeks move to smaller market. "Can do anno plus sales or single. What have you?" Call 298-3090—write R. H., 8907 Cordova, N.E., Albuquerque, New Mexico.

Sales department: Beginner, currently employed as sales manager with small radio station. Would like job with larger station that will further train him for a permanent position with them. Write Travis Jackson, Box 87, Washington, Georgia.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 489G, BROADCASTING.

Deep voice—deejay-newsman currently top-rated medium midwest market I'm looking! Box 415G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Help! I'm stuck in a dead end Lombardo mill. I need to swing on your top 40 station. 4 years experience. Box 428G, BROADCASTING.

Announcer, disc jockey, I'll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing and able to work. Box 442G, BROADCASTING.

8 years experience. 3 years present position, 27, college graduate and family. Seeking station needing mature, dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southeast, midwest. Box 449G, BROADCASTING.

Announcer—Experienced, vet, family. Sales, news, country, pop. Good morning man. Texas only. Bcx 467G, BROADCASTING.

Single girl wanted as partner. Comedy-dj show. Box 471G, BROADCASTING.

Sportscaster. Varied experience play-by-play, special events. Veteran, 23. Presently employed sports, news director, assistant pd, board work. Box 474G, BROADCASTING.

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Real no talent, with personality. Have little experience. Needs employment. Box 481G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 482G, BROADCASTING.

Right man for the right job. Top rated dj, first phone, wants to relocate. Knows production, experienced play-by-play. Presently employed. Minimum $550 monthly. Box 484G, BROADCASTING.

Top jock for top market. Box 499G, BROADCASTING.

Have worked announcer, copywriter at 5 kw, newsman at 50 kw, first phone, extensive (non-broadcast) management experience, deep voice, want job northeast, $135 minimum. Box 500G, BROADCASTING.

Swingin' top 40 jock seeks swingin' top-rated station. Personality, plus pleasing sound. Reply: Box 501G, BROADCASTING.

Top 40 musicman desires major market location. Experienced in all phases of radio. Past pd and nd. Reply: Box 502G, BROADCASTING.

The Continental is now available. The Yul Brynner of the air: an unusual radio personality of tremendous appeal! You may try him on tv: Might be your fortune. Will accept highest stated salary. Box 505G, BROADCASTING.

Announcer: Good voice. Desire Wisconsin—Michigan am-fm. Family. Box 518G, BROADCASTING.

Top rated major market adult personality. Tape, resume upon request. Box 519G, BROADCASTING.

Experience? 13 years, announcing, production, sales. Radio, television. Family. $125.00. Box 522G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 523G, BROADCASTING.

Mature, modern dj, 2 years experience, college graduate. 29, desires position with progressive station. Box 524G, BROADCASTING.

Disc jockey—programming. 13 years radio. Past 4 years major midwest station. Want to relocate in top southern market. Box 525G, BROADCASTING.

Sports announcer football, basketball, baseball play-by-play. Finest references. Box 527G, BROADCASTING.

Young, announcer—not screaming R&R man, seeks staff job in New York State or Connecticut, tape, resume on request. Box 530G, BROADCASTING.

Experienced "quality announcer dj 5 years" experience good market—good pay man, I'll sell it. Box 532G, BROADCASTING.

AM disc jockey, experienced, seek permanent position in south, can adjust to your format. Box 533G, BROADCASTING.

Showman-disc-jockey (only) with teenage appeal (only) . . . plans witty, exciting, original (show), and presents it with personality. Experienced, married, presently employed. Wants to relocate to permanent position. Prefers new station, or small town (swinging) station in Alabama, Tenn., Miss. Tape on request. Box 536G, BROADCASTING.

Broadcasting school graduate wants position. One year experience. Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Serious music stations: 7 years experience music pd-announcer strong on languages. News forte. Locate east coast. Tired vacuous west. Box 544G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

$5,800—plus earned increments. Basic working newsman. Capable in performance of: writing, editing, beeper, outside broadcasts, field work—tape and mobile. Staff secondary. Box 547G, BROADCASTING.

Announcer-dj 1 year experience. Would like all nite show but will consider others. Contact: Jim Davis, Box 121, Milan, Ohio.

Announcer, some experience, own board, bright deejay. Business college in sales—copywriting. Musician, family, car, vet. Steve Roberts, 601 West 163rd St., New York 32, N. Y., LO 8-5839.

Technical

First phone—dependable, 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Summer replacement till September 19, first class license, experienced, commercial license since 1955. Ham license since 1953. College graduate. Box 487G, BROADCASTING.

FCC 1st class license thorough background in all aspects of the techniques of broadcasting. Box 531G, BROADCASTING.

Exp. adult C&W programming. 1st phone, married. Prefer northwest. Good references. Phil Sutton, 212 E. Park, San Ysidro, Calif.

First phone, desires work on west coast. George Warner, 694 W. 10th, Eugene, Ore.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Top-rated morning man-program manager, with first phone. 5 years present position; 15 years total experience, including 50kw. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality, radio and television. Minimum $150.00 weekly. Box 296G, BROADCASTING, or call Atlanta 794-3564.

Top notch newsman—Likes the Minnesota, Wisconsin, upper Michigan area. Four years experience. Handle directorship. Write Box 383G, BROADCASTING.

Need live, mature newsman? Vast experience, top voice, fast rewrite. Box 410G, BROADCASTING.

Newsman—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Twenty-two (22) years same network affiliated station. Relocating Denver November. Operational experience—all programming, production, straight and talent announcing. Complete detailed material. Box 469G, BROADCASTING.

Production firm producer recently fired by nicest, most creative broadcaster in nation. Reason: My creative ideas not saleable. Too theoretical and un-realistic for present day radio. Let's talk about your views regarding future of radio programming. Been in industry only five years and very young. Box 473G, BROADCASTING.

Sportscaster, newsman, top-notch play by play. College, high school football, basketball, baseball. Sharp news. Young, married, want permanence. Presently west, prefer midwest. Consider all. Box 485G, BROADCASTING.

Newsman, 23, college graduate, 5 years experience with 5000 watt radio, 100,000 watt television. Resume, tape, photo, excellent references. Will consider all areas. Box 498G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Sales 4 years, sales management 2 years, general management 5 years. Medium and large markets. Air, copy, sales, presentations, promotions, editorial writing throughout the 11 years. No starry eyed ambitions for the manager's desk — I've been that route. Want to do what I enjoy the most and do the best: programming and production. Long on soft-sell personal air approach. Communicator not pitch-man. References. 35. Family. No small markets. Want west. Box 490G, BROADCASTING.

Experienced promotion manager: Rating builder. Winner in national promotion contest. Presently employed in top 30 market, but want to relocate in Midwest. Seek #1 or 2 p.m. spot in progressive station. Best references. Box 495G, BROADCASTING.

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

I know what news is—and what to do when confronted with news. If you're interested in aggressive, versatile young man who takes pride in being a responsible journalist, then I'd like to hear from you (A.M. or T.V.). Background in both. Excellent references. Box 537G, BROADCASTING.

European born married man, 30, masters degree in Political Science is looking for rewarding position in news with progressive radio-tv station. 4 languages and fluent knowledge of current news stories, write Box 538G, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation's tenth market, Washington, D. C. Station is independent and on the go. Here's your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustafson, WTTG, Raleigh Hotel, Washington, D. C.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Personality announcer to handle live commercials and ad lib programs. Three-station midwest market. $115. Send photo and details. Tape requested later. Box 476G, BROADCASTING.

On camera tv announcer needed immediately. Experienced radio announcer considered. Ohio, Indiana, Illinois or Michigan person preferred. Interview necessary. Send tape—photo—resume and salary expected to WIMA-TV, Lima, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer for major midwest radio-tv station. Outstanding opportunity for experienced man with mature approach on mike and on camera. Full information first letter. Box 546G, BROADCASTING.

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Directors—If you get a thrill out of live, vital production. If you want to be part of an aggressive, "heads-up" organization. If you want to be part of America's outstanding broadcast firm. . . . apply Box 477G, BROADCASTING.

Attention film directors!! Large market prestige station interested in young, orderly, aggressive, experienced film director. Must have television station experience in organization, editing and management of film department. Apply Box 478G, BROADCASTING.

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

Chief photographer to take over news film department in major mid-west market. Please send samples of work. Box 539G, BROADCASTING.

News director KIFI-TV, Idaho Falls, Idaho. Prefer someone with 16mm experience, would like someone who serves as newscaster as well as director.

TELEVISION

Situations Wanted—Announcers

Major market radio announcer seeking television. For tape, photo contact Box 520G, BROADCASTING.

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

"Strong tv announcer, versatile, university graduate 37, needs greater challenge. Made chief announcer after 1 year. Specialty—"on camera" work. Box 529G, BROADCASTING.

Technical

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in a stable operation. Box 384G, BROADCASTING.

Two years exp, 15 months control room oper, 9 months transmitter engineer, tech school grad, vet, seeking permanent position. Box 472G, BROADCASTING.

Man available end of September for either a chief engineer's or assistant chief's position whose prime qualification is the ability to operate the engineering department smoothly on the least money possible. 20 years of television and radio engineering. Salary open. Box 514G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

One of the top engineers in the tv industry. Years of experience in all phases of tv technical operations. Good leader, fine administrator. If you need top technical administration write Box 516G, BROADCASTING.

Production—Programming, Others

Director, production manager, program director or operations manager. Eight years radio-television. Excellent references. Minimum $160. Write Box 268G, BROADCASTING.

Young news director in one station market seeks advancement to assist N.D. or news staff of larger operation. Married, 24, college grad, 4 years in broadcasting, 2½ in present position. Box 318G, BROADCASTING.

Award-winning tv promo manager for top 30 market. Fine background and experience in planning and execution of audience and sales promotion. 30 years old; 7 years in tv-radio; creative and analytical; college graduate; sales and audience oriented; knowledge of all media; makes numbers talk. Contact Box 450G, BROADCASTING.

Producer-director available for immediate employment. Have severed with station after 7 years. Wish company with future. Know all phases operation. Can do air if needed. Box 381G, BROADCASTING.

Experienced television director—also interested in traffic. BA degree, service completed, will locate anywhere. Each inquiry brings immediate reply. Box 468G, BROADCASTING.

Eleven years all phases of sports broadcasting, emphasis on play-by-play, desire first or second position in major sports operation. Married, 34, college, veteran. Box 479G, BROADCASTING.

Would 11 years radio experience—including 4 years sales, 2 years sales management, 5 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager's office—I've been there. Want to do what I enjoy the most and do the best: programming and production. Long on and successful with interviews, commentaries, panels—any programming with people. Communicator not pitch-man. References. 35. Family. College graduate (if that's important). Want west. Box 491G, BROADCASTING.

Producer-director with eight years television experience, top 10 market. Desires opportunity production manager, program director. B.S. in Speech. Age 34. References. Box 521G, BROADCASTING.

Director—Experienced, degree in broadcasting. Commercial or educational station considered. Married, military completed. Resume on request. Box 177, Marion, Ohio.

Children's personality and recording star available, with a proven successful show with ratings from 15-20 and with sponsors national and local. My show is a live audience participating kids program that provides wholesome entertainment for all the family. Recently completed 4 years of daily shows at 5 p.m. on channel 13, Cadillac, Michigan. Did same 4 years on WHIO-TV in Dayton, Ohio and 2 years on the Crosley TV Network at WLW in Cincinnati. Also interested in acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with excellent references. Will relocate anywhere, any size market. For more information, write on phone Kenny Roberts "The Jumping Cowboy," R.R. #1, Cadillac, Michigan. Prospect 5-3929.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

Gates ST101 spot tape used less than one year, excellent condition $700.00. 23C WE console for production room $75.00. GN Presto recorder $100.00 KGBC, Galveston, Texas.

Used-Gates 250GY transmitter 6 years old, excellent condition, plus plenty of spare parts and tubes. Will deliver and install 200 mile radius or ship FOB WDSR, Lake City, Florida.

WLUK-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, designed to go to 1500 ft. if necessary. Contact R. W. Grandle, Box 549, Green Bay, Wisconsin.

Used component phasing equipment parts for four-tower directional antenna, E. F. Johnson manufacturer, 5 kw capacity, 570 kc, original cost excess five-thousand dollars, you can buy the lot delivered our plant five hundred dollars. Itemized list available. Contact W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

"**News wagon**—1959 Chevrolet—complete with fm two-way Motorola 60 watt base station and 30 watt mobile crystal controlled police radio, revolving domelight, speakers, many extras, excellent condition. Price $2,750.00, WRVM, Rochester, New York."

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Small full or daytime a.m. station wanted to buy or lease in midwest or south. Box 465G, BROADCASTING.

Western States. Non-metro areas. AM or fm. All replies answered. Box 494G, BROADCASTING.

Financially responsible, seeks small owner—operator. Property in expanding medium sized market—Replies confidential Box 506G, BROADCASTING.

Equipment

Western Electric 1126 limiter amplifier. Must be in first-class condition Write Box 409G, BROADCASTING.

Wanted: Cine voice Auricon camera with variable area galvo . . . any condition . . . send details to: Gene Willman, WGAN-TV, Portland, Maine.

Gates Sta-Level or equivalent in good condition. WJAG, Norfolk, Nebraska.

FM frequency and modulation monitor, must be in excellent condition. WOTW, Nashua, New Hampshire.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations **required. Enrolling now for classes** starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 470G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

GENERAL MANAGER

New owner of long established fulltime radio station in well-known midwestern market seeking management, preferably now with first or second rated station in competitive area. Must have demonstrated experience in modern radio operation and able to revamp programming, ratings and billings of present old fashioned operation. Owner will provide adequate promotion and operational budget to do the job. Can only consider proven radio expert who can take complete responsibility for absentee owner and expect to compensate accordingly. Apply in complete confidence to:

Box 542G, BROADCASTING

Help Wanted—(Cont'd)

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

Production—Programming, Others

TOP 10 MARKET
RADIO STATION
PROMOTION MANAGER

If you are an aggressive, quick-thinking idea promotion guy or gal, we are interested in talking to you. We have a position at one of America's great radio stations that is challenging as well as rewarding. Promotion experience absolutely necessary; should be familiar with on and off the air promotions, contests, etc. Send resume, picture and, if possible, some samples to

Box 493G, BROADCASTING

RADIO

Situations Wanted—Management

DAYTIMER-ITIS

Severe case. Have been 14 years, same station. Last 7 as manager. 6 of 7 made money. Also located and was active in purchase of sister station daytimer and made it consistent money maker since purchase. Ready to leave the ulcers to the daytimers. Looking for full time 'sick" indie that I can doctor into the #1 station in the area. I have the know how—how now do I get in contact with you? South or Southwest preferred.

Box 503G, BROADCASTING

RADIO MANAGEMENT

Experienced, fully qualified, major market. Exceptional references. Would like to explore new association.

Box 480G, BROADCASTING

MONEY

Doesn't grow on trees, but I know a 50KW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.

Box 504G, BROADCASTING

FOR SALE

Equipment

ATTENTION
TV ENGINEERS

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Stations

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Absentee owner will lease with option to buy, long established 250 full timer in good solid southwest market serving quarter million in primary and secondary areas. Only station in city. Can go to 1 kw day with small investment. Excellent service record with good profit history. Twenty five thousand will handle by qualified responsible person. No brokers.

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LAS VEGAS NEVADA. Excellent daytimer in "Glamour Capital of the World." Price includes FM grant. Asking *$100,000.*

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Continued from page 104

in addition to publishing a notice of such filing as provided in paragraph (c) of this section, cause the same notice to be broadcast over that station at least once daily on four days in the week immediately following the tendering for filing of such application, or in the week immediately following notification by the Commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358. Such notice shall be broadcast during the following periods:

(1) For television broadcast stations, between 7 p.m. and 10 p.m.;

(2) For standard and fm broadcast stations, between 7 a.m. and 10 a.m.

(e) If the station in question is the only operating station in its broadcast service which is located in the community involved, publication of the notice in a newspaper, as provided in paragraph (c), is not required, and publication by broadcast over that station as provided in paragraph (d), shall be deemed sufficient to meet the requirements of paragraphs (c) and (d) of this section.

(f) The notice required by paragraphs (c) and (d) of this section shall state:

(1) The name of the applicant, if the applicant is an individual; the names of all partners, if the applicant is a partnership; or the names of all officers and directors and of those persons holding 10% or more of the capital stock or other ownership interest if the applicant is a corporation or an unincorporated association (in the case of applications for assignment or transfer of control, information should be included for all parties to the application).

(2) The purpose for which the application was filed, (i.e., construction permit, modification, transfer or assignment of control, renewal, etc.).

(3) The date when the application or amendment was filed with the commission.

(4) The call letters, if any, of the station, and the frequency or channel on which the station is operating or proposes to operate.

(5) In the case of an application for construction permit for a new station, the facilities sought, including type and class of station, power, location of studios, transmitter site and antenna height.

(6) In the case of an application for modification of a construction permit or license the exact nature of the modification sought.

(7) In the case of an amendment, to an application, the exact nature of the amendment.

(8) In the case of applications for a permit pursuant to section 325(b) of the Communications Act, the call letters and location of the foreign radio broadcast station, the frequency or channel on which it operates and a description of the programs to be transmitted over the station.

(9) In the case of an application for renewal of license, as follows:

"The application of this station for a renewal of its license to operate this station in the public interest was filed with the Federal Communications Commission on ..... . Members of the public who desire to bring to the commission's attention facts concerning the operation of the station should write to the Federal Communications Commission, Washington 25, D. C., before ..... . Letters should set forth in detail the specific facts which the writer wishes the commission to consider in passing on this application.

(h) Within five days of the last day of publication or broadcast of the notice required by paragraphs (c), (d), or (g) of this section, the applicant shall file a statement in triplicate with the commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the text of the notice, and/or, where applicable, the dates and times that the notice was broadcast. When public notice is given by other means, as provided in paragraph (g) of this section, the applicant shall file, within five days of the giving of such notice, the text of the notice, the means by which it was accomplished and the date thereof.

2. In § 1.362, paragraph (b) is amended, paragraph (c) is amended and redesignated as paragraph (g), paragraph (d) is redesignated as paragraph (h), and new paragraphs (c), (d), (e), and (f) are added as follows:

§ 1.362 Designation for hearing; local notice; conditional grant.

(b) Except as provided in paragraph (d) of this section, when an application subject to the provisions of § 1.359 is designated for hearing, the applicant shall cause to be published a notice of such designation as follows: Notice shall be published at least twice a week for the two weeks immediately following release of the commission's order specifying the time and place of the commencement of the hearing in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; **provided,** however, that if there is no such daily newspaper published in the community, the notice shall be published as follows:

(1) If one or more weekly newspapers of general circulation are published in the community in which the station is located or proposed to be located, notice shall be published in such a weekly newspaper once a week for the three weeks immediately following the release of the commission's order specifying the time and place of the commencement of the hearing:

(2) If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the release of the commission's order specifying the time and place of the commencement of the hearing in the daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located, **and provided further,** that in the case of an application for a permit pursuant to Section 325 (b) of the Communications Act, the notice shall be published at least twice a week for the two weeks immediately following release of the commission's order specifying the time and place of the commencement of the hearing in a daily newspaper of general circulation in the largest city in the principal area to be served in the United States by the foreign radio broadcast station.

(c) When an application which is subject to the provisions of §1.359 and which seeks modification, assignment, transfer, or renewal of an operating broadcast station is designated for hearing, the applicant shall, in addition to publishing a notice of such designation as provided in paragraph (b) of this section cause the same notice to be broadcast over that station at least once daily on four days in the week immediately following the release of the commission's order specifying the time and place of the commencement of the hearing. Such notice shall be broadcast during the following time periods:

(1) For television broadcast stations, between 7 p.m. and 10 p.m.

(2) For standard and fm broadcast stations, between 7 a.m. and 10 a.m.

(d) Where the station in question is the only operating station in its broadcast service which is located in the community involved, publication of the notice in a newspaper as provided in paragraph (b) is not required, and publication by broadcast over that station as provided in paragraph (c) shall be deemed sufficient to meet the requirements of paragraphs (b) and (c) of this section.

(e) The notice required by paragraphs (b) and (c) of this section shall set forth:

(1) The name of the applicant or applicants designated for hearing.

(2) The call letters, if any, of the station or stations involved, and the frequencies or channels on which the station or stations are operating or proposed to operate.

(3) The time and place of the hearing.

(4) The issues in the hearing as listed in the commission's order of designation for hearing.

(f) When an application for renewal of license is designated for hearing, the notice shall contain the following additional statements:

(1) Immediately preceding the listing of the issues in the hearing: "The application of this station for a renewal of its license to operate this station in the public interest was filed wih the Federal Communications Commission on ..... After considering this application, the Commission has determined that it is necessary to hold a hearing to decide the following questions:"

(2) Immediately following the listing of the issues in the hearing: "The hearing will be held at ....., commencing at ....., on ....., 19.... Members of the public who desire to give evidence or testimony concerning the foregoing issues should write to the Federal Communications Commission, Washington 25, D. C., before ..... Letters should set forth in detail the specific facts of the evidence or testimony which the writer wishes to give. If the Commission's staff believes that the evidence or testimony is legally competent, material, and relevant to the issues, it will contact the person in question."

(g) Within five days of the last day of publication or broadcast of the notice required by paragraphs (b) and (c) of this section, the applicant shall file a statement in triplicate with the commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the text of the notice, and/or, where applicable, the date and time the notice was broadcast.

Weight Controllers Need Sound Advice — Not More Fads!

Obesity Usually Is Symptomatic Of Disease That Needs Treatment

400 Million Pounds Of Excess Weight

If Americans sometimes look tired to you, just consider that we are carrying around some 400 million pounds of weight (a conservative estimate!) that we not only don't need but which, life insurance company statistics suggest, is unnecessarily shortening our life span.

Obesity, often the symptom of psychological distress, is certainly one of the major health problems facing Americans, and it is pitiful to note how the faddists and quacks, as well as many otherwise respectable purveyors of foods and drugs, have jumped onto the bandwagon with nostrums and gadgets that do an amazingly successful job of lightening pocketbooks but seldom accomplish much in actual body weight loss.

There is no doubt that we must give more attention to the problem of weight control, but this concern should be based on understanding of the problem and what medical and nutrition scientists have been able to determine as being proper approaches to solving the situation.

Weight Control Is A Lifetime Task

It seems quite likely that the food habits we develop as small children are as important to future weight control as almost any other factor. If food becomes a substitute for the kind of personal interaction the child needs with members of his family, then he is acquiring the type of food habits that may very easily lead him into the obese category throughout life. It will be doubly difficult for him to beat the weight problem later in life also.

Food, of course, is much more than stoking the furnace to provide immediate energy. In all societies certain rituals develop around food consumption. There have been societies, too, in which obesity was a symbol of high status and affluence, and doctors in this country still find some traces of this kind of thinking when they must treat infants who have been overstuffed with food to make them fat.

Mass Media Play A Key Information Role

In a study of consumer attitudes conducted for the American Dairy Association in the spring of 1959, Alfred Politz Research, Inc., reported that newspapers and magazines, and to a lesser extent radio and television, play a very important role in providing information about diets, usually for weight reduction. About 46% of the total national sample of adults interviewed indicated they had obtained diet information from non-professional sources. Of this group 37% reported they found their information in newspapers and magazines and that 22% of them actually took some diet action.

In the case of radio and television 28% of the group who obtained information got it from these media, and 14% took some action.

This, of course, reaffirms the importance of the mass media as sources of health and food information. This also stresses the tremendous responsibility which the media must assume and practice in disseminating health and diet information.

Faddists And Quacks Don't Help Health

Much too often the food faddists and health quacks, making sensational charges of one kind or another, seem to be far more successful in gaining attention than do the professionals in health and medicine and nutrition whose advice is much more cautious and not nearly so dramatic. The mass media can help the American people avoid the oftentimes dangerous advice offered by the quacks and faddists by checking sources of information more closely.

Weight control is not a simple matter of going on a crash diet. It is a lifetime project and should be one that is carefully planned with the obese person's physician or a well qualified nutritionist. Frequently the psychological problems of which the obesity is a symptom must be solved first. People who eat to satisfy other than food needs will not be helped, may, indeed, be harmed, if they adopt the on-again, off-again crash diets which are so popular in the mass media.

Building Health Is Everyone's Job

Good health is a precious possession which is available to most of us if we will follow certain rather simple rules. Eating a well balanced diet that contains only enough calories to supply daily energy needs is one of these rather simple rules that is so easily violated. However, it is entirely possible that more people could be influenced to eat properly if all of us—the food industry, the medical profession, and the mass media—work together to explain the facts and avoid the temptation to profit from temporary fads.

Providing people unsound diet information may attract attention, and it is no crime in most circumstances. However, all of us certainly should let our consciences be our guide and ask: will this promote good health, or is this merely another passing fad or fancy that will probably do more harm than good?



american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive Chicago 6, Illinois

OUR RESPECTS to Senator Warren Grant Magnuson (D.-Wash.)

All is not bleak on the 'New Frontier'

To broadcasters across the country who may feel they have few friends in Washington these days, the presence there of Sen. Warren Grant Magnuson (D-Wash.), chairman of the Senate Commerce Committee, offers some reassurance that all is not bleak on the New Frontier.

One network vice president headquartered in Washington described the veteran legislator recently as a "reasonable guy, easy to get along with. You can talk to him," he added, indicating by his tone of voice that he regarded this as a rare and commendable quality.

Other industry people echo these sentiments. All agree that the senator from the Far West isn't after any broadcasting scalps.

Technically, at least, Sen. Magnuson, generally referred to as "Maggie," is a broadcaster himself. He owns about 4% of KIRO-AM-FM-TV Seattle, his home town. And although he doesn't participate in the management of the properties, he is a member of the Washington State Broadcasters Assn., and attends their meetings regularly. In addition, the Broadcast Pioneers awarded him a life membership, and gave him membership card No. 1, during the NAB convention last May.

Magnuson On Minow ▪ This doesn't mean that Sen. Magnuson has become a secret lobbyist for the broadcast industry. On the contrary, he has publicly backed Newton N. Minow, the controversial FCC chairman, arguing he may be just what the broadcasting industry needs—someone who will stir things up, or, as he more graphically expressed it, "a pike in a carp pond."

But his long experience with legislation affecting the broadcasting industry —in 1938, while a member of the House, he was appointed to the first special committee created to study the FCC—and his many friendships among broadcaster groups have given him considerable insight into the problems of the individual broadcaster and the industry. He isn't likely to be stampeded into approving any of the various repressive legislative proposals pending.

Strict regulation of the networks, for instance, is unnecessary, in his view. "The objectives of those who advocate regulation can be accomplished by persuasion and public opinion," he said recently. "At times, networks have not been as responsible as they should be, but they've done a better job in the past two years than they have in the prior 10."

Taking a leaf from his own experience, Sen. Magnuson feels the FCC commissioners would do a better job if they "climbed down out of their ivory tower" and maintained closer contacts with the networks and the licensees.

Scaring Bureaucrats ▪ This is a pretty radical notion, coming, as it does, at a time when the merest hint of conflict-of-interest or *ex-parte* contact is enough to send a Washington bureaucrat running for the woods. Nevertheless, the senator feels the commissioners could maintain their integrity and still become better acquainted with broadcasters. "By knowing them well," he said, "they could do a better job than they can by staying aloof. In this industry, there are as many opinions as there are licensees and networks."

At the moment, Sen. Magnuson has two pet projects affecting broadcasting in the legislative mill. One bill (S-204) would amend the Communications Act to enable broadcasters to make free time available to future major party presidential candidates. Like just about every other legislator, Sen. Magnuson feels the Kennedy-Nixon debates last year constituted a tremendous service to the public.

His other project is educational television. Although a bachelor with no children of his own to educate, he has been working for eight years for legislation that would enable states to use federal funds to establish or expand educational television facilities. And his chances of seeing his efforts crowned with success this year are better than ever. His own etv bill (S-205) has passed the Senate, and a companion bill (HR 132), backed by the administration, is pending in a House committee.

A Senate Veteran ▪ Sen. Magnuson, a stocky, russet-haired individual whose well-tailored figure is often wreathed in clouds of smoke from his inevitable cigar, has become one of the most prominent members of the Senate in his 16 years in that chamber. He has had considerable success in pushing through Congress power- and other resource-development projects for his home state, and has initiated a number of important social welfare measures. He has also made a name for himself in foreign affairs; a decade ago he worked with the late John Foster Dulles in drafting the Japanese Peace Treaty.



Sen. Magnuson
Always has the votes

Sen. Magnuson, who ranks eighth among Senate Democrats and 11th in Senatorial service, has come a long way in his 56 years. Born in Moorehead, Minn., on April 12, 1905, he was orphaned at an early age. He grew up in Moorehead, and helped earn his keep during his high-school years by running a YMCA camp.

In 1922, he worked the wheat harvest westward, and got his first glimpse of Seattle from the open door of a Great Northern freight train car.

He apparently liked the view, for he settled down in Seattle. With the money he had earned in the wheat fields and, with the money he subsequently earned at a variety of jobs, including driving an ice wagon, he put himself through the U. of Washington and its law school.

He lost no time plunging into politics, and in 1932, when he was 27, he was elected to the state legislature. Two years later, he was elected prosecuting attorney for King County and, finally, made it to Washington in 1937 as a member of the House of Representatives. He made his first Senate race in 1944, and has been reelected twice.

Another Campaign. He will be seeking his fourth Senate term next year, and will be going home to do some preliminary campaigning when the current session ends. One message that he can be expected to deliver to the folks back home—and one that could be well heeded by broadcasters in general—is that he has, over the years, developed a considerable bank of goodwill in the Senate, on which he can draw to assure support for the bills he backs.

In addition, he has developed a set of delicate political antennae that tip him off as to the chances of a particular proposal.

For these reasons, he seldom makes a speech on the floor. It's his view that "if you need the speech, you don't have the votes; if you have the votes, you don't need the speech."

And "Maggie," his friends say, "almost always has the votes."

The problems of print

BESET by the criticism of bureaucrats, the self-serving attacks of print media and the well-publicized scorn of professional snobs, television broadcasters might be forgiven if they sometimes felt that things could not be worse. But they would be wrong. They could be in the newspaper or magazine business, for instance.

Just imagine: If you are engaged in the publication of a mass magazine or daily newspaper, nobody is sounding off in Congress about what a lousy job you're doing or running investigations to prove that point with hand-picked witnesses. You haven't been accused of creating a "vast wasteland" lately (and the accusation isn't apt to get much circulation even if it is made, because you control the headlines).

The only thing you have to worry about is your P&L statement. But unless you're the *New Yorker* or one of a handful of other unusually fortunate magazines and newspapers, that's enough. For your revenues, sir, are slipping. And in your heart you know this slippage is no freak mishap, for you are in a business where the trend is down.

This can be demonstrated statistically. Figures for the first half of 1961, for instance, showed that only television's revenues moved upward. But for graphic summary we have seen none better than Dick Pinkham's speech to the magazine promotion people a couple weeks ago (BROADCASTING, July 31). Mr. Pinkham, who is senior vice president in charge of broadcast operations for Ted Bates & Co., did not of course suggest that magazines are doomed. But what he did tell the magazine men was only slightly more encouraging. For instance:

"You think you've got competition now? It's going to get worse. And I would suggest that if you have lulled yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Television programming, as Mr. Pinkham predicted, is going to get better. That has been its history and—with or without the goading of critics—the evolutionary process will continue. Even in the face of the heaviest attacks, television's attraction to people—the same people who "own" the air, to borrow a doubtful phrase—remains such that its revenues are still rising. No print medium can make that statement.

Newspapers and magazines have long been major investors in the broadcast media, and it seems likely as a matter of economic logic that the trend will continue and perhaps accelerate. In this summer of widely headlined discontent, television is fighting for its good name and its freedom. Its print competitors, whose name and freedom are not in issue, are fighting for their lives.

Too much too late?

IT WAS just as well that the FCC waited until its prerecess meeting to unload its deintermixture and drop-in omnibus tv package. The repercussions will resound long after it returns from its August hiatus and inevitably will wind up in Congress and the courts.

The stated objective is to create greater competition in underserved markets and at the same time give impetus to development of uhf as possibly the ultimate exclusive tv service (a development we cannot foresee in this lifetime). The objective is expedient from the regulatory standpoint, and the desire to accommodate at least three full-blown network outlets in all major markets is laudable. But there are countervailing considerations of whether the public will lose more than it gains.

Eight markets that now have two vhfs each are earmarked for a third vhf through the device of shorter separations. The FCC obviously selected the least extreme cases and committed itself to no additional drop-ins in derogation of existing mileage separations. The question here is whether these drop-ins will deprive substantial segments of the public of existing service through curtailed coverage of other stations on these channels. And, despite the promise, would this be the first step in a series of "break-downs" in tv that would follow the pattern that developed in am broadcasting during the past two decades?

The deintermixture proposals in eight markets present equally perplexing problems. Additionally there is to be considered the heavy investments made by the public in vhf receivers that would have to be replaced or converted as well as the substitution of clusters of uhf stations to replace each existing v in these single-station markets. Several of the vhf stations that the FCC proposes to remove are pre-freeze and in good faith should receive "grandfather" consideration.

All these arguments and many others will be developed in the weeks ahead and in response to the rulemaking notices due on Oct. 2. There is, for example, the potent argument that in inducing Congress to appropriate $2 million-plus last year for the New York city uhf experiments, on the theory that if uhf station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, uhf probably will work anywhere, the FCC committed itself to stand by on deintermixture until it knew the results two years hence.

What gives us greatest pause, however, is that the deintermixture rulemaking notice was approved by the margin of a single vote. And who were the three who voted against the package plan? The FCC's two engineering members—T. A. M. Craven and John S. Cross—and the dean of the commission, Rosel H. Hyde, who was the chairman after the freeze was thawed in 1952 and when tv allocations were given greatest impetus.

There was a time—before the new vhf stations were built in single station markets—when deintermixture would have been workable with minimal injury to the public and broadcasters. Any change now may be a major wrench and we have the notion that the public will make itself heard.



Drawn for BROADCASTING by Sid Hix

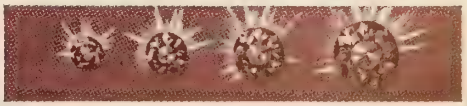
"I don't give a damn what the waves are saying. I want a radio and some news!"



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WTVM-TV Columbus, Ga.
KVAL-TV Eugene
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WMAC-TV Macon
KGUN-TV Tucson
WRCA-TV New York City
WHAS-TV Louisville
KCTV San Angelo
KROD-TV El Paso
KCBD-TV Lubbock

KVOS-TV Bellingham
KGNC-TV Amarillo
KMID-TV Midland
KRBC-TV Abilene, Tex.
KSYD-TV Wichita Falls
KWTV Oklahoma City
WSJS-TV Grnsbro.-Winston-Salem
WITN-TV Greenvle.-Wash.
WTVT-TV Tampa
KGGM-TV Albuquerque
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
WLW-I Indianapolis
WKYT Lexington
WTMJ-TV Milwaukee
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WFGA-TV Jacksonville
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WTVP-TV Decatur, Ill.
WTVW-TV Evansville, Ind.
and many more



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 14, 1961

The road to uhf: vhf losers plan blockades for FCC's plan 31

Wasilewski slated for NAB executive vp; code post to Swezey 9

Pastore offers bill to have FCC regulate national, regional networks 46

Georgia broadcasters send out clarion call for 'freedom meeting' 62

COMPLETE INDEX PAGE 7



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Food looks so real you more than see the difference—you almost taste it.

Sports *come alive.* Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved.* KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!



KPRC-TV

KPRC-TV IN HOUSTON, TEXAS

THE STATION YOU CAN TRUST



Over 200,000 Atlantans "Salute America" at wsb-tv's July 4th parade



FLAGS FLEW ALL OVER ATLANTA—American flags! Especially along the parade path on July Fourth. As a summer patriotic theme WSB-TV is emphasizing Americanism. Results: stores in metropolitan Atlanta sold out of flags. 200,000 patriots rallied 'round the WSB-TV parade route. The station's "Salute to America" continues with locally produced programs on the Revolutionary, Civil and Cold wars. People in Atlanta look to WSB-TV... the traditional leader.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.


BUILDING WITH HOUSTON / KTRK-TV / VITAL



The Pennsylvania Rifle, also known as the Kentucky rifle, was developed in the Mylin Gun Shop, Lancaster, Pennsylvania. It was used by early settlers and frontiersmen because of its accuracy and dependability.

Pioneering in Pennsylvania

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Census Politz-ed

Those much-challenged sample figures issued fortnight ago by Census Bureau, purporting to show that radio-equipped homes in U.S. have dropped from 95.6% of all homes to 91.3% (BROADCASTING, Aug. 7), are due to get impressive answer in near future. Studies by noted researcher Alfred Politz in five major markets across U.S., based on more than thousand personal interviews in each market, show that in three of those areas 98% of all people 15 years old and over live in households with at least one radio in working order, while in other two figure is 99%. In addition, homes with two sets in working order ranged from 60% in one market to 67% in another; those with more than two ranged from 26 to 36%, and those with fm sets from 23 to 33%. Details of study due for release late this month or early next.

KXLY-AM-FM-TV to Murphy

In process of negotiation last week was approximately $3.25 million sale of KXLY-AM-FM-TV Spokane by Joseph Harris and Norman E. Alexander (each half owners) to Morgan Murphy, newspaper-broadcasting interests. Ch. 4 KXLY-TV began operation in 1953 and was sold to Harris-Alexander group following year for $1,723,500, with KXLY-AM, by Ed Craney, Bing Crosby and associates. It is CBS-TV affiliate, with highest hour rate of $800. KXLY-AM operates with 5 kw fulltime on 920 kc and is also CBS affiliated. KXLY-FM operates with 2 kw on ch. 260.

Harris-Alexander interests also own KELP-AM-TV El Paso, Tex. Morgan Murphy stations are: WEAU-TV Eau Claire, WLUK-TV Green Bay, WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich., and KVOL Lafayette, La. It's understood no change in KXLY management is contemplated with James R. Agostino continuing as general manager. Blackburn & Co. is handling transaction.

Networks approaching SRO

Within next two to three weeks, CBS-TV expects to have its fall business (fourth quarter) at near SRO with only exception being some minutes in *CBS Reports* (Thurs., 10-11 p.m.). Reason: Orders now in hand but not yet formal would indicate such near sell-out within weeks. (Other networks, meanwhile, report they are well ahead of last year's sales records, again particularly for first three months of new tv season).

Spot buying patterns

With timebuying picking up, check of current business indicators at two major station representatives suggests that most advertisers are not yet being influenced by new season's extended station break time. Apparently their current buying patterns roughly parallel those of former seasons. Twenties seem especially popular. Possible reason for reluctance of advertisers to take advantage of new 42-second station break set-up is that many stations have not yet formulated pricing structure that encompasses extended time.

Untouchables

Although it wasn't announced, FCC has drawn judicial shroud about itself by invoking so-called Sangamon Doctrine in its recently announced deintermixture and drop-in orders affecting 16 markets. This means that even though these are rulemaking rather than judicial proceedings and ordinarily would not be involved in so-called *ex-parte* contacts, parties affected may not discuss with commissioners any facets of cases. Only discussions would be "on the record" where opportunities would be given all parties to be present and participate.

Sangamon case involved move of ch. 2 from Springfield, Ill., to St. Louis (KTVI [TV]) wherein court in effect agreed that although contacts made by KTVI principals with commissioners were not improper because rulemaking was involved they nevertheless were frowned upon.

Second tv push

Final decision is expected this week on new major market test of "second tv set" promotion by Corning Glass and National Appliance and Radio-Tv Dealers Assn. with Kansas City as site. $40,000-plus all-media campaign would run through September. NARTDA has strong dealer chapter there and market is showing up-trend in tv set sales, especially color. Pilot test in April in Boston suburban shopping center boosted sales 71%.

JFK to address RTNDA

There's been no announcement, but White House has told officials of Radio and Television News Directors Assn. that President Kennedy will make appearance at association's Washington convention next month. President will talk on opening day of Sept. 27-30 convention at end of special briefing session that will also feature other government officials.

Symposium for posterity

Proceedings of Northwestern U. Law School's symposium on Freedom and Responsibility in Broadcasting (BROADCASTING, Aug. 7) will be printed by Law School and available for general distribution. Westinghouse Broadcasting Co., through Don McGannon, president, who attended two-day session, has donated $2,500 for purpose and Peter Goelet, president of National Audience Board, one of score of participants, donated $1,000. Proceedings will be transcribed from tape made by ABC which video taped entire proceeding for closed circuit audience and which becomes permanent record.

Everybody's doing it

After years of unproductive clamor for some sort of central billing system to simplify and expedite paper work in spot radio-tv buying, that vacuum is suddenly getting crowded. Due for announcement this week is formation of Broadcast Billing Co., owned by Standard Rate & Data Service Inc. New firm will use existing order and billing forms and its system will be patterned after that used by big multi-station owner whose expert in this area becomes a key figure in BBC. This is on top of (1) announcement 10 days ago that Broadcast Clearing House Inc. had been set up for similar purpose (BROADCASTING, Aug. 7), and (2) still another planned by former Remington-Rand systems experts and an existing firm, whose announcement may be out shortly.

Programming to order

Is this censorship? "If the commission feels the explanation set forth here regarding program percentages is lacking here [sic] in public interest, we will attempt to re-align the structure thereof." So said Elton H. Darby, licensee of WVNA Tuscumbia, Ala., to FCC in amended application for new fm there. Commission had questioned Mr. Darby's proposed programming percentages and applicant subsequently made changes to meet FCC objections, with above offer to do more. Application, incidentally, was granted two weeks ago.

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Storer Programs Inc.

Proud addition to a distinguished family...

Storer Broadcasting Company proudly announces the formation of Storer Programs, Inc....another service dedicated to the established traditions of integrity and quality which have been the hallmark of Storer for more than thirty years of broadcasting.

First program offering...

"Divorce Court," a proven vehicle for audience and sales in markets all over America, launches Storer Programs, Inc., into the distribution and production of top-flight programming for television stations.



NEW YORK: 500 PARK AVENUE, PLAZA 2-7525 • CHICAGO: 333 NORTH MICHIGAN AVE., CENTRAL 6-3863
LOS ANGELES: 338 S.WESTERN AVE., DUNKIRK 3-4691 • ATLANTA: 1018 W. PEACHTREE ST., N.W., 875-8576

WEEK IN BRIEF

Eight vhf operators facing possible shift to uhf form battle lines to fight FCC plans. Civic leaders and elected officials up to congressional level join effort, contending deintermixture will result in a loss of service. See . . .

WILL UHF SOLVE TV'S PROBLEMS . . . 31

ABA's Canon 35 termed "repugnant" and illegal at association's St. Louis convention; life of special ABA committee studying Canon 35 revisions extended for one year as judges debate courtroom accessibility for radio-tv. See . . .

A VERDICT WITHOUT A TRIAL . . . 72

Long-awaited appointment of an executive vice president under Gov. Collins at NAB has been made, subject to board ratification. It's Vince Wasilewski, now vice president. Robert D. Swezey gets new code post. See . . .

WASILEWSKI, SWEZEY SLATED . . . 9

Georgia broadcasters send out clarion call for grass roots meeting of all southeastern licensees to discuss mounting problems of common interest. Bartley tells GAB that there has been no FCC policy change. See . . .

'FREEDOM' MEETING—GEORGIA STYLE . . . 62

Sen. Pastore (D-R.I.) introduced FCC-drafted bill which would give the commission broad authority to regulate both national and regional networks. Licensing of networks is not involved. See . . .

PASTORE WANTS NETWORK REINS . . . 46

Drug Fair is keeping up with and probably running ahead of the population explosion in the Washington, D. C. area. Without radio the 64-store chain never could have happened, say its owners. See . . .

RADIO MADE A 'BUY' WORD . . . 38

With advent of 42-second station breaks, 10-second ID's will become just that—an increase of two seconds over past practices. Authorities foreclose possibility of rate increase because of additional seconds. See . . .

LONGER 10-SECOND ID'S . . . 34

Federal aid to educational tv hits snag in House Commerce Committee as executive session battle rages for two days. Further stiff opposition promised in Rules Committee. See . . . .

ETV BILL GETS GOING OVER . . . 48

Network cancels children's informational program, due for debut Oct. 2, because of failure of affiliates to clear time. Only 72 of 116 stations planned show in the Minow image. See . . .

ABC-TV GIVES UP ITS 'DISCOVERY' . . . 78

Networks moving in opposite directions on fall promotion plans as NBC-TV plans to discontinue newspaper advertisements. Other two networks are less talkative but CBS-TV plans more print advertising. See . . .

NO NBC-TV COIN FOR NEWSPAPERS . . . 74

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	83
BROADCAST ADVERTISING	34	LEAD STORY	31
BUSINESS BRIEFLY	40	THE MEDIA	62
CHANGING HANDS	75	MONDAY MEMO	28
CLOSED CIRCUIT	5	OPEN MIKE	22
COLORCASTING	82	OUR RESPECTS	105
DATEBOOK	15	PROGRAMMING	78
EDITORIAL PAGE	106	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	76		
FANFARE	90		
FATES & FORTUNES	85		
FOR THE RECORD	92		
GOVERNMENT	46		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

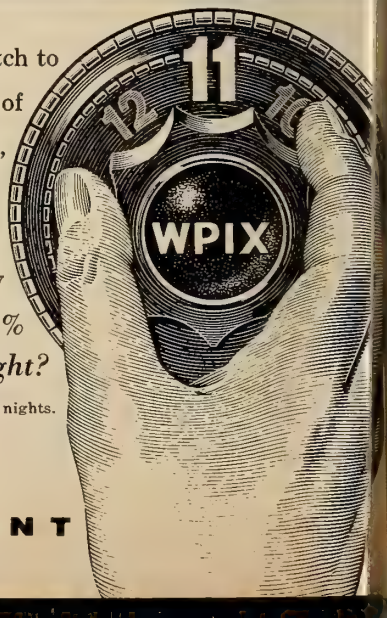
Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

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The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*

*During every month of this year ARB reports WPIX-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.



NEW YORK'S PRESTIGE INDEPENDENT

TWO TOP JOBS SET AT NAB

Wasilewski picked for executive vice president, Swezey for code boss; boards asked to ratify

First steps in reorganization of NAB were taken Aug. 11 when two top-level appointments were sent to NAB board for confirmation.

They are:

- Vincent T. Wasilewski to be executive vice president. He currently is government affairs vice president of NAB.
- Robert D. Swezey to be chief administrator of NAB television and radio codes (CLOSED CIRCUIT, July 31). He is former executive vice president and stockholder of WDSU-AM-TV New Orleans.

Appointments were submitted to NAB Advisory Committee at Aug. 10 meeting by LeRoy Collins, NAB president. Although no announcement was made of actions, letters announcing proposed appointments were to be mailed to directors by NAB over weekend.

Advisory committee took two other steps:

- Approved Gov. Collins' appointment of Donald H. McGannon, president of Westinghouse Broadcasting Co., to be chairman of new research committee that will work on plan to set up major NAB research project in conjunction with universities.
- Laid plans for NAB's participation in FCC hearing on proposed revision of license renewal and application, with emphasis on burden these forms would place on broadcasters and right of broadcasters to exercise own judgment in programming, free of censorship.

Members of advisory committee are Clair R. McCollough, Steinman stations, NAB joint board chairman, who is committee chairman; George C. Hatch, KALL Salt Lake City, NAB radio board chairman, and Dwight Martin, WDSU-TV New Orleans, tv board chairman.

Gov. Collins said of FCC forms: "The burdensome nature of these proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller operators. We will make the strongest possible showing by our filing."

In making McGannon appointment Gov. Collins said research project will cover "all phases" of radio-tv media by probing underlying trends rather than developing public relations tool or project that seeks "only the self-serving purposes of the industry." Basic goal is greater knowledge and industry progress. It does not "contemplate tearing down existing audience measurement systems although it may well delve into the problem of methodology behind these systems."

Gov. Collins first proposed development of elaborate research project at NAB board meeting last February (BROADCASTING, Feb. 13). At that time he said industry had let rating service, which he called outsiders, "become master of its house and doesn't even check his health card."

Selection of Mr. Wasilewski, 38, for executive vice presidency was no surprise. His name had been mentioned along with others inside and outside association staff (CLOSED CIRCUIT, July 17). He joined NAB in 1949, was named chief counsel in 1943 and government relations manager in 1955. In last-named post he directed NAB's activities at Capitol Hill and regulatory agencies. He is graduate of U. of Illinois Law School.

Mr. Swezey, 54, is Harvard law graduate. He entered broadcasting at NBC in 1939, moving to Blue network when it was split from NBC in 1942. After World War II he became vice president-general manager of Mutual network, later joining WDSU-AM-TV New Orleans where he later acquired 20% stock ownership. He has been active in industry and association affairs, including important roles in writing both original radio and tv codes. After selling his WDSU Inc. holdings last year he became consultant to Secretary of Labor Mitchell, leaving this post at end of Eisenhower administration.

East-West spreads out

Location shooting for special features from various cities is change in concept of *PM East*, nightly New York hour of Westinghouse-produced *PM East—PM West* late-night program. Ready for showing Aug. 18 on program's 12-station lineup is filmed report on Chicago-based Hugh Heffner's *Playboy Empire*, first completed road project.

Interviewers Mike Wallace and Joyce Davidson will next visit Boston, Dallas, Los Angeles and Washington. Move out of New York is program's new general manager Joel Chaseman's plan to use "all available physical and technical elements to inform and entertain."

Fm engineering study planned at NAB session

Special fm broadcaster-consultant engineering group was set up Friday to study engineering problems raised by FCC's proposal to revise fm allocations picture (BROADCASTING, July 3).

Group was named after meeting of special NAB fm committee in Washington. Committee also voted to ask FCC for 60 days extension of deadline date for comments, now due by Sept. 5.

Named to special technical subcommittee are Allen T. Powley, WMAL-FM Washington, D. C.; Ogden Prestholdt, CBS, and George T. Bartlett, NAB's acting manager of engineering. They will meet with Walter Davis, Ronald Culver and James McNary, representing Assn. of Federal Communications Consulting Engineers.

Ben Strouse, WWDC-FM Washington, D. C., is chairman of full special committee. Other members, in addition to those named above; Harold I. Tanner, WLDM (FM) Detroit and William Tomberline, KMLA (FM) Los Angeles.

Minow, Craven defend world satellite program

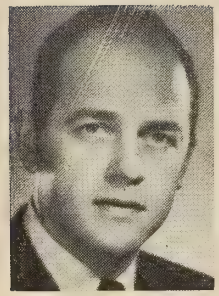
FCC Chairman Newton N. Minow and Commissioner T. A. M. Craven defended on Friday commission's action setting up groups of international carriers to prepare plans for private ownership and operation of U. S. communications satellite system.

Testifying before Senate Antimonopoly Subcommittee, headed by Sen. Russell Long (D-La.), they denied charges commission is, in effect, creating "giant monopoly," dominated by AT&T. They said no commitments have been given to any carrier and maintained that final decision on form of ownership has not been made.

Sen. Long, openly critical of FCC's

more AT DEADLINE page 10

WEEK'S HEADLINERS

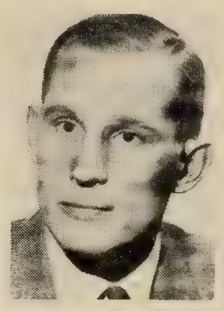


Mr. Carino

Lawrence M. Carino, general manager of WWL-TV New Orleans, named managing director of WJBK-TV Detroit. He succeeds **Bill Michaels,** whose regional duties include supervision of Storer tv stations WJW-TV Cleveland, WSPD-TV Toledo and WJBK-TV. Mr. Carino has been in broadcasting field since 1944. He began as page boy with ABC in New York, worked as salesman for KTNT-FM Tacoma, Wash., was appointed sales manager for KTNT and later was named sales manager for KTNT-TV. In 1956 he was appointed manager of KTNT-AM-FM-TV.

Charles C. (Bud) Barry, vp and recently named director of radio & tv department of Young & Rubicam (WEEK'S HEADLINERS, July 3), elected senior vp Aug. 11. Mr. Barry has been with Y&R since July, 1959, briefly served as president of NTA Television Network and with MGM-TV before that, as well as in various tv network positions. Vp **Norman Glenn** moves up from account supervisor to associate director of radio-tv department (he joined Y&R in 1956).

Fred Klein, founder and manager of Chicago office of Doyle Dane Bernbach since 1958, joins North Adv. there as vp and chairman of plans board. Earlier he was vp and account supervisor of Earle Ludgin & Co., Chicago.



Mr. Losee

Wilmot H. (Bill) Losee, general manager, AM Radio Sales Co., New York, elected president. He succeeds **Donald H. McGannon** who becomes board chairman. Mr. McGannon is president of Westinghouse Broadcasting Co., owner of AM Radio Sales. Radio representative firm, which opened in 1951, currently serves 13 independent outlets in major markets. Mr. Losee has been general manager since firm was started as rep for four independent stations. He previously served as general manager of WINS New York, and was associated in rep field with Branham Co. and John Budd Co.

For other personnel changes of the week see FATES & FONTUNES

proposals, said commission is giving international carriers "advantage" in communications satellite industry, and expressed fear country's "$25 billion" investment in field would be "given away."

Chairman Minow observed that Communications Act requires FCC to promote private industry and that, "unfortunately," only one communications satellite system is feasible at present.

Commissioner Craven, bristling at Sen. Long's charges, replied, "We're a group of dedicated people. We're trying to maintain (U. S.) leadership in the one field where we're ahead."

At another point, Commissioner Craven disclosed Bell Labs is developing "high circular wave" system which would greatly increase capacity for transmitting, television, telephone, and telegraph signals.

This came in connection with his statement that he saw only "very remote" chance that satellites would be used for domestic service. Technical and policy reasons require that communications satellites be restricted to intercontinental use, he said. (See earlier story, page 56.)

Zenith to split stock; tv, radio sales increase

New high-profit performance of Zenith Radio Corp. for second quarter and optimism for success of new color tv and stereo fm lines to be introduced late this month prompted board of directors of Chicago set maker Friday to vote what amounts to three-for-one stock split, subject to approval of stockholders at special meeting Oct. 24.

Board voted 50 cents dividend payable Sept. 29 to holders of record Sept. 8. Previous quarterly dividends have been 40 cents per share. In proposed stock action, Zenith would increase authorized $1 par common stock from 8 million shares to new total of 12 million and distribute two additional shares for each share held by stockholders of record Nov. 3.

Zenith's second quarter sales topped last year by 5% and net consolidated profit soared 34% over 1960. Six-month sales of $116.7 million were off 1.3% from 1960. Factory shipments of tv sets established new six-month record and second quarter radio shipments exceeded same 1960 period.

AMST asks delay in tv spectrum plan

Assn. of Maximum Service Telecasters Friday asked FCC to extend deadline for comments on deintermixture and vhf drop-ins six months beyond present Oct. 2 date (see page 31).

AMST pointed out that eight general FCC proposals and rulemakings are outstanding for comments before Oct. 2 and that August vacations and Labor Day interfere with work schedules. AMST further said that time allowed is not comparable to that allowed for other complicated proposals and that, even working seven day week, present deadline would allow only 3½ days to study each docket.

Following letter of FCC law, AMST filed 275 copies of its request, 15 for each of 17 dockets involved.

Evening news policy to be revised by WOR

WOR New York will extend its 15-minute newscast policy into evening hours when its affiliation with Mutual, which it helped organize 27 years ago, expires Aug. 28 (early story, page 68), according to Robert J. Leder, WOR vice president and general manager.

He noted that WOR had carried only nighttime programming from Mutual for past year and thus was "semi-independent already. He said Mutual —which is affiliating WINS New York —had understandably wanted WOR to add network's daytime service but that this was incompatible with WOR's format and could not physically be accommodated. Parting, he said, was entirely amicable. He suggested WOR might continue Mutual's Fulton Lewis Jr. newscasts and perhaps one or two other MBS features but this had not been worked out.

Option time delay

FCC announced Friday (Aug. 11) one-week extension (from Oct. 27 to Nov. 3) of date for oral argument on reopened option time rulemaking. Commission said such rescheduling "would be conducive to the orderly dispatch" of FCC business. Comments still are due Oct. 6.

GE plans spot drive

General Electric Co., Cleveland, (GE lamps) plans four-week tv spot campaign in 150 markets starting early October. BBDO, Cleveland, is to make buys this week.

ABC moves account

ABC has awarded o&o radio stations advertising account to Daniel & Charles, New York, according to Charles Goldschmidt, agency chairman. Media plans not complete.



THE WIBW MARKET IS BIG TIME

It's easy to be a winner in Kansas. With 1,632,150 paying customers in the stands, who could lose? That's a two-billion-dollar gate. And WIBW delivers it on the air regularly. No wonder Nielsen calls this America's 46th market!

Let WIBW trot your product out on the field to the cheers of this demanding, consuming, *buying* crowd ...40% of the people in 94 counties! And they're not *just* sports enthusiasts ...or *just* farmers. These WIBW people, *from five states,* compose the best-balanced, urban-suburban-rural market in the country ... a prime market for your goods!

What an opportunity to show your stuff! It's yours ... on WIBW, Topeka.

NATIONAL ASSOCIATION OF BROADCASTERS
GOOD PRACTICES STATION

TOPEKA, KANSAS

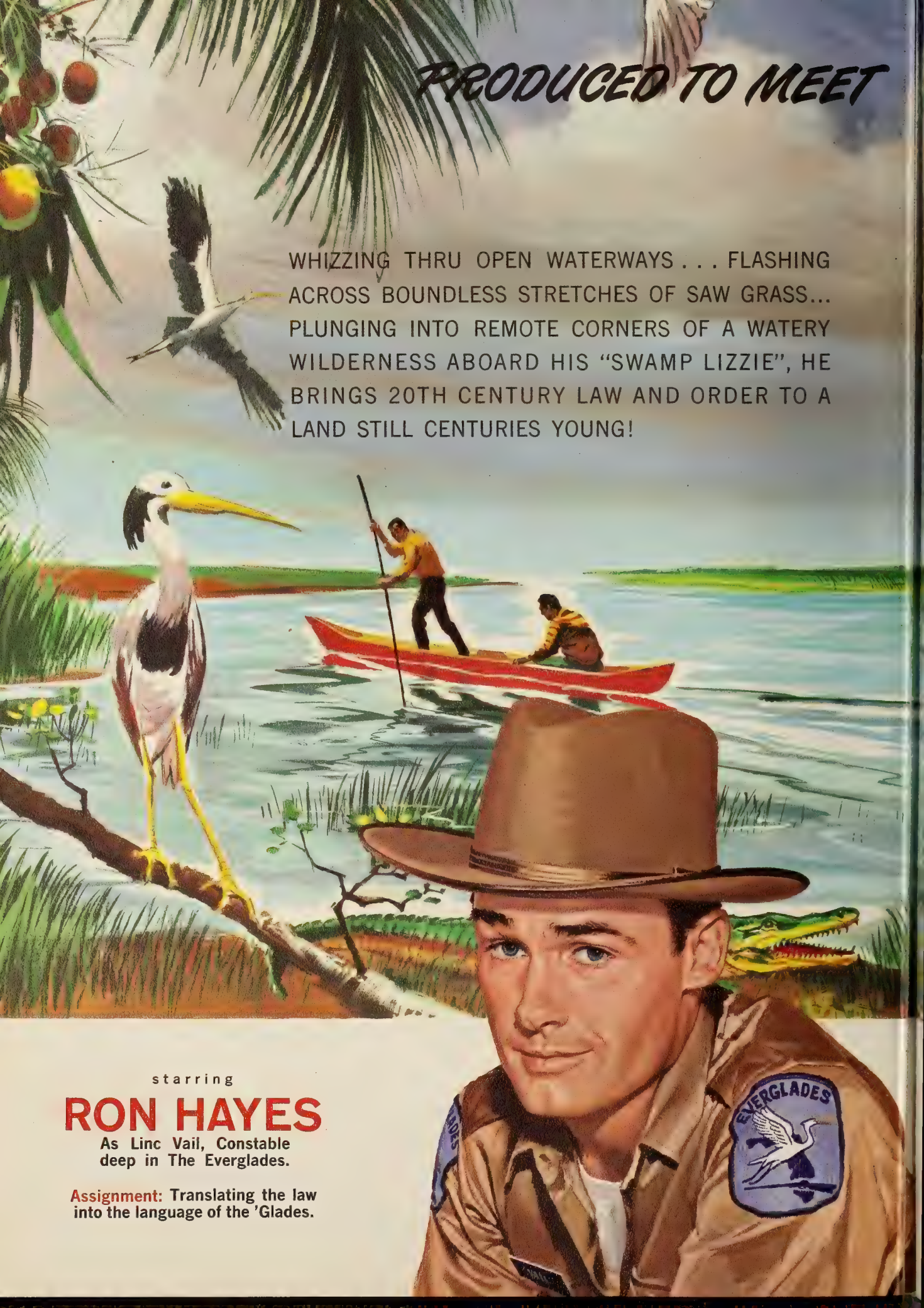
WIBW

5,000 Watts at 580
CBS RADIO NETWORK

Saturating And Delivering A 94-County Area

Division of Stauffer-Capper Publications

AVERY-KNODEL


PRODUCED TO MEET
WHIZZING THRU OPEN WATERWAYS . . . FLASHING ACROSS BOUNDLESS STRETCHES OF SAW GRASS... PLUNGING INTO REMOTE CORNERS OF A WATERY WILDERNESS ABOARD HIS "SWAMP LIZZIE", HE BRINGS 20TH CENTURY LAW AND ORDER TO A LAND STILL CENTURIES YOUNG!
EVERGLADES
starring
RON HAYES
As Linc Vail, Constable deep in The Everglades.
Assignment: Translating the law into the language of the 'Glades.

TODAY'S NEW PROGRAM NEEDS!

LAW ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!

"Everglades"



THE IMPACT SERIES PRODUCED FOR FAMILY VIEWING!

The most attractive combination of dramatic appeals ever to comprise a program series! Truly . . . a program everybody will be for!

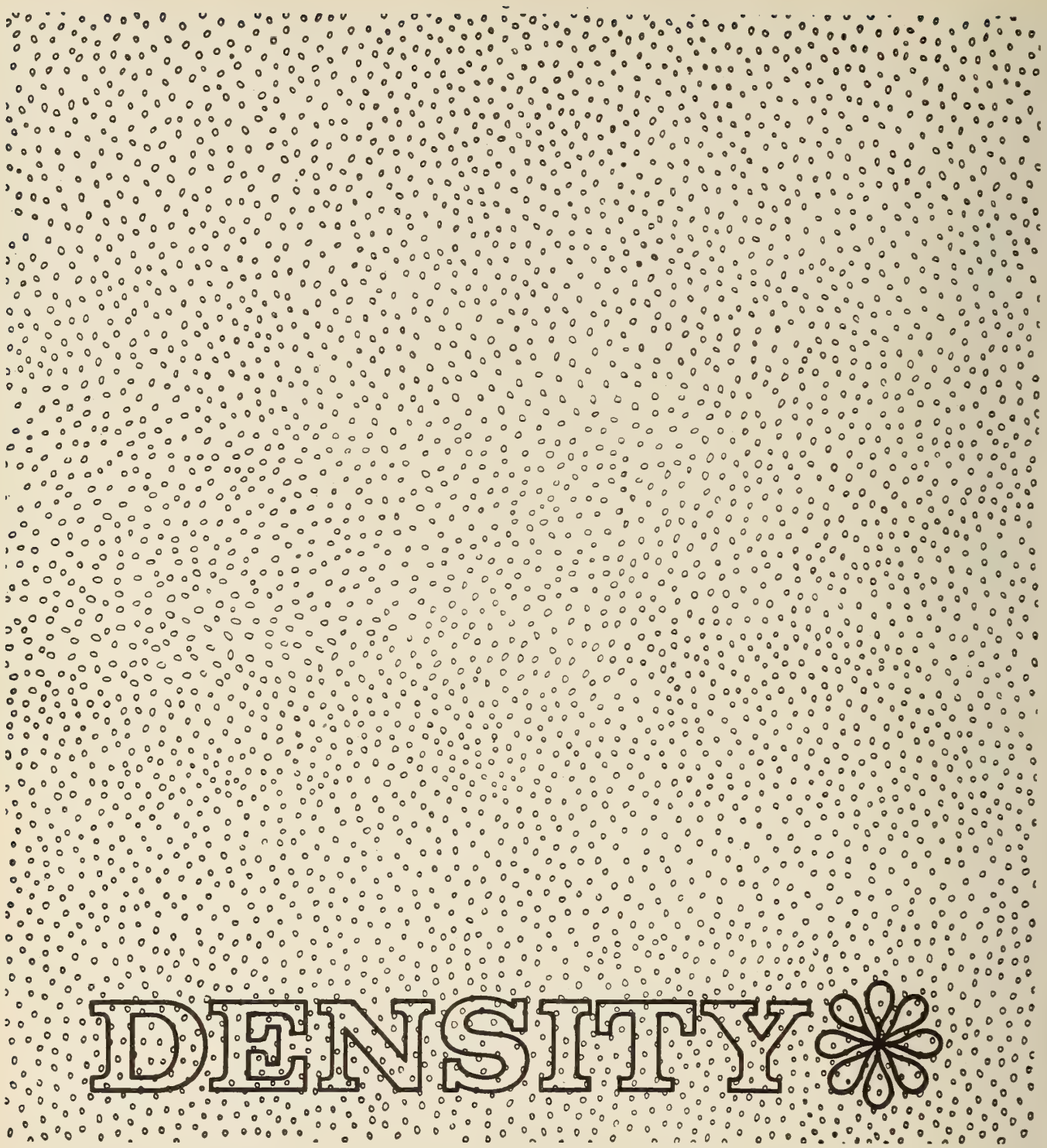
NEVER A SHOW WITH SO MUCH ***GO!***

From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico . . . 5000 square miles of tropical wilderness. TV's FIRST AND ONLY "LIVING LOCALE!"

United Artists

ZIV

ZIV-UNITED ARTISTS, INC.
488 MADISON AVENUE
NEW YORK 22, N. Y.



The "Must Buy" market is "close, compact and crowded"...the "Must Buy" Providence market, **most*** "close, compact and crowded" in the country responds most to WJAR-TV. Programmed to penetrate, WJAR-TV responds to its advertisers with fresh sales impact from a "Must Buy" audience.

* ARB 1960 TV Homes

WJAR-TV

NBC · ABC

Represented by
Edward Petry & Co. Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

AUGUST

Aug. 18-19—**Oklahoma Broadcasters Assn.**, meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—**Annual Defense Communications Seminar**, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—Arkansas Broadcasters Assn., fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—**Broadcasters Sales Management Conference**, sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 7-8—Start of RAB management conference in eight cities (see schedule in box below).

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

*Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television**, southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina**, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society**, newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

*Sept. 22-24—**Advertising Federation of America**, 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.**, 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers**, new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 28-Oct. 1—**National Federation of Advertising Agencies**, central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television**, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television**, New England conference. Equinox House, Manchester, Vt.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

OCTOBER

Oct. 2—Comments due on **FCC**'s plan to utilize uhf spectrum, deintermix eight markets, add vhf channels at short spacing in 10 other markets.

*Oct. 2.—Deadline for comments on **FCC**'s proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Oct. 2—Deadline for comments on **FCC**'s

COMING... SEPT. 3rd!

****

THE NEW NBC AFFILIATE for SHREVEPORT

TEXARKANA AND THE ARK-LA-TEX

KTAL★TV

*with the tallest tower in the South... making Shreveport the nation's newest 3-station TV market!

KTAL★TV

CHANNEL 6

Walter M. Windsor
General Mgr.

James S. Dugan
Sales Director

*1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from . . .

BLAIR TELEVISION ASSOCIATES
National Representatives

KOIN-TV's eye-appeal for its audience means "buy-appeal" for your product. It's the colorful station with the widest audience in Portland, and 3 surrounding Oregon and Washington counties. Northwest people prefer KOIN-TV's smooth programming blend . . . top news, top-rated shows, top sports features. Brighten *your* profit picture with KOIN-TV's proven "buy-appeal." Check the latest Nielsen for some statistical finishing touches.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!



* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.
One of America's great influence stations.
Now Represented Nationally by
Harrington, Righter & Parsons, Inc.

proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

*Oct. 2—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

*Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

*Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U.** in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 13—Start of NAB fall conferences in eight cities (see schedule in box on page 16).

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.



COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

IN RADIO

IT'S THE SALES CLIMATE THAT COUNTS

WPEN

PHILADELPHIA

ATTRACTS ITS AUDIENCES WITH MODERN PROGRAMMING

GOOD MUSIC

WARM PERSONALITIES

AWARD WINNING NEWS

SKYWAY TRAFFIC REPORTS

AND

25 VIGNETTES DAILY

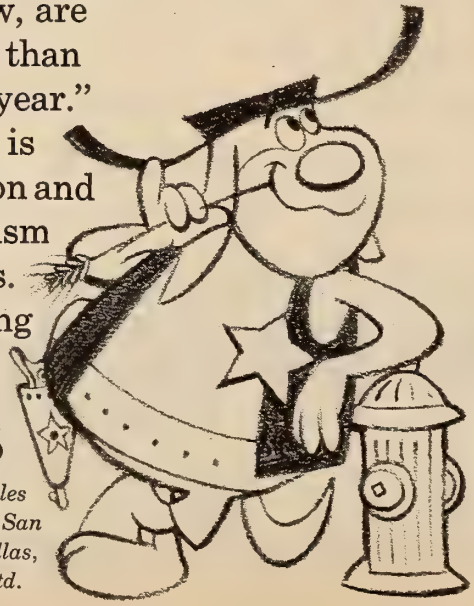
THE WORLD WE LIVE IN ■ FOOD TIPS ■ MARKETING REPORT ■ HOME IMPROVEMENTS ■ MEDICAL NEWS ■ CHILD CARE ■ NEW PRODUCTS ■ WHERE TO GO ■ MAGAZINE REVIEW ■ COMEDY CORNER ■ NATIONAL CITIES TEMPERATURE ■ FAMOUS FIRSTS ■ LIGHT SIDE OF THE NEWS ■ WEATHER & SPORTS ■ HOUSEHOLD HINTS ■ LETTERS TO THE EDITOR ■ HAPPY TALK ■ HOLLYWOOD ■ I GET LETTERS ■ FAMOUS PHILADELPHIAN ■ UNUSUAL OCCUPATIONS ■ SPANISH LESSONS ■ SIGNAL 95 ■ COLUMN CORNER ■ SPACE REPORT

WPEN

PHILADELPHIA

REPRESENTED NATIONALLY BY **GILL-PERNA**

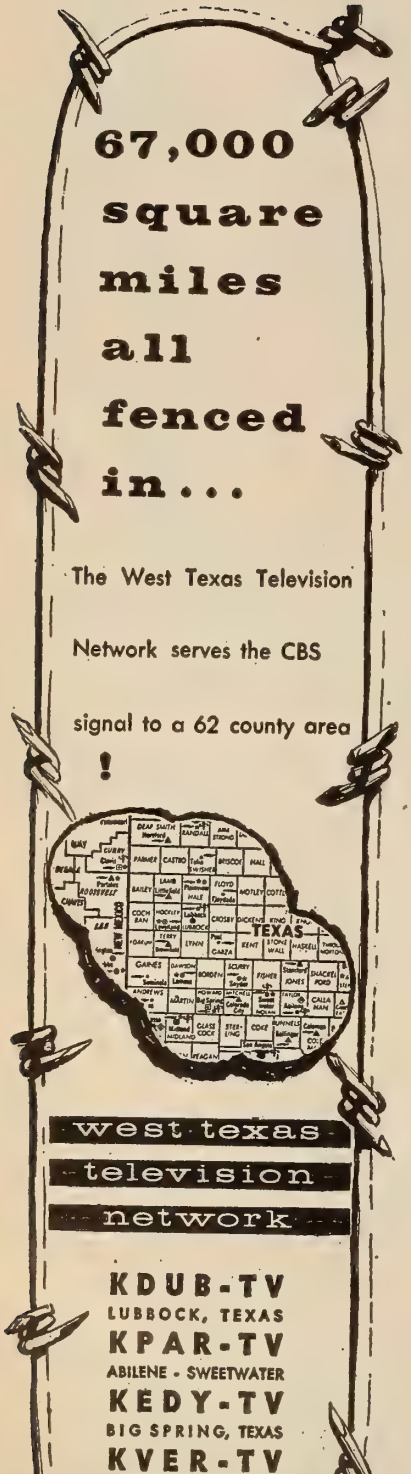
Deputy Dawg is red hot!
He's entering his second year of production (26 additional half-hours just completed) and to celebrate he's got a second-year renewal from Lay's Potato Chips in more than 60 markets.
Paul S. Patterson, ad agency account exec (Liller, Neal, Battle & Lindsey), summed up sales in Charlotte, N. C., this way:
"...Lay's overall sales showed a 10 per cent increase...sales of the Twins Package, which is the item most frequently promoted on the Deputy Dawg show, are currently running better than 50 per cent ahead of last year."
At present, Deputy Dawg is burning up the competition and building sponsor enthusiasm in more than 100 markets.
He can start things cooking for you, too! Just contact



CBS FILMS

"...the best film programs for all stations." Sales offices in New York, Los Angeles, Chicago, San Francisco, St. Louis, Detroit, Atlanta, Dallas, Boston. And in Canada: S. W. Caldwell Ltd.


GOING LIKE A HOUSE AFIRE!
DEPUTY DAWG



*Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television,** west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

*Oct. 26-28—**Mutual Advertising Agency Network,** management meeting. Palmer House, Chicago.

Oct. 27—Oral arguments on **FCC's** reopened option-time rulemaking.

Oct. 27-29—**American Women in Radio & Television,** southwest area conference. New Orleans.

*Oct. 27-29—**Advertising Federation of America,** women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

*Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 10—**California Broadcasters Assn.,** annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 12-15—**Public Relations Society of America,** 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

*Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel. Detroit.

*Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

FEBRUARY 1962

*Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Statler-Hilton Hotel, Washington, D. C.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

APRIL 1962

*April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago.

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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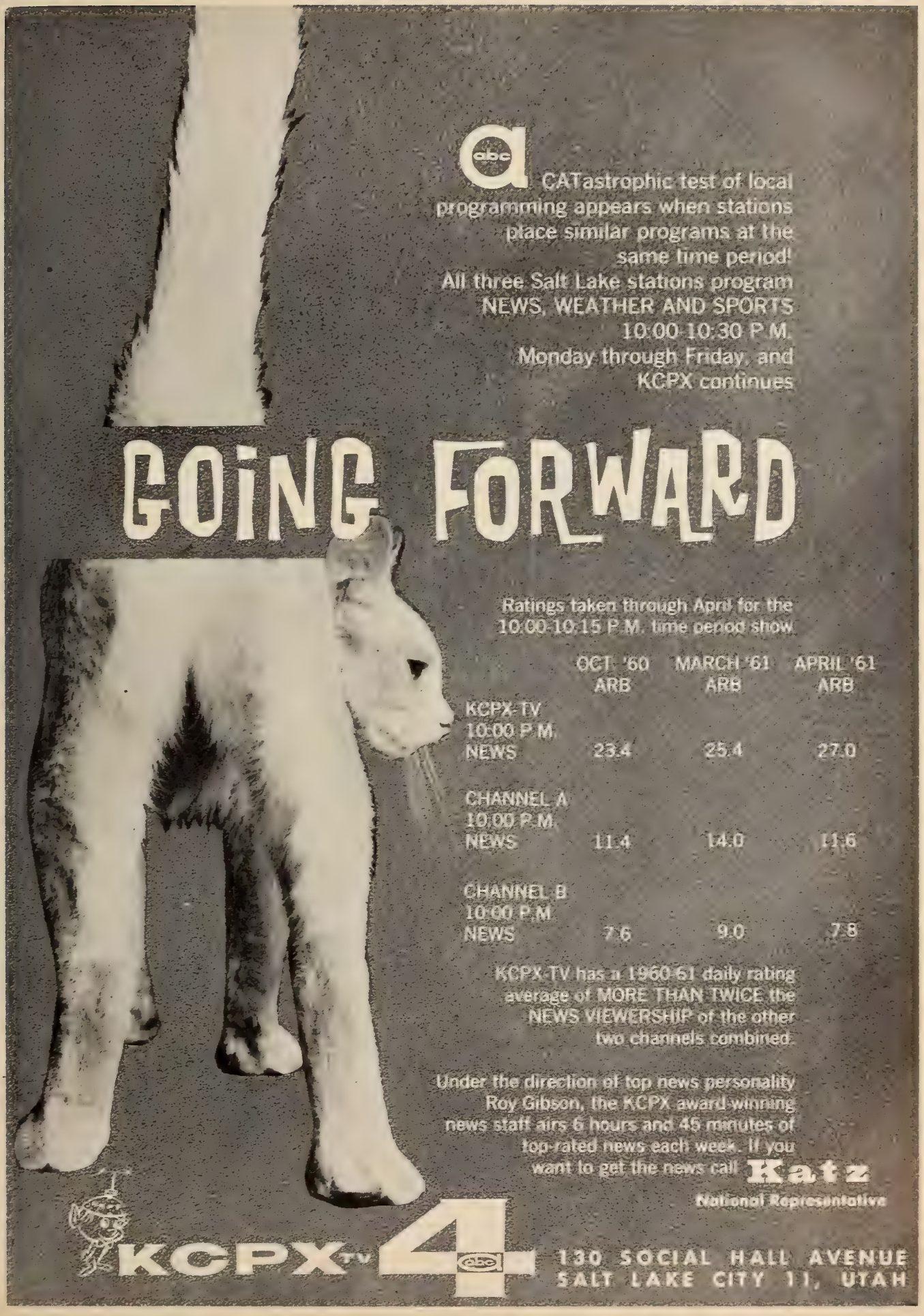
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

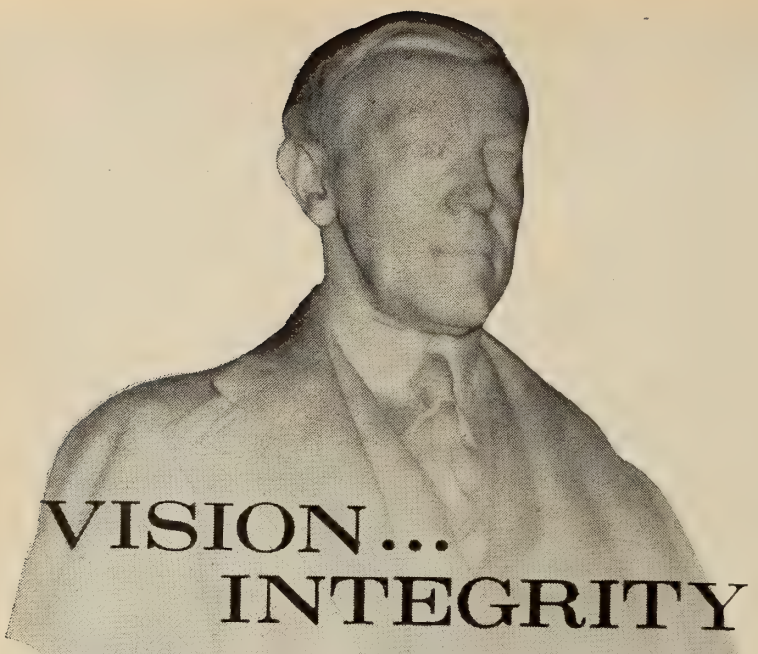
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.


abc
CATastrophic test of local programming appears when stations place similar programs at the same time period!
All three Salt Lake stations program NEWS, WEATHER AND SPORTS 10:00-10:30 P.M. Monday through Friday, and KCPX continues
GOING FORWARD
Ratings taken through April for the 10:00-10:15 P.M. time period show
OCT. '60 ARB
MARCH '61 ARB
APRIL '61 ARB
KCPX-TV 10:00 P.M. NEWS
23.4
25.4
27.0
CHANNEL A 10:00 P.M. NEWS
11.4
14.0
11.6
CHANNEL B 10:00 P.M. NEWS
7.6
9.0
7.8
KCPX-TV has a 1960-61 daily rating average of MORE THAN TWICE the NEWS VIEWERSHIP of the other two channels combined.
Under the direction of top news personality Roy Gibson, the KCPX award-winning news staff airs 6 hours and 45 minutes of top-rated news each week. If you want to get the news call Katz
National Representative
KCPX-TV 4 abc
130 SOCIAL HALL AVENUE
SALT LAKE CITY 11, UTAH



VISION...
INTEGRITY

Woodrow Wilson, twenty-eighth president of the United States, was born in Staunton, Virginia in 1856. A stimulating teacher and capable administrator, Wilson was essentially a man of immense vision and intellect. His never relinquished dream of a League of Nations, which would prevent future conflicts, lives on as a challenge to us today.

We at the Shenandoah Life Stations accept the challenge with all Broadcasters of integrity to keep ever before us the vision of better programs, finer service and increasing prestige for our industry.

WSLS - TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1
NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC..

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address——

* Occupation Required

OPEN MIKE ®

Mattel mathematics

EDITOR: In your July 17 issue you featured an article titled " '61 toy tv totals may pass $15 million" in which the grossly exaggerated claims of the Ideal Toy Co. regarding their advertising schedule and expenditure for 1961 were given credibility. According to our computations, the "$3.5 million television schedule" of Ideal turned out to be $1,350,000.

Our client, Mattel Toy Makers, is investing $3 million in advertising this year. As reported earlier by the company, this includes two exposures each week on the ABC-TV network of their own program, *Matty's Funday Funnies,* a half-hour animated show seen nationally at 7:30 p.m. Friday and 5 p.m. Sunday, and spot tv schedules in more than 50 markets, weighted generally at 10 to 16 announcements per week per market.

Tv has been so successful in the selling of toys that retailers and wholesalers alike oftentimes stock their shelves in direct relationship to the amount of advertising scheduled for a particular toy or line of toys.

We are writing this letter to protect Mattel's investment against minimization by the industry.—*Eddie Smardan, radio/tv director, Carson/Roberts Inc., Los Angeles.*

No repping planned

EDITOR: BROADCASTING (CLOSED CIRCUIT, July 31) reported a rumor that Corinthian was among those considering moving into the representative area, but added that this was roundly denied by responsible officials.

To reiterate, Corinthian has not given five minutes consideration to moving into the representative area since it decided to consolidate the national representation of all its stations with H-R Representatives and H-R Television in 1959.—*C. Wrede Petersmeyer, President, Corinthian Broadcasting Corp., New York.*

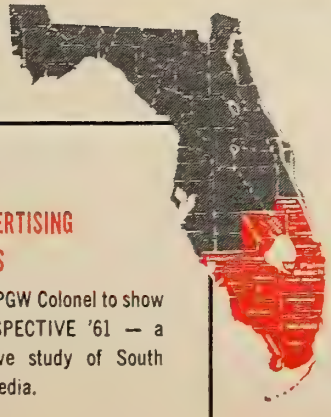
Ratings and their use

EDITOR: . . . I read in BROADCASTING that the owner of KQBY (San Francisco) attributes the station's demise to "the rating services," on the grounds that they did not detect the many listeners who could be inferred from the angry popular response to the closing (THE MEDIA, July 24). Yet, further on, it becomes obvious that his main contention is with slavish devotion to numerical ratings alone.

In the same issue you quote at some length from the speech of Walter J.



ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ!



MEDIA AND ADVERTISING PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact as you plan your Fall-Winter advertising schedule for South Florida.

WTVJ

CBS

TELEVISION IN SOUTH FLORIDA

South Florida's Largest Daily Circulation

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
KVOS-TV
WFGA-TV



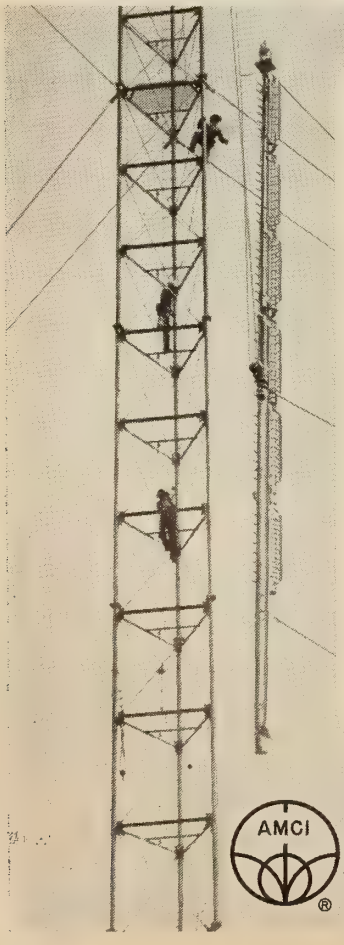
WAVE-TV viewers do
28.8% more LAUNDRY

—use 28.8% more soaps, detergents, bleaches, bluings and starches!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



AMCI antennas
for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.

AMCI®
ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

Brown (WSPA-AM-FM-TV Spartanburg, S. C.), who doesn't believe in ratings "because the samples are too small and the margin for error too great."

But in the next paragraph, Mr. Brown is saying timebuyers should not use ratings on programs to determine cost per thousand without regard to a station's image or the quality of its audience, indicating that it's the use of ratings which really bothers Mr. Brown. It is difficult to see how an industry-sponsored "bureau of circulation" (which Mr. Brown suggests) could help improve ratings or their use. Remember BMB and CAB?

. . . There's a world of difference between a bad product, and bad, or controversial, uses to which it may be put—and it would I think be a real service on the part of everyone who speaks or writes on this subject to differentiate between what's done with ratings and the ratings themselves.—*Sydney Roslow, The Pulse Inc., New York.*

Bright look

EDITOR: . . . I would like to add my small voice congratulating you on the bright look that BROADCASTING has make-up-wise. . . .—*Bertsch Doan, Martin Stone, New York.*

BOOK NOTES

Studies in Public Communication, edited by Edward C. Uliassi; U. of Chicago, Chicago. 158 pp.; $1.50.

The expected thorough approach is evident in *Studies in Public Communication* as its authors dissect television and its viewers.

Probing deep into the rationale and the morality of viewership, the authors arrive at a number of conclusions, some heretofore not considered.

Among the major industry topics are studies of the Charles Van Doren story —what he did and why and an evaluation of public reaction—what children are learning from television and whether the medium is really harmful to youngsters; an analysis of the western, why there are so many and why people watch them; and the impact and effect of communications.

Studies in Public Communication is the third in a series of similar publications with subjects ranging from "Portrait of a Playboy" to "The Great Debate on Cultural Democracy."

Special requests and copies of the previous two issues as well as the current one are available by writing to Studies in Public Communication, the Department of Sociology, U. of Chicago.

Says John Hopkins:

General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts' Vol. I and II because

YOU CAN'T HAVE TOO MUCH OF THE BEST.

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's". . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

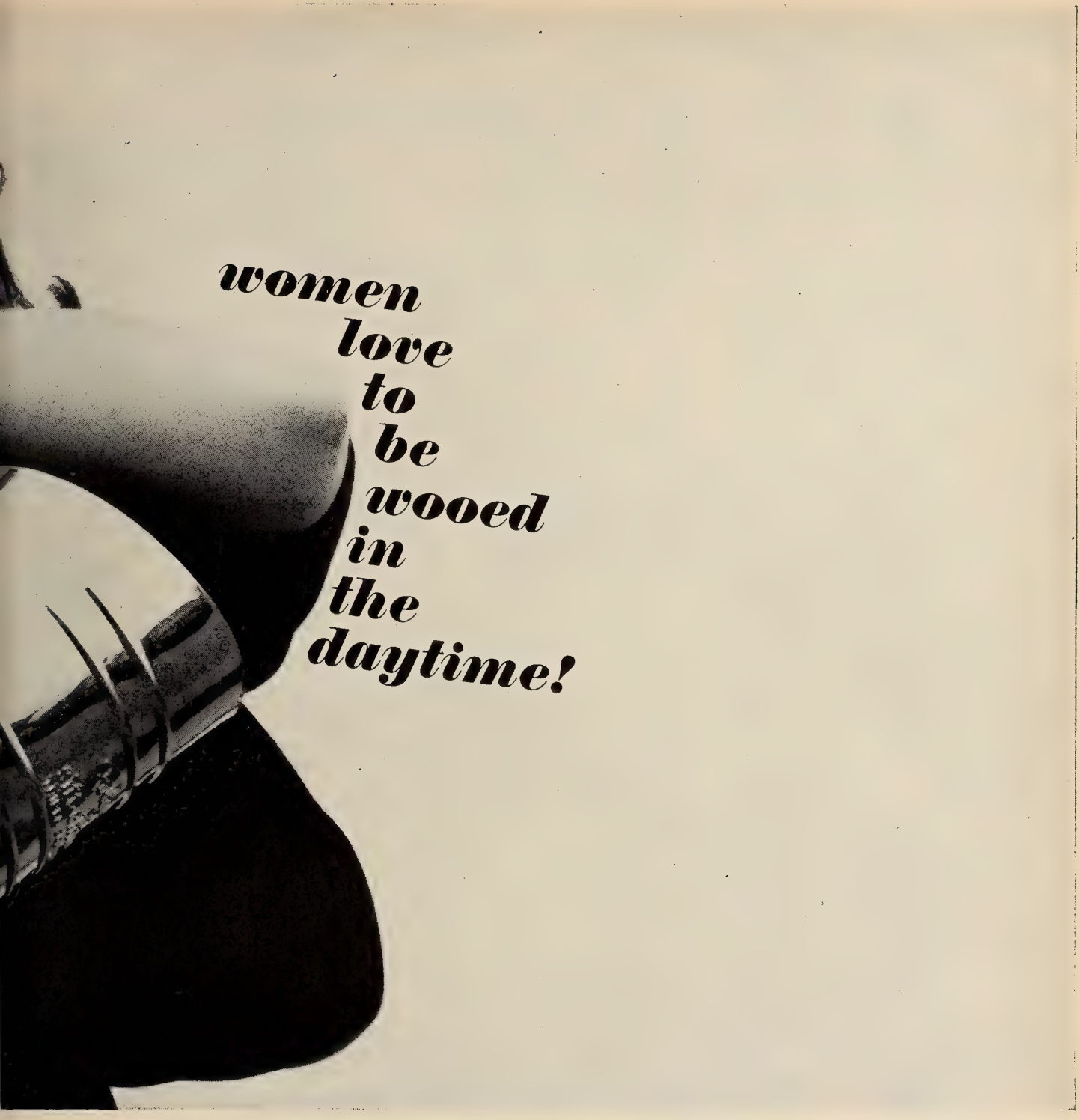


JOHN HOPKINS



And NBC Daytime has the personalities that sweep them off their feet! It's the biggest love affair in television. NBC Daytime personalities are turning the heads of America's women . . . towards the products they recommend. The ladies admitted as much in a recent study conducted by O'Brien-Sherwood Associates. Quizzed about 16 shows on all three networks, most of them favored products associated with NBC Daytime personalities over products endorsed by competing non-personality shows. Why? Here's what the study revealed: NBC Daytime personalities are more effective salesmen because viewers like

NBC Day-time Line-up: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be Yo



them, trust them, are receptive to them. The selling climate on NBC Daytime personality shows is better because commercials gain greater attention and confidence. The fact is that personality-delivered commercials rank best in honesty, sincerity, friendliness and reliability. Let this advantage work for your product via the NBC Daytime personalities that women like, listen to and trust. Remember, they admitted it. Remember too, NBC offers *more* top personalities than any other network—personalities like Bill Cullen, Hugh Downs, Bill Leyden and Jan Murray. No wonder ***NBC Television is leader in the Daytime!***

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

MONDAY MEMO

by VICTOR WATSON, tv-radio producer, Erwin Wasey, Ruthrauff & Ryan, N. Y.

The difference between U. S. and British tv techniques

If I collected a pound note every time an American has asked me the difference between U. S. and British television techniques, approaches and taste, I would have accumulated a tidy sum by now.

Let me state at the outset, however, that many initial conceptions and (misconceptions) I had about U.S. tv have long since faded, some have dimmed slightly, but others remain vivid. As my fellow Britishers frequently ask: Does U. S. television really carry on 24 hours a day? What precisely does sponsorship entail? How bad is American programming with all that "hard sell"?

Shortly after I checked into my New York hotel room last year, I turned on the tv set and was introduced to the Big Picture—American style. The first image that appeared on the screen was that of a spirited group of young people dancing to modern music. My first reaction was to adjust the set, and finally achieved some satisfaction after sharpening the focus.

This is one distinct point of difference. Reception, at least in the New York area, leaves a great bit to be desired. This I would attribute primarily to the difference in line system.

Picture-sharpening inevitably led to dial-turning and I was equally impressed, astounded and frustrated by the number of available channels (7 in New York). Here, I felt that I was missing something of significance or interest that might be taking place on several channels.

First Commercial ▪ Then I experienced my first U.S. tv commercial. It was "live" and featured the show's leading personality. This in itself is something uniquely American, because in Britain, the rules of non-sponsoring quite definitely rule out any connection between a program and commercial time. So strongly is this enforced that if one were to use a tv celebrity in a commercial it could not run adjacent to any program in which he was featured.

Compared with the average British commercial, this one at least, seemed to drag on for an exceptional length of time. It was followed by a lengthy film spot about a breakfast cereal and it seemed the sales points were repeated more frequently within the spot than would be the case in Britain.

A short while later I was informed that two or more advertisers were credited for my entertainment. This interested me, as it would most British conditioned to unsponsored shows—firstly, because I was finally seeing the method by which shows were sponsored, and then by the fact that more than one client was paying for the time.

After more than a year here, I can honestly say there is bascially very little difference in the creative and mechanical tv approaches between the two countries. From writer to camera man, the Englishman is set up and organized to work in a similar way, though he may not tend to take himself quite so seriously.

Difference In Taste ▪ Only in that controversial area of taste do the British differ. To state it bluntly and in the words of someone else, they do not "bring the bathroom into the living room" via schematic, cartoon-type diagrams of stomach ailments and aids, deodorants and ad infinitum. Instead, they employ a more intelligent and certainly a more subdued approach.

On this score in England there appears to be an over-all softer touch that pervades selling techniques. This is partly due to the nature of the British viewer, who is not "psychologically oriented" or "conditioned" to "hard sell." He must be gently wooed and courted—"romanced," I believe is the American word for it.

As to length, the British commercial at the moment seems more condensed, and the recent trend is one of greater frequency rather than greater length. This, I feel, is due to the media shortage, rather than time costs. However, I can quote one company (Procter & Gamble) as having maintained a level balance of 60-second spotting throughout, not conforming to yearly fashions which have ranged from as much as 2 minutes to 15 seconds.

Regarding this point, I can personally attest to one highly successful campaign for a new British cigarette that was launched on the basis of 15-second spots. It was a roaring success and paid off handsomely, an example of good audience selection, coupled with creative understanding of the product.

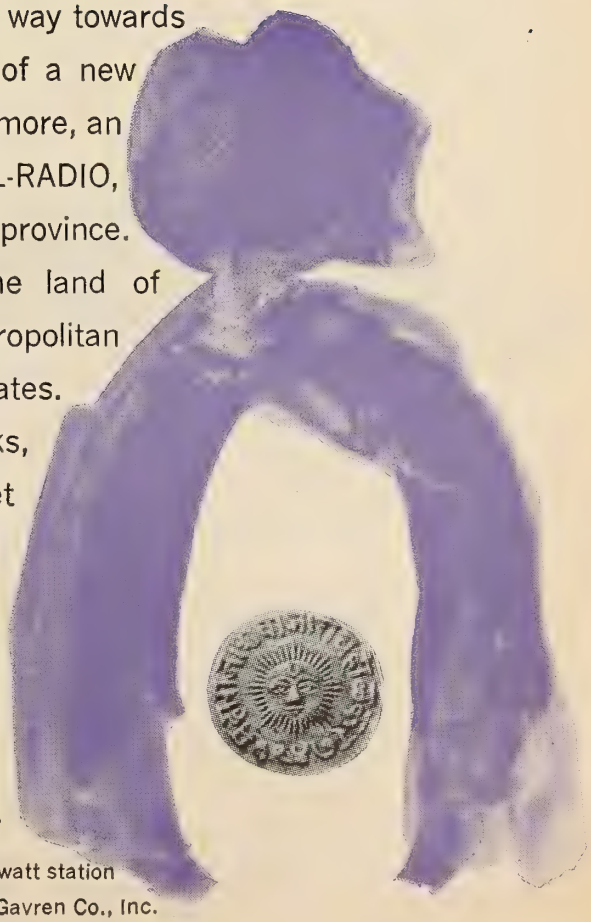
Another interesting aspect is the adapting of a successful series of U.S. commercials for the British viewer. Because Britain has a considerable volume of American products on the market, the British tv producer must often adapt a commercial to fit the British situation, *i.e.*, a cricket field may be substituted for a baseball diamond, or a coffee bar for barbecue. The significant point here is the fact that adaptability—a sort of theme-with-variation approach—can and is successfully being used. And it proves that a basic creative approach and concept can appeal equally to both types of audiences, despite national characteristics or idiosyncrasies. In this respect, I would say that the British are not so far apart as one would tend to believe. The recent American Film Festival reel of commercials certainly bears this out, and I personally hope that it will be made available to British audiences.

As to production, the manner in which the independent film production companies in England are set up is identical. The only difference, and perhaps a superficial one, is that in America, producers seem more publicity-conscious. What about the human element involved in this business of tv? I distinctly recall wondering whether tv people on this side of the Atlantic were a different breed from those 3,000 miles in the other direction. Not so. Basically, like most people, they are the same. The only real discernible difference is one of tradition associated with England on all levels of society — including tv producers. That is, Americans drink coffee in the afternoon instead of tea.



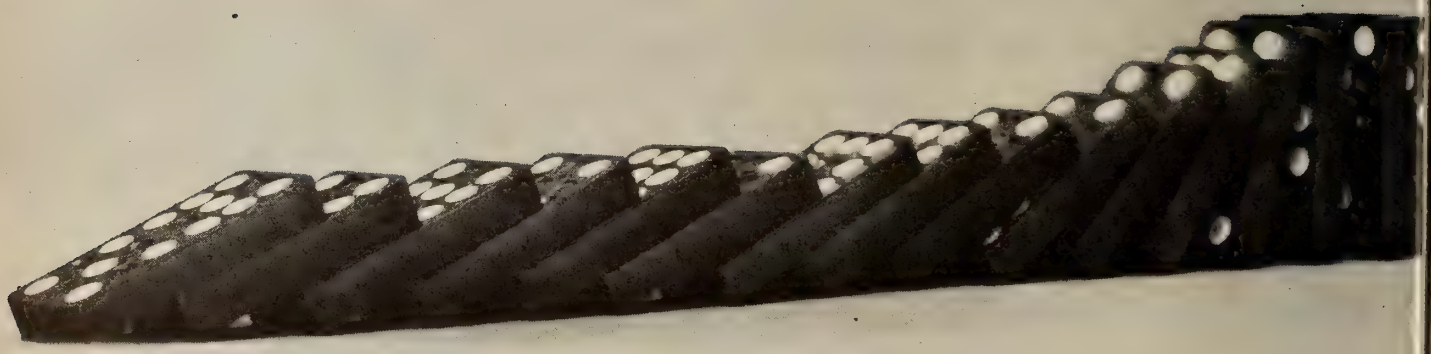
Victor Watson, at 25, is a graduate of Dover College in Kent, England. He joined Erwin Wasey, Ruthrauff & Ryan in England as a trainee in the tv department, was made assistant producer in six months, and given his own accounts to handle in about a year. He transferred to the New York office about 18 months ago. He currently is on the Staley's Laundry Rinse and Starch and Lawnboy Garden Products accounts among others.

ROUND UP YOUR RUPEES! In India, rupees go a long way towards the downpayment on a sacred cow, the purchase of a new spring turban or a trip to the Taj Mahal. But in Baltimore, an advertiser gets the best run for his rupees on WBAL-RADIO, the DOMINANT force of this densely populated province. Here's why: There are no "untouchables" in the land of WBAL-RADIO . . . WBAL-RADIO covers the entire metropolitan area, plus 37 counties in Maryland and 4 adjacent states. WBAL-RADIO gets you results, without rope tricks, providing more unduplicated coverage in this market than any other native station. WBAL-RADIO knows how to charm listeners of every age, every interest, with a distinctive format of Full Range Programming and Music for Mature Minds . . . If you want your advertising to purchase more sales, round up your rupees and reap results on WBAL-RADIO, Baltimore.



WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



there is nothing harder to stop than a trend

ontinuing its torrid summer rating pace, ABC-TV con-nues first in the competitive TV markets where the ewer can watch all 3 networks. Given this highly mean-ingful 3-way choice, Nielsen reports more homes liking more of what they see on ABC.* Such seeing, for the smart sponsor, makes the most successful kind of believing.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 30, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 14, 1961, Vol. 61, No. 7

WILL UHF SOLVE TV'S PROBLEMS?

Deintermixture again offered as solution to competition

Vhf losers promise last-ditch fight to prove plan mistake

AMST declares war: will battle against any compromise

Still reeling from attacks on programming and a tougher FCC, the broadcast industry last week was in the throes of a new and complex problem: uhf.

The top level of broadcasting's leadership spent hours and days last week considering the pros and cons—and the implications—of the FCC's latest moves on the road to uhf (BROADCASTING, August 10). At week's end such considerations were continuing, but one group alone had made up its mind and in some instances set wheels in motion. This was the group of eight vhf broadcasters threatened with deintermixture, the loss of their vhf channel.

These broadcasters had little trouble deciding what they were going to do. They were going to fight to retain their v's, "come hell or high water," as one put it.

The battle strategy became known toward the end of last week when Connecticut Gov. John N. Dempsey issued a strong protest at the action threatening ch. 3 in Hartford, and urged the entire Connecticut congressional delegation to attend a meeting in Washington tomorrow (August 15).

The threat of short separation vhf drop-ins brought almost an instant response from the Assn. of Maximum Service Telecasters which numbers the nation's major tv stations among its members. A special meeting of the AMST board convened in Ponte Vedra, Fla., on August 8 and reiterated the association's long standing opposition to any compromise of the tv mileage standards. It also expressed its sustained opposition to deintermixture.

Battle Points ▪ From a check with most of the station operators whose vhf's are proposed to be removed, the defense is clear: Broadcasters will show the FCC that the proposed moves must be denied on these grounds:

- Thousands, in some instances hundreds of thousands, of people will lose the only first grade television service they have.
- Vhf signals from other areas come into these communities and negate the commission's purpose to establish a uhf area.
- In some instances the threatened vhf channels are in the state capital and would withdraw service to a great area of the state. This is true in Montgomery, Ala., Hartford, Conn.; Columbia, S. C., and Madison, Wis.
- Uhf coverage cannot hope to match the service areas of existing vhf stations, and will result only in downgrading tv coverage.
- Instead of cutting down the service areas by substituting uhf for vhf channels, the better plan would be to add vhf channels, even at short separation. This would enhance service to the pub-

To mothers-in-law and pies-in-the-face add Minow



FCC Chairman Newton Minow finally made the big time last Wednesday, when he was co-starred with Jimmy Durante, Bob Hope, Gary Moore and Janice Rule on the hour-long NBC-TV colorcast sponsored by the United States Brewers Foundation.

Like the title star of another hit show, *Harvey*, Mr. Minow did not actually appear on camera. But he was the focal point of the hour-long program's dialogue.

Mr. Minow was mentioned in Jimmy Durante's introductory remarks at the start of the show: "The next hour will be devoted to uplifting the quality of television . . . if Mr. Newton Minow of the FCC is listening, at least, Newt, we're trying."

He was mentioned by Garry Moore in a chorus at the conclusion of the program. "I just say 'hello' and right away I have to say 'goodbye for a while,'" Mr. Moore warbled. "It's been an uplifting show and I'd like to say I hope Newt had a laugh or a smile."

And he was mentioned frequently in between the beginning and end of the show. The most memorable reference, at least to one viewer, was made by Mr. Hope who made a pass at a stout elevator girl and commented: "That's what Newton means by tv's vast waistline." The most pertinent reference was probably that of Mr. Durante. Returning rebuffed from an attempt to pick up a girl on the beach, he tried to alibi himself with his pals by stating: "I don't think it right, fellows. After all, we're married. What would Mr. Minow say?"

What Mr. Minow thought of the program could not be learned. He was in St. Louis last week and did not comment publicly.

lic and engender a more competitive situation.

Expanded Uhf ▪ The FCC's proposals, issued two weeks ago, moved to expand the use of uhf through a series of proposals: (1) deintermixture, (2) dual vhf-uhf operation, (3) elimination of the uhf table of allocations, (4) granting of an application for a uhf facility on a first come, first served basis without the necessity of a hearing, and (5) the relaxation of technical standards to make the cost of building and operating a uhf tv station more easy.

The proposal to drop in a third vhf facility in areas where there are now only two vhf's operating was termed an "interim" measure to aid in the competitive situation in these cities. The cities:

Baton Rouge, La.; Birmingham, Ala.; Charlotte, N.C.; Dayton, Ohio; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn., and Oklahoma City.

The eight cities scheduled to be deintermixed if the FCC single-vote majority remains together:

Binghamton, N. Y.; Champaign-Urbana, Ill.; Columbia, S.C.; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Montgomery, Ala; Rockford, Ill.

A BROADCASTING query to these stations produced these remarks from some: Paul W. Morency, WTIC-TV Hartford, Conn.—"There is absolutely no reason to remove ch. 3 from Hartford. Over 250,000 people will lose their only clear tv service, and it would require more than 20 uhf stations to cover the area we now serve with our vhf channel.

"Gov. [John N.] Dempsey has called a meeting of our congressional delegation of two senators and six congressmen for August 15 in Washington. Both the Senators and several congressmen have already voiced their opposition to the proposal and have pledged their support to see that this does not happen to the capital city's only v channel."

August C. Meyer, WCIA (TV) Champaign-Urbana, Ill.—"I have instructed our attorney and engineer to prepare documents showing that the FCC is wrong in its proposal to remove the vhf channel from our area of Illinois. Thousands of people will lose their only good tv service."

G. Richard Shafto, WIS-TV Columbia, S.C.—"There has been a rising response in opposition to the proposal. The governor has issued a vigorous protest, and both our Senators and our Congressmen have assured us of their solid support.

"Our Chamber of Commerce board unanimously passed a resolution at a meeting this morning [Aug. 10] charging that the proposal would severely curtail the communications of our community. This action was taken even though the chamber was not asked to take sides. The chamber considers this possible loss on a par with the loss of a community asset like an airline, a railroad or a newspaper.

"The FCC acted without enough facts. Columbia and the WIS-TV coverage area are infiltrated by vhf signals from all sides—Florence, Augusta [Ga.], Greenville,Asheville-Spartanburg, Charlotte and Charleston. And in addition we know that uhf cannot begin to serve the area now covered by WIS-TV."

Carter C. Hardwick Jr., WSFA-TV Montgomery, Ala.—"This is a blow to the state capital and unjust in the bargain. The people in Central and South Alabama now receive their tv communications from a station in the capital of the state; if this vhf is deleted, they will be receiving television information from vhf stations outside the state, from Columbus, Ga.; Meridian, Miss., and Pensacola, Fla."

Both WIS-TV and WSFA-TV are commonly owned, by the Broadcasting Company of the South. This is the only broadcaster hit twice by the commission's deintermixture proposal.

Morton H. Wilmer, attorney for Triangle Stations, whose WNBF-TV Binghamton, N.Y., is one of the stations threatened with loss of its vhf channel—"The removal of our vhf channel is indubitably against the public interest. Uhf cannot possibly serve this New York state audience, the terrain is too rough. More than 75% of our audience would lose their only first class tv service. We did not oppose deintermixture in Fresno [KFRE-TV in Fresno, a Triangle station, was changed from ch. 12 to ch. 30 this year], but in Binghamton we are vigorously opposed. The commission is leading from weakness here; what it should do is put another v in the area. We would welcome competition from another v."

Ralph Immell, WISC-TV Madison, Wis.—"of course we will oppose it by any and all proper means."

AMST Board ▪ The FCC's actions and proposals sparked an urgent, special board meeting of the Assn. of Maximum Service Telecasters. It was held August 8 in Ponte Vedra, Fla., with virtually 100% attendance of the 21 members of the board.

The only official word of the board's discussions or decisions came in a letter sent by Lester L. Lindow, executive director of the association, to members.

Salient significance of the AMST activity was contained in the last two paragraphs of the three paragraph letter:

"In the opinion of the board, and after thorough discussions, many undesirable consequences to the television service now received by the American public would result if the Commission proposals are finalized.

"Additional studies and analyses are contemplated by the association and you will be hearing further from us in the future."

The one-day meeting was chaired by AMST President Jack Harris, KPRC-TV Houston, Tex.

AMST is on record in previous FCC proceedings as opposed to short mileage separations and also deintermixture. The latter, it has said, would bring on a "creeping paralysis" because the

Europe moves toward

A surge toward an intermixed vhf-uhf television system is occurring in Europe, with an ultimate count of over 1,100 vhf stations and five times that many uhf outlets possible in the next few years.

This is the principle significance to be drawn from the recently completed Stockholm European Broadcasting Area conference which made assignments for the first time in the uhf bands.

The conference, held in the Swedish capital May 26 to June 23, issued about 3,600 authorizations for European uhf television—and even so did not complete action on all the over 5,500 requests for uhf assignments.

Actually the conference made assignments only up to 742 mc. Uhf television in Europe runs from 470 mc to 960 mc. Additional assignments in the remainder of the uhf band will be made later.

Assignments provide for specific transmitter locations, frequencies, radiated power, antenna heights and, in some instances, directional antennas.

The assignments become effective Sept. 1. The Stockholm authorizations supersede the 1952 television and fm assignments in Band I (41-68 mc), Band II (87.5-100 mc), Band III (162-230 mc), Band IV (470-582 mc) and Band V (582-960 mc).

In television, the Stockholm conferees made 230 assignments in Band I, 40 in Band II (which is officially the fm sound broadcasting band), 800 in Band III and 3,600 in

intermixed television system

Bands IV and V.

The conference also made 1,900 assignments for fm sound stations—300 in Band I and 1,600 in Band II.

Standardized Standards ▪ All the uhf assignments were made uniform for the whole European area. All are 8 mc wide and standardized on 625 lines, although there are minor technical variations among the different countries.

This compares with the gamut of standards in European vhf television, ranging from 405 lines to 819 lines, on 5 to 14 mc widths.

Each uhf channel (which runs from ch. 21 to ch. 81) had approximately 110 stations authorized, except ch. 38 which had 40 assignments made.

Although the effects of these new tv assignments on all countries could not be ascertained at this time, West Germany sees the uhf assignments as permitting the full expansion of its "second" tv network. Also in the planing stage is an all-uhf network which is scheduled to start the end of this year or early in 1962. Some of the uhf assignments received by West Germany will be used as translators to fill in white areas in that country's vhf tv network.

Impressed with the European Broadcast conference's approach to uhf was C. M. Jansky Jr., chairman of Jansky & Bailey, consulting engineers, a division of Atlantic Research Corp. Dr. Jansky attended the conference as the representative of the International Radio Maritime Committee, one of several international organizations which had observers present. He was the only U. S. citizen in attendance.



Dr. Jansky

The technical foundation on which the conference set the uhf assignments was excellent and a sound basis for determining the spacing and power/antenna height ratios, Dr. Jansky said. These included: propagation curves, protection ratios, field intensities, signal-noise ratios, visual-aural ratios and directional antennas.

The technical standards were based on a study of uhf television by the International Radio Consultative Committee (CCIR) at a meeting at Cannes Feb. 28-March 17.

"This philosophy is sound," Dr. Jansky said the other day, "not at all like the mileage separation philosophy we have. They figured out in each instance who the station should serve and what they needed to accomplish this purpose."

Dr. Jansky said he was also impressed with the use of an electronic computer for determining powers and antenna heights based on coverage and other criteria. The computer at Stockholm U. rattled out answers at the rate of one transmitter every 20 seconds.

Effective Sept. 1 ▪ The Stockholm agreement becomes effective Sept. 1. Provision is made in the agreement for possible revisions in 1968.

Countries participating, all in Europe or bordering the Mediterranean Sea:

Austria, Belgium, Bielorussia, Bulgaria, Czechoslovakia, Cyprus, Denmark, Spain, Finland, France, Greece, Hungary, Ireland, Iceland, Israel, Italy, Lebanon, Libya, Luxembourg, Morocco, Monaco, Norway, Netherlands, Poland, Portugal, Romania, Swedan, Switzerland, Tunisia, Turkey, United Arab Republic, Vatican West Germany, Yugoslavia, Ukraine, United Kingdom, USSR. Albania, Iraq, and Jordan were entitled to participate but did not have any delegates at the meeting. Also present were representatives of the maritime radio committee (Dr. Jansky), radio and astronomy group, western broadcasting association, eastern broadcasting group.

There were approximately 150 delegates at the meeting, representing these 37 countries, plus an observer team from East Germany.

simple moves of deintermixture in individual markets cannot be separated from the chain reaction inherent in the engineering foundation of tv.

Congressional Action ▪ The first full scale attack on the FCC's proposal to deintermix came from Hartford, Conn., where the commission suggested removing WTIC-TV's ch. 3 and substituting ch. 76.

On August 9, Connecticut Gov. John N. Dempsey, issued the following statement:

"Ch. 3 has established itself as an invaluable asset to Connecticut and adjoining areas through the years it has served the public as a vhf (very high frequency) television station.

In all phases of its operations—public information, entertainment, education—it has consistently adhered to a policy of high quality and has demonstrated an unusually high sense of public responsibility.

"The Federal Communications Commission (FCC) now proposes to transfer this station from its present ch. 3 to ch. 76, a uhf (ultra high frequency) band. The effect of this change would be to deny to hundreds of thousands of residents the many benefits which ch. 3 has brought to their homes and their communities.

"To those many thousands of people in Connecticut and adjoining areas who would be deprived of their only acceptable television service, ch. 3 has become a vital part of their lives. The loss to them of ch. 3 as a vhf station would be contrary to the public interest.

"Because of the urgency of the situation, I have asked the members of the Connecticut congressional delegation to meet with me in Washington next Tuesday, August 15.

"I shall also name as soon as possible a citizens committee of prominent Connecticut residents to insure a full presentation of the case to the FCC. I am prepared to take whatever other steps may be deemed necessary to keep ch. 3 operating with its present services unimpaired and with full opportunity to serve the needs of this growing and important industrial and business area."

The text of the telegram sent by Gov. Dempsey to members of the Connecticut congressional delegation is as follows:

"The recent order of the Federal Communications Commission proposing to wipe out the present operation of television ch. 3 in Hartford is a serious threat to this necessary facility in our state. More than a quarter million of our people would find themselves with-

out any clear television service. An additional 145,000 would lose their choice of service. I'm sure you will agree with me that we cannot allow this to happen.

"This threat is of such gravity that I am appointing a committee of prominent Connecticut citizens to insure proper presentations to the FCC.

"Because of the emergency nature of the situation, I respectfully urge you to join me with your fellow members of the Connecticut congressional delegation next Tuesday, August 15, at the Statler Hilton Hotel in Washington for full consideration of a plan of action to assure the continuation of the present operation of ch. 3 in the interest of our people."

Nets Study ▪ The three television networks were giving the FCC's proposals the closest scrutiny. Top floor executives huddled in furrowed-brow policy discussions, but none was prepared to give a definite answer yet.

Some of the FCC's proposals, like dual operation in the same city, sounded sweet in the ears of some network officials. Even if uhf did not prove out, this was insurance they cannot afford to overlook. And the intangible benefits from acceding to the FCC's wishes was not to be overlooked, either.

This was some of the thinking going around in at least two network headquarters last week.

ABC had a different problem. There its consideration of uhf was tempered with satisfaction at the commission's action proposing to drop a third vhf channel into eight significant markets where there are only two vhf presently, and where ABC has no primary affiliate.

The ABC executive meeting on the subject took place last Wednesday. While no decision was reached, it was understood there's a far from negative attitude about filing for uhfs in the five cities in which the network owns its own vhf stations. It's evident, ABC feels, it is under some obligation to go along on the FCC's uhf proposals as an indication of its good faith for what the FCC did in the matter of vhf drop-ins.

In the course of the discussions at ABC, it's understood, the predominant feeling was that uhf operation in o&o markets must definitely be duplication. This is based, it's believed, on cost factors and the premise that separate programming on uhf would put a broadcaster in competition with himself.

Prospective Applicants ▪ ABC executives figure there will be from five to eight applicants for each of the vhf channels proposed to be shoe-horned in the eight markets chosen to be deintermixed.

This estimate is based on queries already received by the network regarding affiliation in Syracuse, Rochester and Grand Rapids, where the commission issued final orders adding an extra vhf channel, but at regular mileages.

The matter of vhf-uhf dual operation was also under consideration by the executives of the dozen group tv owners, but none was ready at week's end to make a public announcement. It is presumed that no final decisions have been made by these either.

There was some thought the FCC's moves toward uhf might have a deleterious effect on color tv set sales. This was discounted by color merchandising executives. RCA authorities said that the uhf moves would not disrupt their plans in the manufacture of either broadcasting or receiving equipment for color or uhf. Bruce S. Durant, vice president, production planning and development, RCA Sales Corp., had this to say:

"RCA Victor now has uhf tuners as an optional feature of its color tv sets. This means that such sets can be sold in any uhf-color broadcasting area. The price with the uhf tuner is about $30 more than conventional models."

BROADCAST ADVERTISING

LONGER 10-SECOND ID'S

Their 'selling portion' to be increased as result of new 42-second station breaks

Advertisers using 10-second television IDs in the new 42-second station breaks this fall will get one-third more time for the audio portion of their messages and one-fourth more time for the video. That's two seconds of each portion.

It means that the selling portion of the so-called 10-second ID, which up to now has been only 8 seconds, will become a full 10 seconds. The usual two seconds for the station ID will be added onto that, so that the total time for commercial plus ID will be 12 seconds instead of ten. In the past, the advertiser has had to give up two seconds of the 10-second total in order to make room for the station ID.

The two-second increase in advertising time is the net result of revisions in the Station Representatives Assn.'s standards for 10-second IDs in television, as announced last week by SRA Managing Director Lawrence Webb. The video portion, which has been eight seconds, becomes 10; the audio portion goes from six seconds to eight (the audio portion is shorter than the video in order to allow for switching by stations).

Clarification ▪ The standards were revised in response to agency requests for clarification as a result of the three tv networks' decision to expand prime-time station breaks from 30 seconds to 42 seconds, effective with the start of the new fall season.

The 30-second break leaves room for a 20 and a 10; the 42-second break can accommodate a 30 and the new, 12-second-size 10. The time may also be sold in other lengths, but the NAB code forbids more than two commercial messages in the break and network affiliates generally have foresworn triple-spotting.

Although the revised standards specify new commercial lengths for 42-second breaks, they do not rule out the old standards. These will necessarily still apply in 30-second breaks which are not being expanded. Commercials made to the old standards also may be used in the 42-second breaks, but in that case the stations will have two seconds of time to fill (or leave blank).

No Rate Hike ▪ Authorities said they do not anticipate any increase in 10-second time rates as a result of the lengthening of allowable commercial time.

The original 10-second ID standards were adopted in 1954 by representatives of SRA, the American Assn. of Advertising Agencies, the NAB and film producers. Last week's revision was made by the SRA television trade practices committee, headed by Ed Shurick of Blair Tv.

The revision provides these specifications for use in the production of full-screen 10-second ID commercials:

Audio: 1½ seconds silent; 8 seconds commercial; ½-second silent to allow for switching.

Video: 10 seconds commercial.

Padding specifications were not changed. Nor were the standards for three-quarter-screen shared IDs, which are no longer used to any great extent.

sh-h-h! "Listen!" is on. Each weekday afternoon thousands of people in the greater Boston area listen to "Listen!" with Paul Benzaquin—a program typical of the *idea* radio produced by WEEI. They get entertainment, of course, but entertainment for adults—information on books and the theatre, on what's going on in the civic and cultural life of Boston, good fun, good music, interviews with important personalities—everything that interests alert adults.

You find this kind of *idea* radio only on the CBS Owned Radio Stations across the country. Radio for adults—the forgotten people who spend the money. In all seven of our markets it will pay you to stop and look into *idea* radio . . . the kind that makes people in Boston listen to

"Listen!"

WEEI BOSTON, **WCBS** NEW YORK, **WBBM** CHICAGO, **WCAU** PHILADELPHIA, **KNX** LOS ANGELES, **KCBS** SAN FRANCISCO, **KMOX** ST. LOUIS: **THE CBS OWNED RADIO STATIONS**
REPRESENTED BY CBS RADIO SPOT SALES

FEMININE HYGIENE ON TV DESPITE CODE

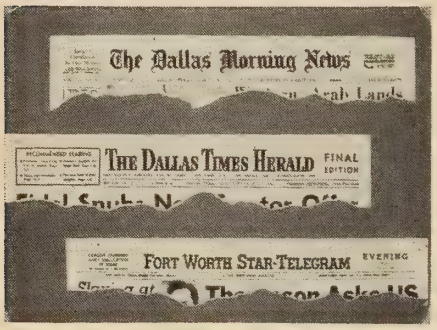
Colleens' campaign directs viewers to newspaper ads

How to place a new feminine hygiene product before the television audience despite obstacles of usual broadcaster reluctance to carry such advertising, and the necessity of good taste.

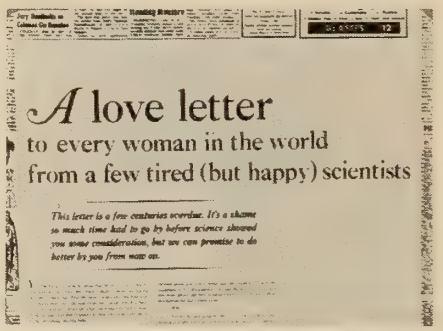
That's the problem which presented itself in the New York office of North Adv. for its client, Mayfield Industries Inc., Fort Worth, Tex., a new company organized in 1960 for the express purpose of marketing the new product called Colleens.

North's answer starts on tv as a test in Dallas and Fort Worth next week (Aug. 21).

The conception, as explained last week by Mrs. Dolores E. Kupperman and Sam Novenstern, North's supervisor on the account and media director respectively, is to use ID's exclusively to stimulate women viewer interest in a newspaper test introduction campaign.



"In the women's section of tomorrow's paper . . .



. . . there's an exciting letter you may remember all your life."

The name of the product is neither seen nor heard in the quickie commercial, and reference is made only to the newspaper advertisement which identifies both the product's name and the package.

Only One Market ▪ Since the product is being introduced only in Mayfield's home town at this point, the Fort Worth-Dallas area also is the only tv market. Ads will appear at the outset in three newspapers, two in Dallas and one in Fort Worth. They are headlined, "A love letter to every woman in the world from a few tired (but happy) scientists."

The ID technique picks up a montage of the newspapers' mastheads with voice noting "In the woman's section of tomorrow's paper" and then shows the top headline of the ad (minus identification of the product), and the voice concludes, "there's an exciting letter you may remember all your life." About 12 IDs daily will be run (three days each week for at least two weeks) in daytime and evening time for reach. Tv is to be used to "sell or merchandise the advertisements," it's explained.

North Adv., which has had the account for 10 months, will keep close tabs on the tv test that hopes to increase substantially readers' noting of the ads. As Mrs. Kupperman remarked, "We seek first-time triers. We know the printed advertisement can attract the consumer but women must know it is there and read it."

The Mayfield group spent some $750,000 in researching and developing the product for which the company has plans of expansion into still other markets. The long-range objective is to obtain national distribution and to become competitive with all of the feminine hygiene product market. (Billing level of such accounts—nationally—is estimated at $2-2.5 million). Preceding the full-scale print and tv test in the market, the company used small preview newspaper ads which offered the product for 25 cents plus a coupon (it retails for 89 cents).

Is Shell Oil coming back to tv advertising?

Reports mounted last week that Shell Oil's $15 million honeymoon with the print media was just about over and that next year will see a substantial return of the oil company's consumer billings to the broadcast fold.

It was said that Shell, through Ogilvy, Benson & Mather, was buying into at least five widely scattered test markets around the country for a four-month campaign using 60-second spots in fringe times. If the results of the tv test campaign warrant it, Shell reportedly is prepared to commit a considerable chunk of its advertising billings—probably on a spot-only basis—by early next year.

Last month Shell made its first firm move back toward tv since its print-only campaign began, when it approved a three-week spot tv schedule of ID's, chainbreak 20's and one minutes in some 30 markets covering about 12 (mostly southeastern) states (BROADCASTING, July 17). The campaign, supplemented by a 9 to 15 week radio spot campaign, was geared to a sailboat giveaway promotion that Shell dealers were handling.

It was revealed last week that Shell had at first been fearful that the giveaway might be deemed a lottery, but decided after study to go ahead with the campaign—steering clear, however, of such states as Florida, New Jersey, Connecticut, Ohio and Missouri, which have strict anti-lottery laws.

The American Newspaper Publishers Assn. is trying to win more oil company advertising money on the strength of Shell Oil's 1961 all-newspaper advertising campaign.

In a presentation to oil men at the Tulsa Advertising Club on Aug. 4 (said to be the first such to a top-level group of oil company executives), ANPA's Bureau of Advertising claimed Shell's $15 million newspaper campaign is enjoying a "high degree of success."

A statement from Jock Elliott, senior vice president and the account executive for Shell at Ogilvy, Benson & Mather, the agency handling the oil company's consumer billings, was featured in the presentation. Mr. Elliott is quoted as saying that the "voice of Shell is being heard," thanks to the newspaper campaign, and that's the way it's going to continue.

Daytime news on WQXR open for sponsorship

Advertisers for the first time can sponsor news programs broadcast in the daytime on WQXR-AM-FM New York, owned and operated by the *New York Times* which also prepares and edits the newscasts. Evening newscasts will remain restricted for *The Times* promotional purposes as they have been in the past. *The Times* newscasts have been on the stations since July 1946.

No sooner did the station make public its turnabout in the 15-year old policy than it got its first news advertiser: Air France, through BBDO, New York, was reported to have signed already for one of the packages of *Times* newscasts.

The news summaries are six minutes in length with some exceptions and usually broadcast each hour on the hour. As explained by the station last week, the news programs will be limited to five sponsors, sold in four packages and open to four advertisers on a Mon.-Fri. schedule but in one package to one advertiser on Saturday and Sunday. Each of the Mon.-Fri. packages will include 16 news periods (6:30 a.m.-5 p.m.).

"CONTINUOUSLY INTRIGUING!"

–NEW YORK TIMES



JOSEPH L. MANKIEWICZ
production of

THE QUIET AMERICAN

starring
AUDIE MURPHY · MICHAEL REDGRAVE · CLAUDE DAUPHIN · GIORGIA MOLL

ONE OF THE A-OKAYS...
32 RECENT UNITED ARTISTS FILMS
NOW RELEASED FOR TELEVISION!

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ **DALLAS** 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ **HOLLYWOOD** 1041 N. Formosa Ave., HO 6-3429

Radio has made Drug Fair a 'buy' word

64-STORE CHAIN SAYS IT'LL NEVER STOP BEING STRONG RADIO USER

"Don't say drug store, say Drug Fair—there's a big difference." Put these words to music, buy saturation radio (500-800 spots weekly) and you have in essence the success story of one of America's fastest growing drug chains — Drug Fair, pharmaceutical "buy" words in the Washington area.

In 10 years of accelerated success—each year surpassing the previous one—Drug Fair and its agency, Kal, Ehrlich & Merrick, Washington, have concentrated for the most part on a strictly "soft sell" saturation program—not to peddle any of the firm's more than 25,000 products but to create a household image of Drug Fair, a goal that has more than been accomplished.

From four scattered and occasionally profitable stores in 1951 (before radio and before Kal, Ehrlich & Merrick), Drug Fair has become a sprawling chain of 64 stores from Washington, D.C., to Zagreb, Yugoslavia. The Zagreb store was built at the request of the U.S. Dept. of Commerce to represent this country at the 1960 International Trade Fair there. And it stole the show, attracting more than 2 million persons in two weeks and producing unlimited good will between the U.S. and Yugoslavia. A duplicate store is located in McLean, Va.

Drug Fairs are super drug stores of about 15,000 square feet of space which offer an unusual variety of products in a one-stop shopping area. "At one time," said Dr. Milton L. Elsberg, president of Drug Fair, "a customer could buy a car and even a house in a Drug Fair—and some did." These products are out of stock now, he added.

Always Radio ▪ From the outset of its association with Kal, Ehrlich & Merrick, Drug Fair has used a saturation radio plan, a maneuver KEM has used successfully with many of its clients. As many as 800 one-minute and 30-second spots were purchased weekly on 12 Washington area stations. Radio and television accounted for 60% of Drug Fair's advertising budget in those important early days of expansion.

Television actually did not come until late in the 1950s when Drug Fair purchased its only show, *Tippy Stringer and the Weather,* on WRC-TV, a daily late evening (11:10-11:15 p.m.) report on the weather. Other tv purchases were strictly on a spot basis. In Tippy Stringer, Drug Fair and KEM offiicials believed they had the "perfect personality" with which to associate their image.

"I don't know what there was about her," commented "Doc" Elsberg, "she was fresh-looking, mildly pretty but a marvelous spokeswoman. She had that 'familyish' quality, a particular realness that appealed to her audience." Drug Fair and Tippy remained a loyal combination until she retired in 1959 to become the wife of Chet Huntley of *Huntley-Brinkley* fame.

With the departure of Tippy to domestic life, Drug Fair, unable to find a suitable "personality," has relied solely on radio as its broadcast media. Today Drug Fair divides its 800 weekly spots among WTOP, WMAL, WWDC, WOL, all Washington; WEAM and WAVA, both in nearby Arlington, Va., and WINX Rockville, Md.

Other Radio Activities ▪ In addition to its regular schedule, Drug Fair also has purchased a three-week, 250-spot campaign on WAGE Leesburg, Va., to promote its newest store there (about 40 miles south of Washington) this week. Earlier this year Drug Fair opened a store in Winchester, Va. (75 miles from Washington) using a three-week 250-spot saturation on WINC, that city, and a similar plan in Warrenton, Va., on WEER and WKCW, that city. Drug Fair maintains a strong spot schedule on all these stations.

At least six similar campaigns will be in the offing by the year's end since Drug Fair officials plan to have 70 stores in operation by that time. The firm has established 34 stores since the start of 1959.

The importance of radio as a tool in the continuing rise of Drug Fair still is a factor to be reckoned with, according to Alvin Q. Ehrlich, vice president of KEM, despite the fact that it now shares about one-third of the firm's $500,000 annual advertising budget, a 45% slice of the position it held four years ago.

Radio Forever ▪ "We (Drug Fair) will never stop being a strong user of radio," Mr. Ehrlich said, "particularly now with so many car radios and transistors in use. As a medium it proved itself when we needed it most. And it still is our most effective form of advertising," he added. All but 10 Drug Fairs are located in suburban shopping areas.

Indicative of the truth of Mr. Ehrlich's words has been the uniform acceptance of the Drug Fair jingle in the Washington area, resulting basically from a radio effort. In a recent Marketing Analyst & Co. survey in which 3,000 Washingtonians were asked to name their favorite advertising slogan, the catchy Drug Fair tune was far and away the most popular, besting the nationally advertised (both radio and television) Winston cigarette phrase, "Winston tastes good, like a cigarette should" by a considerable margin. "The words to the jingle weren't too impressive, nor were they much of a sales tool in print," disclosed Philip F. Berne, senior account executive on Drug Fair, adding, "but they really caught fire when we put them on the air."

The use of radio as the key chapter in the Drug Fair story might be a little more than a casual circumstance. The firm's president, Dr. Milton L. Elsberg, served a brief tenure as a disc jockey at WCBM Baltimore in the early 1930's before striking out for greener pastures in the pharmaceutical field.

Began In 1938 ▪ He built the first Drug Fair—then called the Community Drug Co.—with his partner Robert



An artist's drawing of the Drug Fair store which represented the U. S. at the 1960 international trade fair at Zagreb, Yugoslavia. Yugoslavians managed to transform the firm's radio jingle into their own language: Don't say drug store, say Apoteka Sajam—there's a big difference.



Oh, boy! – my Pulse says 42% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March-April, 1961) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

42% more women! Monday thru Friday, WDAY Radio has 155,100 women listeners!

50% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 91,400 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

WSIX TV 8

Does it Again!



IN NASHVILLE

*NEW ARB REPORTS WSIX-TV 8 NO.1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 3-9 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 3	**The Untouchables** (9:30 p.m.)	ABC-TV	22.8
Fri., Aug 4	**77 Sunset Strip** (9 p.m.)	ABC-TV	16.8
Sat., Aug. 5	**Gunsmoke** (10 p.m.)	CBS-TV	20.0
Sun., Aug. 6	**Holiday Lodge** (9:30 p.m.)	CBS-TV	20.0
Mon., Aug. 7	**Peter Gunn** (10:30 p.m.)	ABC-TV	13.3
Tue., Aug. 8	**Thriller** (9 p.m.)	NBC-TV	15.6
Wed., Aug. 9	**Jimmy Durante Show** (10 p.m.)	NBC-TV	24.0

Copyright 1961 American Research Bureau

Gerber (now the firm's board chairman) in September, 1938 in Arlington, Va. The 1,200-sq. foot store (since expanded) still is in operation. At the insistence of Kal, Ehrlich & Merrick, the firm took the name Drug Fair in 1951.

The multi-million dollar chain has snowballed amazingly. Projected sales for 1961 will total $40 million (highest in history) as compared to the $24 million for 1959. Last October Drug Fair appeared on the American Stock Exchange, closing the first day at $10.12 per share. It has climbed to more than $17 per share.

The future of the Drug Fair-radio combination appears bright, if Dr. Elsberg's estimations hold true. The chain should reach 100 stores by 1965, he predicts, mostly in new areas far outside the Washington area (Maryland, West Virginia and parts of southern Virginia) where the Drug Fair image is not known. And it will be spot radio, as usual, telling the story.

Business briefly...

Prefontaines French Wine, division of National Distillers & Chemical Corp., N. Y., has launched a spot radio campaign on network outlets in New York, Albany and Rochester. Campaign will be extended to Buffalo, Washington, D. C., Baltimore, Providence and Hartford Sept. 5. Agency: Lawrence Fertig & Co., N. Y.

Jacob Ruppert Brewery, N. Y., for its Ruppert-Knickerbocker Beer, has bought $50,000 worth of radio spots in the N. Y. metropolitan area alone. Stations in New York carrying the 16-week schedule are WNBC, WCBS, WOR, WNEW, WMGM, WABC and WMCA. Agency: Warwick & Legler.

E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., N. Y., will sponsor ABC-TV's *ABC Evening Report* (Mon.-Fri. 6-6:15 p.m. EDT), when the revamped news program starts Sept. 25. The network's current news show in the 6 p.m. slot has been unsponsored. The new show's format will feature the reporters who cover each day's stories. It will have three permanent anchor men—Bill Lawrence in Washington D. C. and Al Mann and John Cameron Swayze in New York. Agency for Squibb is Donahue & Coe Inc., N. Y.

P. Ballantine & Son, Howard Clothes, L&M Cigarettes and **Parks Sausage** ordered sponsorship of the 19-game schedule of the New York Giants pro-football team on WNEW New York, starting with an exhibition game last Saturday (Aug. 12) in Portland, Ore. The schedule includes all home and away pre-season and regular season games, with exclusive radio coverage of seven games. Agencies: William Esty (Ballantine), Mogul, Williams & Saylor (Howard Clothes), Dancer-Fitzgerald-Sample (L&M) and Leon Golnick Adv., Baltimore (Parks).

General Motors Corp. will sponsor Danny Kaye's third tv appearance as star of an hour-long comedy special on CBS-TV Nov. 6 9-10 p.m. EST). Agency: Campbell-Ewald Inc., Detroit.

Beecham Products, N. Y., has signed to sponsor *The Connie Francis Show,* an ABC-TV special to be broadcast Wed., Sept. 13 (9-10 p.m. NYT). The show, Miss Francis' first network tv special, will have as guest stars Art Carney and George Burns. Agency: Kenyon & Eckhardt, N. Y.

The Brunswick Corp., N. Y., has signed for partial sponsorship of *The Steve Allen Show* (Wed., 7:30-8:30 p.m. NYT) on ABC-TV during the 1961-62 season. Agency: McCann-Erickson, N. Y.

Kemper Insurance Cos., Chicago, have bought partial sponsorship of NBC-TV's *All-Star Golf* show (Sat., 5-6 p.m. NYT) starting Oct. 14. Agency: Clinton E. Frank Inc., Chicago.

Hazel Bishop for new products in its cosmetics line has begun buying nationwide for a new saturation spot tele-



A quality image is the reflection of many business facets. And, at WFAA-TV there is the constant search for the new, the unusual, the stature-building ingredients which will help to implement that image. An example is the recently initiated and widely acclaimed: "Let Me Speak to the Manager." Answers to viewers' questions are openly and honestly aired during this Sunday evening 30 minute program. And they range all the way from violence on TV to distasteful commercials. Sorry, but it is not available for sponsorship. But WFAA-TV does have many fine avails, and your local PETRYMAN is kept abreast daily. Call him TODAY!

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

A fresh, clean approach to sex

Sharp copy, creative photography, subtle humor and coy sex as personified by an alluring new spokeswoman, have been blended by Doyle Dane Bernbach into two highly effective, much talked about, surprisingly soft-sell deodorant commercials for 5-Day Labs.

Called "The Girl in the Bath Towel," and "The Girl in the Tub," the commercials, in the little more than two months they have been on the air, have stirred an impressive audience and sales response. They also have placed their star performer on the threshold of a new and exciting career.

Morris Levinson, president of 5-Day Labs, a division of Associated Products Inc. (the corporate firm that also makes Rival Dog Food), calls the commercials "memorable —especially for a deodorant." He claims that they have created "10 times as much reaction" among people in the drug trade, customers, and just plain tv viewers, as any commercial his firm has used in its 10 years in tv (network and spot).

Sales also have apparently been affected by the commercials. Mr. Levinson says that in May, 5-Day Labs did a special promotion, selling almost 40% of its year's business to the trade in order to supply stores with the product for the summer season. Because of this heavy promotion, Mr. Levinson explains, the company budget was expected to be 10% below normal during June and July, but thanks to a still unknown factor—most probably the DDB commercials—the budget is 10% above normal for the period.

"The Girl in the Towel" commercials, a 60-second announcement from which a 20-second spot also was cut, are being shown in some 60 markets across the country, while "The Girl in the Tub" commercials, also a 60 and a 20, are being shown exclusively in Los Angeles; Washington, D. C.; Seattle, Wash., and Indianapolis where 5-Day is testing. All of the spots were first put on tv June 19 and will continue at least until October. Chances are, partially because of its overwhelming reception, the "towel" spots will be renewed in most markets and shown in new markets for an additional 13 weeks. The "tub" commercials



likely will be shown regularly in markets across the country by early next year.

Chief factor in the success of the spots is the work of a virtually unknown model-actress named Barbara Feldon, never before in a tv commercial. As the girl in the towel and the tub, Miss Feldon, whose main claim to fame in the past was desultory work in some 40 summer stock theatrical shows, and a "crawl-on" part in a short-lived Broadway production of "Caligula," combined the sweet-girl sexy allure of a Brigitte Bardot with the sophisticated, come-hither promise of a Lili Palmer.

Since the spots' debut, New York advertising and drug trade circles, at least, have reverberated with the unanswered question of "who is the girl in the 5-Day commercial?" To satisfy the curious, 5-Day Labs sent out more than 3,000 illustrated reprints of the commercial story board.

Charles Rollins, account executive for the 5-Day product at DDB, says the agency was looking for "warmth, good taste, and memorability" when it made the spots and that Miss Feldon conveyed these qualities "remarkably well." People, he says, remember the girl and remember her message (which is directly opposed to the hard-sell philosophy which says a sexy girl sells nothing but herself), "thanks to her exquisite delivery."

The "towel" commercial has Miss Feldon wiping her apparently nude body (she wore a skin-tight, flesh-colored bathing suit) after a shower and talking about and demonstrating the deodorant product in a simple, direct, innocent manner while batting her enormous false eyelashes and pouting her lips in the best bedroom fashion. The theme is an appeal to fastidiousness—the same theme which, when used with inanimate objects last year, won a 1961 American Tv Commercial Festival award.

The 5-Day spots were filmed by Elliot, Unger & Elliot in April, with Mike Elliot producing. Bruce McGuineas was the producer for DDB, Lillian Bassman was responsible for the agile camera work, and Rita Selden wrote the copy. The two commercials were filmed in three days, with one day out for rehearsals. Each commercial was shot in one take.

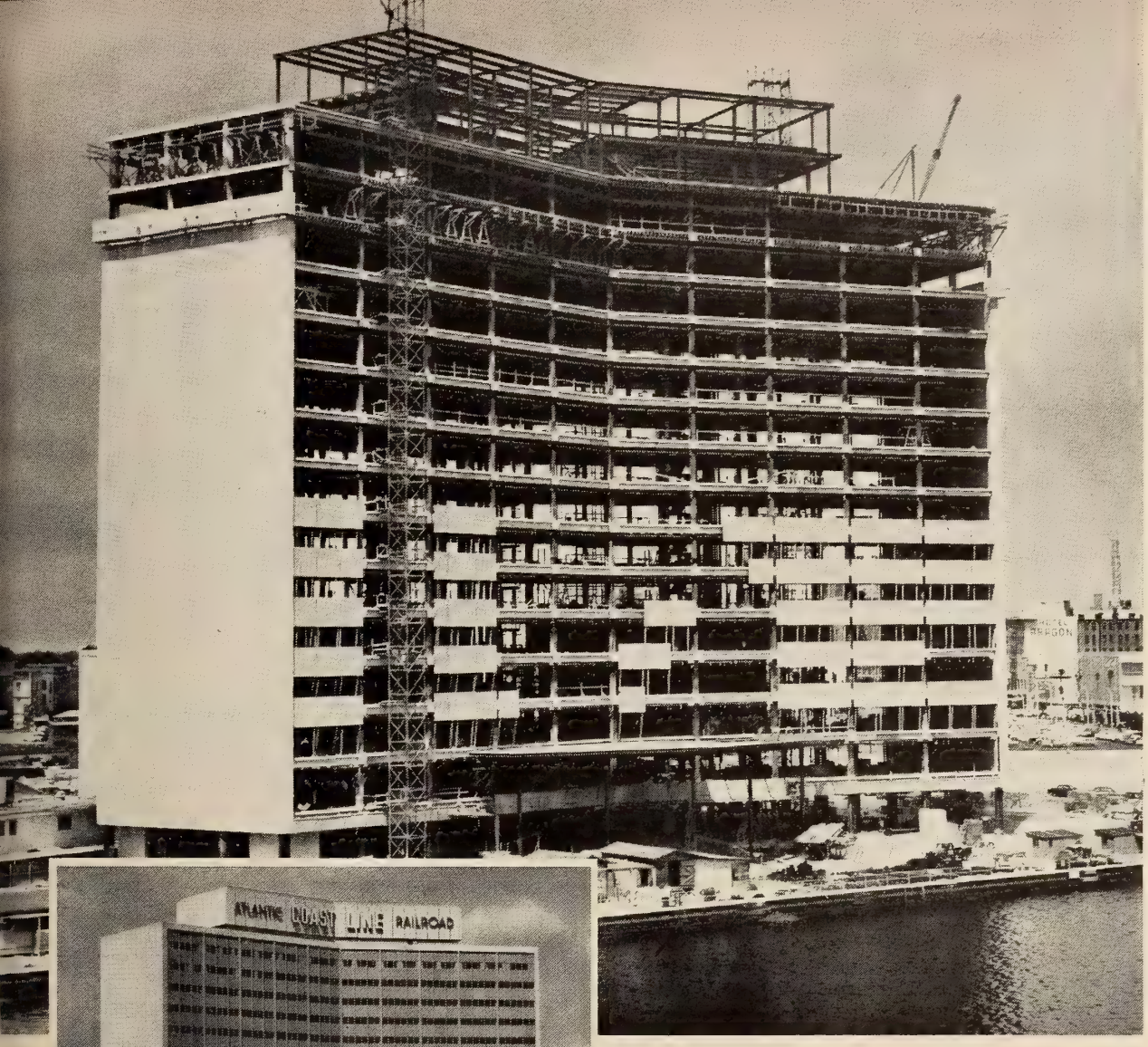
vision campaign that will start in the fall. The advertiser expects to enter between 40 and 50 major markets in the U. S. North Adv., N. Y., is handling the buying.

Rep appointments...

- CKEY Toronto: WEED & Co., N. Y., as U. S. representative.
- KSLY San Luis Obispo, Calif.: Sandeberg/Gates & Co., San Francisco.
- KIRL Wichita, Kan.: Edward Petry & Co., N. Y., as national representative.
- WAGE Springfield, Mass., and WKST New Castle, Pa.: Spot Time Sales Inc., N. Y., as national representative.
- WAKE Atlanta, Ga., and WYDE Birmingham, Ala.: Robert E. Eastman & Co., N. Y., as national representative.
- WANN Annapolis, Md.: Continental Broadcasting, Wilmington, Del.
- WMMS Bath, Me.: Breen & Ward as New York representative.
- KIRL Wichita, Kan.: Edward Petry & Co., N. Y.

Agency appointments...

- Paleo Products, Beverly Hills, Calif., (toy manufacturer) appoints Advertising Agencies Inc., Studio City, Calif., as agency for its new Skip-O-Hoop health toy. Television will claim most of the $475,000 budget with a spot campaign on children's shows beginning today (Monday) in the Southern California market.
- Peachtree Doors Inc. and Tasty Juices Inc., both Atlanta, appoint Harvey-Massengale Co., that city. H-M is a recently acquired division of Street & Finney Inc., N. Y.
- Ideal Toy Corp., N. Y., appoints Danziger-Wallach Adv., that city, to handle trade advertising and sales promotion for the ITC Model Craft division. Consumer advertising for Ideal is placed through Grey Adv., N. Y.
- Pepsi-Cola Bottling Co., Los Angeles, appoints BBDO, that city, as its agency.







AS JACKSONVILLE GROWS, SO GROWS THIS STATION!

WFGA-TV Captures the "New" Jacksonville With a 50% Share-of-Audience.

Great changes have taken place in Jacksonville. New, multi-story buildings tower along the river front. Broad expressways now link the expanding suburbs with the revitalized downtown area. WFGA-TV is proud to be the choice of this dynamic "new" metropolitan Jacksonville, with a major share-of-audience from 9 a.m. to Midnight*. Your PGW Colonel will be glad to describe the growing dominance of WFGA-TV in the progressive North Florida-South Georgia-Jacksonville market.

**March ARB*



abc **WFGA-TV** NBC

JACKSONVILLE

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Fine Arts Productions Inc., 7779 Sunset Blvd., Hollywood 46, Calif.

NBC (Film titles), one 30, animation, film. John D. Wilson prod. mgr. Agency: NBC; Felix Jackson prod. mgr. Approx. cost $5,500.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

Commerce Trust Co. (Banking Services), six 20s, live, film. Marty Young prod. mgr. Agency: Valentine-Radford; Bill Alexander a.e. Approx. cost $7,000.

Humble Oil & Refining Co. (Gas and Oil), seven 60s, live, film. Larry Herndon prod. mgr. Agency: McCann-Erickson Inc.; John Wallace a.e. Approx. cost $34,000.

Nichols Toys (Toys), three 60s, animation, film. Tom Young prod. mgr. Agency: Aubrey Williams Inc.; Aubrey Williams a.e. Approx. cost $5,000.

Tonka Toy Corp. (Toys), one 60, live, film. Larry Herndon prod. mgr. Agency: Kerker Peterson Inc.; Paul LeMay a.e. Approx. cost $3,000.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 46, Calif.

American Crystal Sugar (Sugar, ten 20s, live-animation, film. John Marshall prod. mgr. Agency: W. A. Krause Inc.; W. A. Krause a.e. and prod. mgr.

Mars Inc. (Milky Way), one 60, live-animation, film. John Marshall prod. mgr. Agency: Needham, Louis & Brorby Inc.; Chris Ford and Joe Creaturo prod. mgrs.

Bolling takes a look at buying patterns

The Bolling Co., in an effort to brief its stations on next season's new business, has released a comprehensive 40-page forecast of spot tv and radio buying patterns. The report, which covers 14 major domestic markets, notes broadcast advertising plans of 225 national and regional companies which are expected to be most active during the fall and winter of this year and the early part of 1962.

Included in the report are starting and terminating dates of campaigns, number of markets, type of spots, dollar expenditure and new products.

Among the highlights:

- Of all accounts reporting, 108 plan to increase their advertising budgets over 1960, while only 17 expect to decrease.
- Of 202 accounts committed at this time, 102 plan to continue advertising in the same number of markets, with 93 increasing their number of markets and 17 accounts employing less markets.
- There will be 26 more tv-only accounts—104 in all—as compared to 78 accounts that will use radio exclusively with 46 advertisers using both mediums.
- Emphasis is being placed on minutes and 20-second spots for tv, and heaviest motor travel periods for radio. Programs of 5- and 10-minute lengths, especially news, weather and sports, are gaining in popularity.
- The extended station break time in the fall has only a minor place in account strategy at this time, with 140 of the tv and radio-tv accounts reporting no definite plans to take advantage of the increased time, and only 10 indicating they will use it.
- An evident trend is developing outside of New York and especially in the area of Atlanta, Ga., to advertiser reliance on tv-only in major markets with a heavier emphasis on radio in medium to smaller markets.

4A's attitudes study nears completion

Field work on the American Assn. of Advertising Agencies' depth study of opinion leaders' attitudes toward advertising has been completed and analysis of it will be finished next month, AAAA announced last week.

A pilot study over a four-month period prior to the start of this survey showed that "television advertising and to a lesser extent radio advertising bore the brunt" of criticism (BROADCASTING, April 24). Officials said that pending analysis of the current findings they could not tell whether this is equally true in the new study.

The field work consisted of depth interviews with 175 so-called opinion leaders—educators, public officials, editors, religious and social affairs leaders, economists, businessmen and the like—in 16 cities.

This study is the cornerstone of a broad program to be conducted by AAAA in an effort to improve opinion-leaders' feelings about advertising. The program is to be directed at opinion leaders on the theory that the chief criticisms of advertising come from them rather than from the general public.

Another scheduled feature of the program is a new AAAA monthly publication, *Advertising Today*.

B&W lines up tv broadside

Brown & Williamson Tobacco Corp. reported itself set last week for the 1961-62 tv season with sponsorship in a prime-time show for each night of the week and with exposure on each of the networks. B&W said the new season marks the advertiser's most extensive and complete nighttime coverage in behalf of its Viceroy, Kool, Raleigh and Belair cigarette brands and its Sir Walter Raleigh pipe tobacco.

John W. Burgard, B&W's vice president and advertising director, said the firm's budget for participation in six one-hour shows and one half-hour show will be "somewhat in excess" of its expenditures in the 1960-61 season. Tv represents the largest proportion of B&W's over-all ad budget, estimated in the past season at more than $30 million.

B&W's fall schedule includes participation in two of its current programs on ABC-TV—*Surfside Six* and *Naked City*. New additions on B&W's program list are: *Bob Cummings Show* and *The Defenders*, both CBS-TV; *Bus Stop* and *New Breed*, both ABC-TV and *Captain of Detectives*, NBC-TV. B&W also will continue sponsorship of the post-Saturday night fights feature, *Make That Spare*, on ABC-TV.

Ted Bates & Co. is the agency for Viceroy, Kool and Belair brands, while Keyes, Madden & Jones, Chicago, handles Raleigh cigarettes and Sir Walter Raleigh tobacco.

Rinso brands back to JWT

After one year at Sullivan, Stauffer, Colwell & Bayles, Lever Bros.' Rinso and Rinso Blue detergent brands were returned last week to J. Walter Thompson Co., New York. Rinso brands' agency switch a year ago was the first in a series of product reassignments by Lever.

The total ad budget for Rinso is currently estimated at $1 million, with the major share going to tv spot. Television Bureau of Advertising's estimated tv spot expenditures for Rinso in 1960 were $843,880.

DDB adds $1 million from CZ

Doyle Dane Bernbach will handle consumer products division account of Crown Zellerbach Corp., San Francisco, effective Jan. 1, 1962. The account, which bills more than $1 million, left the San Francisco branch of Cunningham & Walsh earlier this year. Crown Zellerbach uses spot tv for its "Zee" and "Chiffon" household tissues, towels and napkin products and billed $1,067,200 gross in spot tv in 1960.



BELL-RINGER The *bell* in this case is the famed Gold Bell Award of the Catholic Broadcaster's Association. It's awarded every year to one radio station and one television station for exceptional service to its community in quantity and quality of Catholic programs. This year, the bell-ringer *in* radio is WFMJ—Youngstown, honored for the second time by the CBA. WFMJ programming for other denominations is equally impressive. Bell-ringer and bell-wether in Youngstown, WFMJ is proud of this recognition . . . proud, too, of the leadership it holds in other areas of broadcasting and advertising importance—in news and public service, in circulation and efficency, in Pulse audience and in the wide variety of information, service and entertainment it provides for the more-than-a million people in the Youngstown area.

WFMJ-YOUNGSTOWN

Represented nationally by The Bolling Company.

Radio and Television Division
of the Youngstown Vindicator

Pastore wants FCC reins on networks

NEW BILL WOULD ALSO PLACE CONTROLS ON REGIONAL HOOKUPS

Sen. John O. Pastore (D- R. I.) last week began setting the stage for a new effort to grant the FCC authority to regulate the radio and television networks. The chairman of the Senate Communications Subcommittee did it by introducing a bill giving the commission this authority and promising to hold hearings on the measure "soon." Network licensing is not involved.

The bill was drafted by the FCC and reached Sen. Pastore less than a week after the commission, in a progress report on the status of its continuing study of network practices, renewed its request for the regulatory authority (AT DEADLINE, Aug. 7).

Measure (S 2400) is comprehensive, going to the heart of network practices, and broadly drawn, reportedly to give the commission the "flexibility" it feels it would need in regulating the networks.

The term "network" itself is so defined as to go far beyond the four national chains. It would include any organization that feeds two or more affiliated stations coordinated programming.

Sen. Pastore's subcommittee has held hearings on network regulation twice in the last five years, but never sent a bill to the floor. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, introduced a network regulation bill (HR 1164) on the House side last January, but has yet to schedule hearings on it.

Bill's Provisions ▪ The Pastore bill would require networks to provide the FCC with data on their ownership and operational policies, practices and activities.

And it would empower the commission to adopt rules and regulations "to insure" that the networks do not "adversely affect" the ability of the local stations to operate in the public interest.

Under the bill, the FCC could:

- Require a network to exercise control over the material it supplies to its stations, and prohibit discriminatory practices in the selection of that material.
- Prohibit a network from giving unfair advantage to anyone connected with it by promoting the sale or distribution of his products or services.
- Prohibit networks from imposing terms on licensees that limit their ability to operate their stations. These terms could include exclusive affiliation agreements, option time, acceptance or rejection of network programs, or the influencing of non-network rates.
- Limit the ownership of stations by networks. (No limit is specified.)
- Restrict the number of networks that an individual or corporation may own or operate.
- Require networks to distribute their programs on a "reasonable" basis.
- Prohibit networks from discriminating in the selection of their affiliates.
- Prohibit or limit network practices in representing stations in the sale of non-network time.
- Require the networks to identify the sponsor of any material submitted for broadcast.

Equal-Time Requirements ▪ Other provisions make the political equal-time features of the Communications Act applicable to the networks as well as the individual licensee.

Under the bill, the commission could compel compliance with its rules through cease and desist orders. In addition, the penal provisions of the Communications Act, which include fines, could be brought to bear on alleged violators.

In requesting the legislation, FCC Chairman Newton N. Minow said that the commission's present authority—over the individual licensee—is no longer sufficient "to provide reasonable assurance that the airwaves will be used in the public interest."

He said "the realities of network broadcasting" make it essential that the FCC be empowered "to apply corrective rules directly to networks."

House okays revising conflict-of-interest law

The House last week shouted its approval of a bill (HR 8140), revising and recodifying a host of existing conflict-of-interest and anti-bribery laws.

Designed to guard against improper activities by government employes, the bill would, among other things, ban government employes from helping private parties get broadcast licenses or other awards from federal agencies.

The bill would also impose a lifetime bar on former government officials participating in a case before the government with which he was "substantially" involved while on the federal payroll.

The legislation is based on identical bills introduced by Reps. Emanuel Celler (D-N. Y.) and William M. McCulloch (R-Ohio), chairman and ranking minority member, respectively, of the House Judiciary Committee. Contributing to the bill's final form also were the New York City Bar Assn. and the administration.

State Dept. schedules another briefing

The State Dept., which has won plaudits for the foreign-policy briefings it has held for radio-tv and print-media newsmen is holding another one, in Washington beginning today (Aug. 14). President Kennedy, Secretary of State Dean Rusk, Undersecretary Chester Bowles and other senior government officials are scheduled to participate.

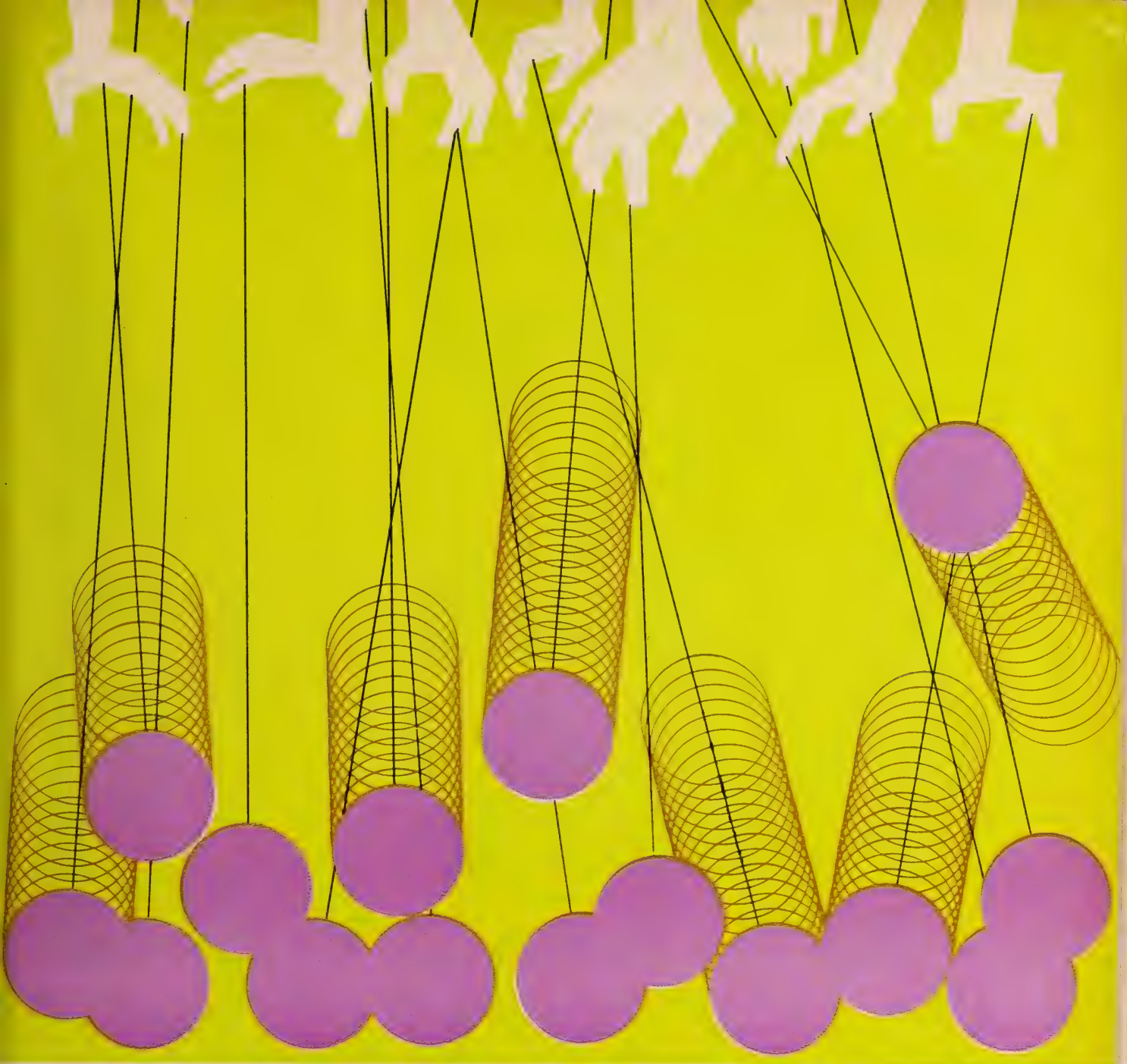
The conference is the fifth held by the department in an effort to provide newsmen with background information on U.S. foreign policy. The first was held in Washington in April (BROADCASTING, April 10) for radio-tv representatives. Three weeks later, a repeat was staged for the print media.

Since then, the State Dept. has put the show on the road. In June, it held regional briefings in San Francisco and Denver for small-station newsmen and editors of small dailies and weeklies. The regional meetings will continue until the entire country has been covered.

As in the previous briefings, the Aug. 14-15 conference will be for background only—the information obtained may be used but not attributed.

Full FCC budget approved

Congress last week completed action on a compromise $8.9 billion Independent Offices bill that contains $12,525,000 for the FCC, the total amount requested by the agency. The House had trimmed $125,000 from the FCC budget, but agreed to the Senate's action in restoring the cut. (AT DEADLINE, Aug. 7). The bill also gives the commission another six months to use the special $2 million appropriation for a uhf study (see story page 52). The present deadline is June 30, 1962. The bill carries $10,345,000 for the Federal Trade Commission. This is $345,000 more than the House had originally approved.



Got the world on a string . . . Theme for Duncan Yo-Yo? No, but it could be. *Duncan recently sold more Yo-Yo's in Nashville than there are people!* The entire promotion consisted of TV spots next to such children's shows as POPEYE, HUCKLEBERRY HOUND, YOGI BEAR, CAPTAIN KANGAROO. Another prime example of WLAC-TV's way to sales success in the Central South. of course.

WLAC-TV nashville

the "way" station *to the central south*

THE KATZ AGENCY, INC.
National Representatives

T. B. Baker, Jr., Executive Vice-President and General Manager

Etv bill gets going over in the House

DOMINATION OF STATES RIGHTS FEARED BY OPPONENTS

A rousing battle over the House aid to educational television bill (HR 132) is going on behind the closed doors of the House Commerce Committee. Both sides in the fight now expect a bill to be approved, but its final form won't be known until the committee finishes its work, sometime this week.

In two executive sessions last week, proponents of the bill had their backs to the wall fighting off opposition attempts, first, to kill the legislation, then, to tack on amendments that would materially alter the bill.

The fight crosses not only party but also regional lines. Basically, however, the opposition is composed of States'-rights Southern Democrats and Republicans. Supporters of the measure include Rep. Oren Harris (D-Ark.), chairman of the committee, and Rep. Morgan Moulder (D-Mo.), chairman of the Communications Subcommittee, which approved the bill initially.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would appropriate $25,500,000, which would be made available to the states on a matching basis for the preparation of etv plans and the acquisition and installation of transmission equipment. The individual states would get sums ranging up to a maximum of $1 million for the equipment and as much as $10,000 for the surveys. The program would be administered by the commissioner of education but the measure prohibits him from interfering with educational plans.

Rep. Robert W. Hemphill (D-S. C.) reportedly led the opposition to the bill, contending it would permit federal domination of the states' etv programs. A motion to table the bill, taken on Wednesday after he had held the floor for most of the executive session, reportedly was defeated by a vote of only 12 to 9.

Williams' Amendments ▪ On Thursday, Rep. John Bell Williams (D-Miss.) offered amendments that would entitle states to the federal aid simply on the certification by their governors that matching funds were available and that the federal money would be used for etv. As written, the bill spells out a number of requirements that must be met before the aid would be granted.

The first of Rep. Williams' amendments, which dealt with survey funds, was approved by a vote of 13-12, while a backer of the original measure was out of the room. But the second, dealing with the acquisition of equipment, was defeated on a 13-13 tie, when the absent member returned.

Observers noted that even if the bill is reported out of the Commerce Committee, it may be shelved in the Rules Committee, which killed a similar measure in the last Congress. It was noted that the religious issue, which has already stalled the administration's principal aid-to-education legislation would work against the etv bill. A key Democrat on the Rules Committee, however, predicted the measure would be cleared by that unit for the floor.

The Senate has already passed an etv bill (S 205), which was introduced by Sen. Warren G. Magnuson (BROADCASTING, March 27). The Senate bill would appropriate up to $51 million and make a maximum of $1 million available to each state for etv facilities. No matching funds would be required, and it provides no funds for planning.

Sec. 315 holds for non-news personalities

If an air personality who is not a newsman wishes to seek public office, he must be prepared to offer equal air time to all other candidates for the same office.

This was the advice the FCC gave last week to Joe Rosenfield Jr., executive director of Big Joe's Happiness Exchange Foundation. Mr. Rosenfield, under the air name Big Joe, broadcasts from midnight to 4 a.m. on WABC New York. He interviews people seeking assistance or charity and officials of charitable institutions. He also spins some records but, as he told the commission, news is provided by the station.

Mr. Rosenfield wants to file for election as a city councilman in New York. The FCC cautioned him, that since he is not a newscaster equal time would have to be offered to all candidates for councilman from his district.

Last fall the FCC exempted a weatherman on a Waco, Tex., tv station from the equal-time requirements when he ran for sheriff because his air duties were connected with a news program. Congress waived Sec. 315 provisions for news and interview programs.

Gannett Co. tells FCC to ignore sale protest

Gannett Co., owner of four radio and two tv stations, has asked the FCC to ignore a protest to its purchase of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. (AT DEADLINE, July 24).

Gannett said the objector, Beachview Broadcasting Corp., had no standing to protest to the commission. Gannett said that to be a party in interest, a petitioner must show how the sale would cause it injury. The fact that Beachview was a losing applicant in the original contest for ch. 10 WAVY-TV does not qualify it as a party in interest at this time, Gannett claimed.

Tidewater Teleradio, which is selling WAVY, also rebutted Beachview objections. Among the protests was the charge that Tidewater had preempted network public information and cultural programs to present wrestling matches. Tidewater said that it had run three of four in the NBC opera series but had not been given sufficient advance notice to clear the fourth. Tidewater explained it had moved *The Nation's Future* from Saturday to Sunday so it could be tied in with another public affairs program and would not have to buck such Saturday night competition as *Gunsmoke*.

Gannett said that the charges of monopoly by Beachview had been considered by the FCC (when Gannett bought WHEC-TV Rochester, N. Y.) and had been dismissed. It further maintained that the company's lack of local ownership and management of newspapers were not disqualifying factors.

Plugola extension

Indicating that further revisions in its proposed plugola rules are necessary, the FCC extended the deadline for reply comments from Aug. 15 to Sept. 15. Original comments, unanimous in their disapproval of the rules as now drafted, were filed 10 days ago (BROADCASTING, Aug. 7).

The commission said that a "preliminary review" of the comments disclosed that further changes in the proposed rules may be desirable and that additional time for replies will elicit additional views. The rules in question would require announcements if any financial interest is held by the licensee or employes in any product promoted over the air.

House conferees named

Members of the House of Representatives committee who will confer with the Senate committee (AT DEADLINE, Aug. 7) on the two bodies' FCC reorganization bills were selected last week.

The conferees are all members of the House Commerce Committee: Chairman Oren Harris (D-Ark.); Reps. Walter Rogers (D-Tex.); John Flynt (D-Ga.); Paul Rogers (D-Fla.); John Bennett (R-Mich.); William Springer (R-Ill.); J. Arthur Younger (R-Calif.), and Vernon Thomson (R-Wis.).

Crêpes a la Masson

OLD NEW ORLEANS FAVORITE

- 1 lb. Lump Crabmeat
- 1 lb. Cooked Shrimp
- 1 lb. Cooked Lobster Meat
- ½ cup Chopped Shallots
- ½ cup Chopped Mushrooms
- ½ lb. Butter
- 2 cups White Wine
- 1 cup Cream
- 4 Egg Yolks
- Cognac
- Favorite Pancake Recipe

Sauté shellfish ingredients with ¼ lb. butter for five minutes. Sauté shallots and mushrooms with ¼ lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambé-baste shellfish mixture with cognac and combine ½ of shallots and mushroom sauce. Prepare 12 crepes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.



Prepared at Masson's Beach House by Chef de Cuisine Ernest Masson

WWL-TV... new New Orleans Favorite

A delightful new favorite in New Orleans is the ANN ELLIOTT SHOW. Ann is a woman's woman, who knows exactly what the important buying female segment wants to see and hear. The ANN ELLIOTT SHOW is full of variety, programmed at a time *most* convenient for the *greatest* number of New Orleans homemakers. Weekday mornings at 9:30 almost every housewife is enjoying the sparkling package of entertainment presented by the ANN ELLIOTT SHOW.

Ann showcases the latest in styles, make-up ideas, chic coiffeur. The tastiest recipes are prepared. Shortcuts to easier housekeeping are discussed. Interviews with visiting personalities are part of this New Orleans Favorite.

Giving Ann a helping hand is New Orleans' popular man-about-town HENRY DUPRE.

Be sure to zero in your sales message on the purse strings of New Orleans: those ever-lovin' homemakers and housewives.

P.S. Ann Elliott returns each evening, by popular demand, to present the most complete weathercast in New Orleans.

CBS **WWL-TV**
NEW ORLEANS

Represented Nationally by Katz

New and Available



THE PAT BOONE SHOW

In keeping with our concept of providing fresh, high quality syndicated programming, we proudly announce the September 1st availability of THE PAT BOONE SHOW . . . Pat's appeal encompasses young and old alike. Featuring a wide range of artists, his music and comments will be a valuable addition to your schedule . . . THE PAT BOONE SHOW combines the elements of wholesomeness and saleability in a format seldom attained. Five hours a week are available for your fall sales.

Soon in production . . . THE JANE MORGAN SHOW . . . THE HANK THOMPSON SHOW . . . and a selection of direct sales aids.

First in RADIO syndication . . . quality . . . service . . . economy

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Produced to bring you revenue and ratings

QUALITY AT REALISTIC PRICES



THE JIM AMECHE SHOW . . . 10 hours per week featuring new releases and singles.

POPS CONCERT . . . 10 hours per week featuring lush instrumentals and chorales.

CLASSICS IN HI-FI . . . 10 hours per week. Familiar and beautiful classics everyone recognizes.



THE PAMELA MASON SHOW

Five 5 minute shows weekly.

Humor, satire, controversy is the forte of this delightful internationally recognized personality.

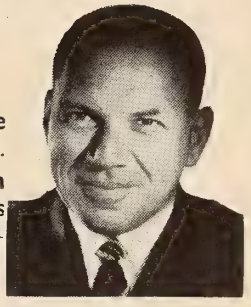


MALE VS FEMALE

Five 5 minute shows weekly.

Marilyn Hare and Gene Baker, long familiar to listeners and viewers in lively and provocative discussions.

MOSAICS WITH PAUL BELL



Five hours per week.

A music spectacular, unique in its concept and brilliance.

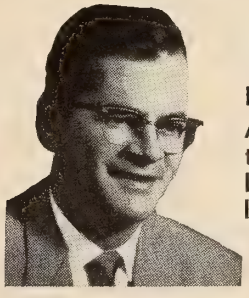
Dedicated to the proposition that any one song wears dozens of fascinating disguises.



THE JOHNNY BOND SHOW

10 Hours per week.

One of the nations best known and best loved country artists reaps a harvest of satisfied sponsors.



MEDICAL HORIZONS WITH DOCTOR FLETCHER

Five 5 minute shows weekly.

American Medical Association endorsed and in layman's language . . . vital to your listeners and their families.

RELIGIOUS SHOWS

Inspirational music and philosophy. Non-denominational in hour, half hour and 15 minute presentations.

JAY JASIN



JASIN STREET 5 hours weekly.
A selling pro sells the standards.

JAZZ BEAT 5 hours weekly.
Dixie to modern, but not way out.

Phone . . . wire or write for prices and availabilities

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ROBERT JOHNSON, PRESIDENT, BOX 664, WICHITA, KANSAS, FOREST 3-2654

Where the money is going in uhf experiment

The cost picture is shaping up for the FCC's $2 million uhf project in New York City (BROADCASTING, July 31). Congress authorized the money to be spent during fiscal 1961 and 1962. The study, spearheaded by Commissioner Robert E. Lee with Arnold Shrivseth engineer in charge, is designed to determine reception conditions in the "canyons" of New York.

Programs will be telecast over ch. 31 (WUHF-TV), picking up material from the seven New York stations with some programming supplied by the City of New York, under FCC supervision.

The following contracts are those that have been awarded: (on an annual basis):

RCA, $377,584, for lease of a transmitter and transmission line. Final testing is scheduled to be completed prior to Oct. 1, with part time availability to the FCC during the period of Sept. 1 to Oct. 1.

Melpar Inc., $248,000, for the Empire State Bldg. tower antenna, slated for installation by Nov. 10, target date for program transmission, and $9,897 for a temporary directional antenna for window mount on the 80th floor of the Empire State Bldg. for making comparative tests of circular and horizontal polarization by Sept. 1.

Jerrold Electronics Corp., $213,895, for installation of receivers and making observations and measurements, tentatively to commence Sept. 15.

City of New York, on a cost basis estimated at $100,000 annually, for operation of the Empire State transmitter. This includes providing and supervising operators as well as a portion of the programming.

Empire State Bldg. Corp., $93,600 for lease of transmitter space in that building.

Smith Electronics Inc., approximately $57,500 for 12 light-weight field strength meters to measure both uhf and vhf.

RCA Sales Corp., $22,922 for tv receivers to be used in the test. There will be 100 black-and-white, 15 portable and 10 color sets.

U. S. Census Bureau will determine locations where measurements and observations are to be made "on a statistically sound basis." The bureau will also probably do data analyzing. This will be on a cost basis.

Progress is reported by the FCC in arranging for rights with news wire services, program sources, music licensing organizations and unions and guilds.

FCC looks at trafficking, program copying

KMAK SALE HELD UP; SECOND INQUIRY REQUESTED

Carbon-copy programming proposals and short-term buying and selling of broadcast properties are being carefully looked at by the FCC. Aug. 1 the commission held up the sale of KMAK Fresno, Calif., to explore these issues and the Broadcast Bureau recommended a similar investigation into transactions by Petty Durwood Johnson, applicant for an am station in Niles, Ohio.

The FCC gave Radio One Inc., prospective buyer of KMAK, 30 days to explain what steps it has taken to determine Fresno's programming needs in light of the similarity of its proposals for KMAK to those of its other two stations, KLIV San Jose and KXOA Sacramento, both California.

The commission also questioned statements by Riley R. Gibson, Radio One's president, in response to an FCC letter "raising the question of 'trafficking,'" in which he said his health had been impaired by his duties as owner-manager of KAGO Klamath Falls, Ore., leading him to sell the station. In applying to buy KMAK, however, Mr. Gibson stated only that he had been president and majority stockholder of KAGO and listed Robert Bartlett as manager, the FCC said. The FCC also mentioned that complaints had been received prior to 1957 that Mr. Gibson, as manager of several California stations, had falsely advertised surveys which showed his stations to be "number one" in their communities.

Similar charges against Petty Durwood Johnson were brought to the FCC's attention several weeks ago when Carnegie Broadcasting Co., which holds a construction permit for an am station in Pittsburgh, questioned the character qualifications of Mr. Johnson to operate a proposed station in Niles, Ohio (just across the Pennsylvania-Ohio border).

Not in Time ▪ Mr. Johnson replied that the Carnegie protest should not be considered because it had not been filed within the time limit set by commission rules. He also termed the opposition "vague and insubstantial."

The Broadcast Bureau agreed that the charges had not been filed in time but suggested the commission enlarge the issues on its own motion and include the Carnegie charges which the Bureau said it has substantiated by its own investigation.

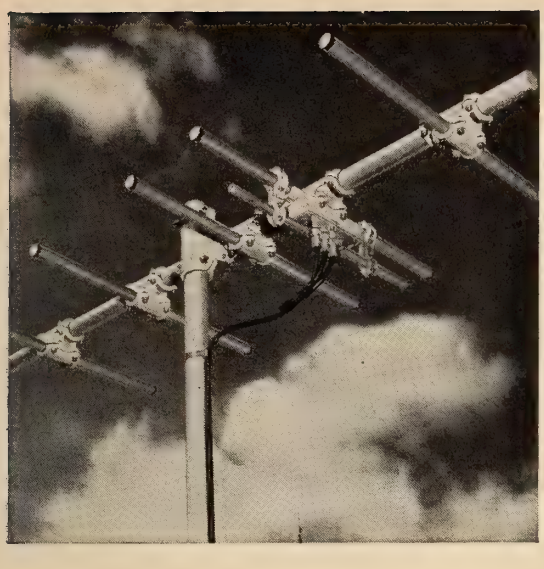
Mr. Johnson had filed identical programming proposals for his stations in Spring Valley, N. Y., and Orange, Tex., and the Niles format was extremely similar, the bureau said. He had failed to fully disclose his financial situation, the bureau added, and said that he may have been trying to deceive the FCC as to his financial qualifications.

The bureau also charged Mr. Johnson with trafficking in licenses, an accusation Carnegie had not made. It said that in June 1958 the FCC had approved Mr. Johnson's purchase of KWEL Midland, Tex., which he said he was buying to operate a station to serve the Midland community. The purchase price was $60,000. In July 1959 Mr. Johnson applied to sell KWEL for $126,000. He said then that although the station was making money, his other financial interests required him to take too much money from the station. Shortly after the FCC approved his sale of KWEL, Mr. Johnson applied for am stations in Spring Valley, Orange and Niles.

Update Canadian fm table to care for U.S. grants

The Canadian table of allocations for fm channels has been amended to accommodate case-by-case fm grants made by the FCC since 1958, it was announced last week. The Canadian Dept. of Transport said that revisions were necessary to relieve "critical shortages" which developed in certain areas and to insure further fm channel availability in Canada.

An Oct. 15, 1947, agreement presently governs fm assignments within 250 miles of the two countries' common border. In a letter to the Canadian department, the FCC said that the revised table is compatible with existing U. S. assignments. The commission pointed out that it is now engaged in an extensive review of fm assignments and will, within nine months, enter into further discussions with Canada looking toward a more definitive agreement.



Cover the Hard-to-Get Spots with the **RCA VHF Translator System (TRV-1A)**

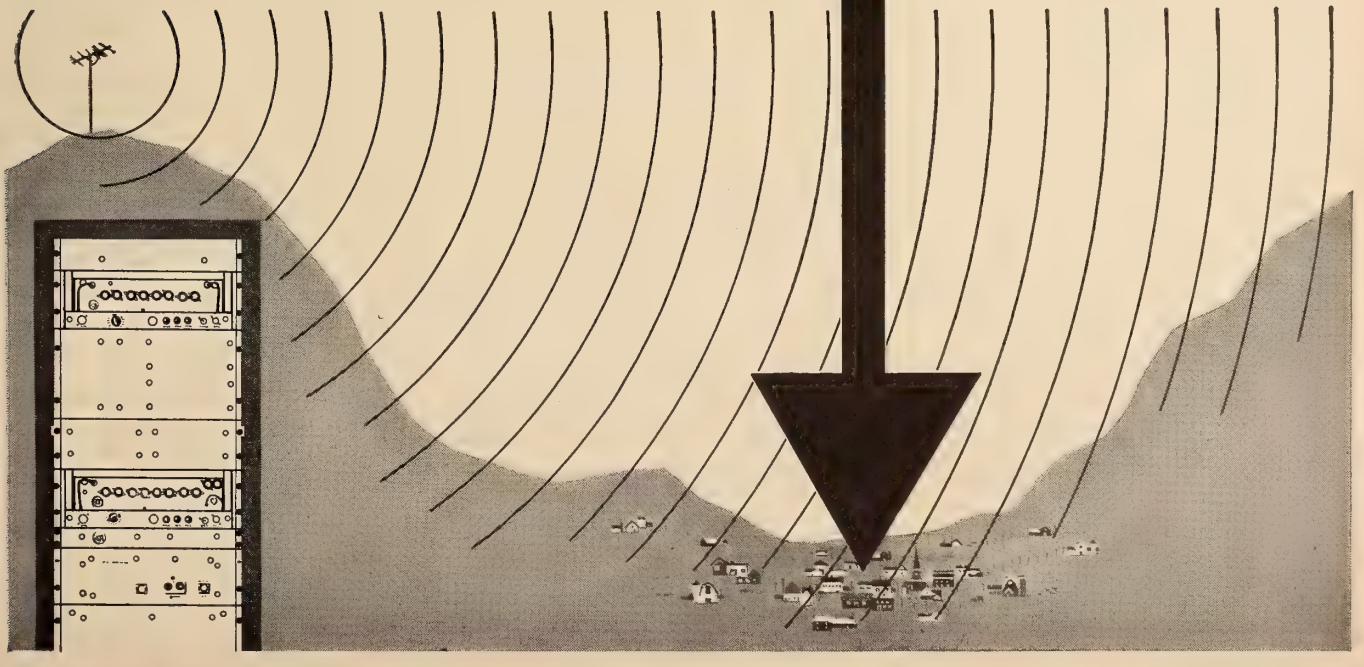
- Operates unattended
- One-watt output on all VHF channels
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- Improves coverage of TV signals
- Handles both monochrome and color signals
- Equipment is self-contained, including power supply
- Mounts in standard 19″ rack

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

A dependable method for improving coverage in certain areas. Translates signals from one VHF channel to another. Consists of individual channel amplifiers, converters and filters necessary for complete system. Designed for unattended operation. Single- and double-conversion units are available. Special identification keyer is available to transmit call letters every half hour.

Wide-spaced Yagi antennas are used for both receiving and transmitting. Developed to provide high gain, maximum co-channel rejection. Offers exceptional mechanical strength. For additional gain, antenna may be stacked with custom phasing of the harness to provide increased co-channel interference rejection. Ideal for high tower and mountain top installations where wind velocities may exceed 100 mph.

Write for details. RCA Broadcast and Television Equipment, Dept. YB-22, Bldg. 15-5, Camden, N.J.



WDKD says FCC no judge of obscenity

BROADCAST BUREAU SAYS LICENSEE LIED IN HEARING

WDKD Kingstree, S.C., has been on probation since the FCC set its license renewal for hearing on charges of lack of licensee control over alleged off-color broadcasts, misrepresentation by the licensee and for not serving community needs. It has proved it will perform creditably in the future and should be granted renewal. This recommendation has been forwarded to the FCC in findings by WDKD counsel in connection with the June hearings (BROADCASTING, June 5, 12).

WDKD's licensee, E. G. Robinson Jr., has lied to the commission prior to and during the hearings; his promises are not to be trusted and his license should not be renewed, the Broadcast Bureau urged.

Since disc jockey Charlie Walker, who had made the allegedly indecent remarks, was not found guilty of this offense under applicable criminal law, the FCC has no right to make a judgment of taste as to Mr. Walker's program content, WDKD held. Quoting the Supreme Court decision that the Postmaster General lacks the expertise to find *Lady Chatterly's Lover* obscene, WDKD held that terming the Walker broadcasts indecent was outside the commission's authority.

WDKD's public service activities and its importance to Kingstree outweigh its admitted overcommercialization and the remarks of Mr. Walker, the station claimed.

WDKD maintained that, as in the case of KORD Pasco, Wash., the FCC should give fair warning and a chance for the licensee to correct deficiencies before taking away his license.

Falsehoods Charged ▪ The bureau was unsparing of Mr. Robinson in its charges that he had lied on the stand and in statements to the commission. It also accused him of encouraging or giving tacit consent to efforts of two "close friends" to prevent two FCC witnesses from appearing at the hearing.

From the testimony of two former WDKD employees, the bureau adduced that Mr. Robinson had abdicated programming responsibility to his wife; that he had not held regular staff meetings as he claimed and that he had not cautioned his employes against using bad taste (by a station memorandum) until the FCC had made its charges.

Legal precedent cited by the bureau upon which the FCC could refuse WDKD license renewal were the cases of Dr. Brinkley (who advertised goat glands and spot prescriptions for unseen patients) and Rev. Schuler (who was anti-Catholic, anti-Semitic and blackmailed listeners).

The bureau argued that five other stations provide coverage to Kingstree, but WDKD counsel said that only WDKD covers the area adequate, with the best of the other stations covering but 63.4% and that area citizens had testified that WDKD's service was necessary.

Miami ch. 10 seeks Supreme Court writ

Another step along the judicial route was taken last week by National Airlines (WPST-TV Miami) in the long-contested battle for ch. 10 Miami. National asked the Supreme Court to review the decision of the U. S. Court of Appeals. That court decided the FCC was correct in awarding the channel to L. B. Wilson Inc. and ordering National to vacate ch. 10 on grounds National and North Dade Video were disqualified by their *ex parte* contacts.

In asking the writ of *certiorari*, National said the appeals court erred in finding that the FCC had the right to positively disqualify an applicant on *ex parte* grounds and in holding that there was no irregularity in attempts by Sen. George Smathers (D-Fla.) to aid L. B. Wilson.

L. B. Wilson, which hopes to operate ch. 10 as soon as WPST-TV is ordered to vacate the channel, responded last week to a National request that the appeals court stay the effectiveness of its decision until the Supreme Court acts on its request for consideration. Wilson said that unless the Court of Appeals acts promptly on National's request for stay, the effect of such delay will be to give that company extra time without making a legal determination of its right to a stay.

WWIZ sale deal illegal, says WEOL in petition

WEOL-AM-FM Elyria, Ohio, has charged unauthorized transfer of control and trafficking in licenses in a complaint against Sanford A. Schafitz, majority owner of WWIZ in nearby Lorain, Ohio. The complaint was made in a petition to the FCC asking denial of an application by Mr. Schafitz for transfer of control of WWIZ to WWIZ Inc.

The charges were denied by WWIZ and *The Lorain Journal*.

WEOL said the application for transfer is a move to legitimatize the control held for the past two years by *The Lorain Journal*. Two officers of the newspaper are on the three-man board of WWIZ and have the power to remove any officer or employe of the station by a majority vote, WEOL claimed. WEOL said Mr. Schafitz obtained his permit for WWIZ on false statements that he would be the sole stockholder. He has operated WWIZ less than three years, WEOL pointed out, and during that period has received $56,000 through sale of 200 shares of preferred stock and 90 shares of common stock. If the FCC grants the transfer, Mr. Schafitz will receive an additional $70,000, WEOL said in charging the licensee with trafficking.

The *Journal* told the commission that WEOL has attempted to harass the paper for years and should not be permitted to continue. The paper said that after a $948,000 antitrust suit against the *Journal* by WEOL, the judge found "No damage of any kind has been proved."

Mr. Schafitz owns 55% of WWIZ stock, the response said, and at no point has he held less than control of the station. An affidavit from an officer of the paper and the station stated that Mr. Schafitz has never surrendered control of WWIZ to *The Lorain Journal*.

Fm applicant argues basis of denial

An unsuccessful applicant for an fm station last week threw down the gauntlet, challenging the constitutional right of the FCC to consider programming in granting or denying applications. The U. S. Court of Appeals will be the referee.

Suburban Broadcasters, which was denied an fm station in Elizabeth, N. J., by the FCC on grounds the company had not indicated in its proposed programming what steps it had taken to determine the community's needs, made the appeal (BROADCASTING, July 3). Suburban told the court the FCC "has no statutory authority to inquire into the needs of the area to be served nor to pass judgment upon the adequacy of the applicant's proposed programming to meet those needs." The company further charged the commission with censorship and violation of the First Amendment's guarantees of freedom of speech and of the press.

Suburban also objected to the FCC decision as being "arbitrary and capricious" because the community's program needs were not included within the scope of the hearing issues. Furthermore, said Suburban, the FCC had not heretofore given notice that an investigation of the program needs of the community was required in order to obtain a grant.

INTERCONNECTING AND POOLING:

NEWS ON "POWER GRIDS" FROM THE PEOPLE WHO INVENTED THEM

Great electric "power grids" are much in the news today. The idea goes back more than 40 years to the first Interconnecting and Pooling of power by the investor-owned electric companies.

Thanks to such pioneering, the investor-owned companies today have thousands of miles of lines and billions of dollars worth of plants connected to bring America a new dimension in low-cost, dependable electric service.

These networks are in every section of the country and growing very fast. They benefit millions of homes and businesses by helping keep electric rates low, and making your electric service ever more dependable.

If an emergency shuts down one plant in such a power "pool," users may never even know it. Electricity is instantly brought in from other plants—across hundreds of miles, if necessary.

There is no need for the companies to build expensive duplicate facilities to make sure an ample reserve of electricity is on hand. A city, for example, may need most of its electric power in the wintertime. A lumbering area hundreds of miles away has its peak demand in summer. So the investor-owned companies exchange power as needed—keeping costs down, keeping electric rates low.

Interconnecting and Pooling helps individual communities... vast areas... whole states... the entire nation. It is a major reason why the investor-owned electric companies can supply all the additional electricity America will need.

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

Company names on request through this magazine

Committee publishes debate transcripts

Transcripts of the Kennedy-Nixon radio-tv debates, meetings which many observers regard as the decisive factor in last year's presidential election, have been published between the green covers of a Senate subcommittee report.

They were included in Part III of the exhaustive report the Senate Watchdog Subcommittee is preparing as source material in an examination of the objectivity of broadcasters in presenting former Sen. John F. Kennedy and former Vice President Richard Nixon.

The report also includes transcripts of all radio and tv programs on which both the presidential and vice presidential candidates were afforded free time to expound their views. All these were question and answer and news-in-depth shows.

This section takes up more than half of the 616-page Part III. The remainder concerns published answers to identical questions put to the presidential candidates during the campaign.

Parts I and II deal with the campaign speeches, press conferences and statements of Senator Kennedy and Vice President Nixon, respectively. Part IV, which is in preparation, will include all 15-minute radio and tv network news programs between Sept. 26 and Nov. 7.

FCC'S PROGRAM FORMS

Comments say they're too expensive, censorship

The Nebraska Broadcasters Assn. last week asked the FCC to withdraw the agency's rulemaking on proposed programming forms and logging requirements (BROADCASTING, July 10).

Through its president, Arden Swisher of KMTV (TV) Omaha, NBA said the forms would require "a great mass of information which would be irrelevant and immaterial unless the commission contemplates program control. . . . From the fact that the application form is designed to elicit such information, it would appear that the commission would be attempting under the new form to accomplish indirectly what it is forbidden by law . . . to do directly."

NBA said that the forms would impose an unreasonably expensive and burdensome routine on applicants. The proposed logging requirements would place upon technicians and announcers "a burden of clinical detail which they cannot carry without impairing their efficiency . . ." NBA stated.

"The proposed new logging procedures are so elaborate and expensive that some stations may be forced to offset the expense by curtailing hours of service," NBA continued.

Other state associations are preparing comments, presently due at the commission by Sept. 7. The Kansas Assn. of Radio Broadcasters, in a memo to its members, said that the new forms present a "burden of paperwork for broadcasters." A special committee, headed by Ed Mason of KXXX Colby, is preparing comments.

The Texas Assn. of Broadcasters noted that "some quarters say that it (proposed form) is as near to censorship as the FCC has ever been." The Kentucky Assn. of Broadcasting wired NAB President LeRoy Collins urging the national association to "use all persuasive powers" to urge the FCC to make certain changes. KAB said comparison vs. actual programming should be deleted "since it means program control. . . ."

In a comment submitted to the commission last week, KATL Miles City, Mont., asked that small stations be exempted from the proposed logging requirements. KATL pointed out that often only one man is on duty and he is too busy to keep detailed logs.

Bureau opposes request for program study issue

One can go too far in charging a rival station with failing to determine the programming needs of its community, the FCC Broadcast Bureau thinks.

The FCC was asked to adopt that issue in determining whether KHOT Madera, Calif., should be allowed to increase power from 500 w to 1 kw. The protest was submitted by Elbert H. Dean and B. L. Golden, applicants for an am station in nearby Lemoore, which assertedly would receive interference from the power boost. They held that low percentages of religious, educational and discussion programs on KHOT indicated it does not serve the needs of its present area and that its coverage should not be extended.

The bureau opposed the request, stating that it has been established that applicants for new facilities must investigate community needs, but that an already licensed station has presumably passed this test. Furthermore, the bureau said, the percentages cited are not proof that KHOT is not fulfilling its service obligations.

KHOT asked the FCC to enlarge the issues to include its programming plus the issue of whether the new station proposed by Messrs. Dean and Golden would bring any new and necessary service to Lemoore, since that community is already served by KLAN Lemoore and KGNS Hanford, Calif. (five miles away).

SATELLITE OWNERSHIP

Congress, Administration differ on 'consortium'

While most congressional interest in communications satellites last week centered on who should own the system, a Justice Dept. official pointed out that broadcasters will have a more direct problem to worry about once the system becomes operational. And that is censorship.

When international television becomes a reality, Assistant Attorney General Nicholas deB. Katzenbach told Congress, "one can predict that we will have to face" that problem.

Testifying before the House Science & Astronautics Committee, he said "various nations may seek to maintain different practices as to censorship and control of program content." And, he said, "we would have to recognize and reconcile both our traditions of freedom of expression and the policies of other nations."

But the more immediate problem—who should own the system—was the subject of a meeting of congressional Democrats who are opposed to the administration's proposal to set up a consoritum of ten international carriers to own and operate the system. No decisions were made but it was felt the group could bring considerable pressure to bear on the administration.

The meeting was presided over by Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, and attended by members of his antitrust subcommittee and the Commerce and Space Committees. Representatives of Sens. Hubert Humphrey (D-Minn.), Senate Whip, and Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust Subcommittee, also were present.

A number of congressmen are known to fear that AT&T, the largest company chosen by the FCC to participate in ownership of the system, would dominate the consortium. They say ownership should be opened to common carriers and equipment manufacturers. Some prefer outright government ownership.

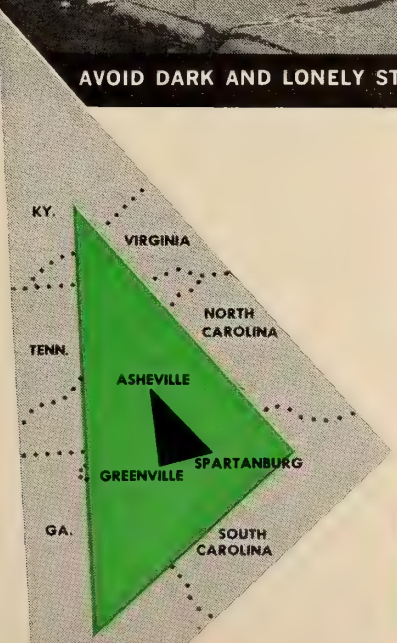
Administration determination to guard against giant companies gaining advantage through their pioneering efforts in the space communications field was voiced by James E. Webb, director of the National Aeronautics & Space Administration, in testimony before the



". . . let me express my appreciation to you for your efforts and cooperation in connection with positive action against the menace of the child molester."

J. Edgar Hoover, Director
FEDERAL BUREAU OF INVESTIGATION





THE CAROLINA TRIAD
6 States • 82 Counties

WLOS-TV recently created an on-the-air children's poster contest to publicize the FBI's campaign alerting the public to the problem of child molestation. Children were urged to create posters illustrating the rules they should follow to play safe. The winning posters in the contest were chosen by J. Edgar Hoover.

WLOS-TV's contest was a tremendous success, and throughout the Carolina Triad, schools and organizations have taken their cue from WLOS-TV in planning similar programs of their own.

In the Carolina Triad, WLOS-TV is synonomous with public service!

WLOS-TV

abc

Serving

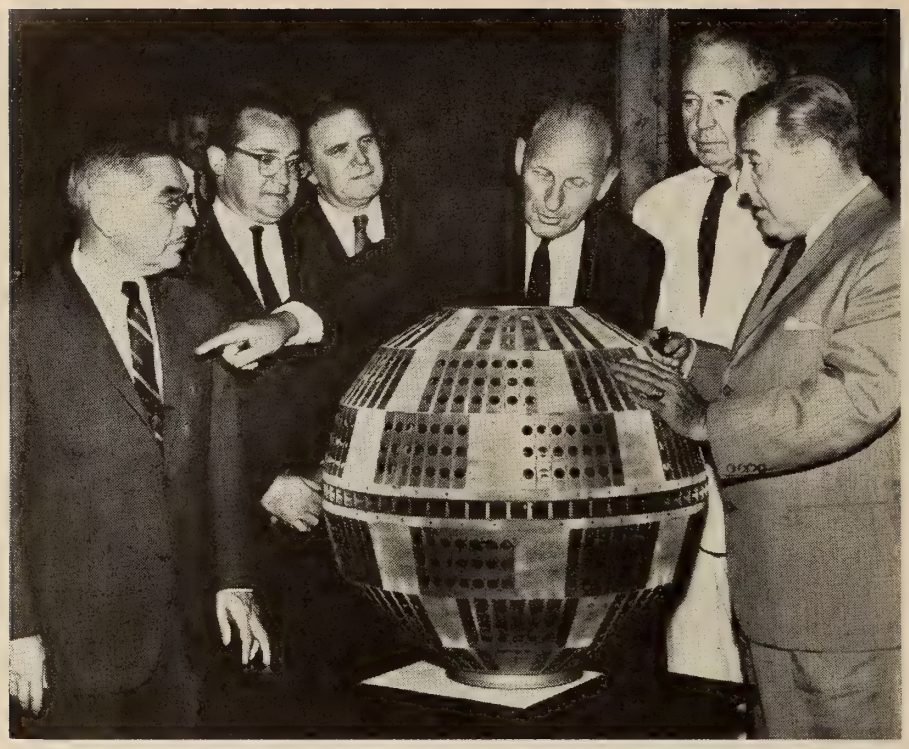
GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc. Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)



Gathered around a model of the communications satellite AT&T plans to launch (BROADCASTING, Aug. 7) are some of the men in Washington most interested in space communications. From the left, they are Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; Newton N. Minow, FCC chairman; James Webb, director of the National Aeronautics & Space Administration; James E. Dingman, AT&T's chief engineer; Sen. Andrew F. Schoeppel (R-Kan.), and Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman.

Senate Antimonopoly Subcommittee. He said that both Radio Corp. of America and AT&T, who have been chosen to build the first experimental communications satellites, will be required to share the benefits of their development work.

But the same subcommittee heard criticism of the consortium proposal from a long list of other witnesses—mainly representatives of common carriers and equipment manufacturers who feel they should be permitted to participate in ownership of the system.

The Justice Dept., meanwhile, continued to caution Congress that the final administration decision on the type of ownership to adopt had not yet been made. The program, said Asst. Atty. General Katzenbach, "is still in the process of evolution."

Hartke seeks JFK's aid on spectrum study bill

Sen. Vance Hartke (D-Ind.) last week sought to enlist President Kennedy's help in his effort to create a special five-member commission to study the complex problems involved in the allocation of the spectrum. But he received no promises.

In a 20-minute conference at the White House on Monday (Aug. 7), Sen. Hartke asked the President to create the commission by executive order if the same end cannot be achieved through legislation. The Senator later said President Kennedy expressed interest and told him he would consult his advisors on it.

Sen. Hartke feels that control of all spectrum allocations should be placed under a single authority responsible to the President. At present, allocation problems that develop between the FCC and government users, such as the Defense Dept., must be negotiated by the agencies.

Sen. Hartke's proposal, which would require the special commission to report on its findings within six months, was first introduced in the last session of Congress, but never got out of committee.

Reintroduced at the beginning of the current session as SJ Res 32, it was aired by the Senate Communications Subcommittee two weeks ago, and received something of a cold shoulder from the FCC (BROADCASTING, Aug. 7). Speaking for the commission, FCC Chairman Newton N. Minow agreed a study was needed, but he was critical of the manner in which it would be conducted under the resolution.

Sen. Hartke said last week there is "no basic disagreement" between his position and the FCC's. The important thing is that a study be made and a report issued, he said.

WINS DENIES PAYOLA

Tells FCC it never knowingly tolerated the practice

The licensee of WINS New York "emphatically" denied last week that it has ever knowingly tolerated payola practices, as questioned by the FCC in a pre-hearing inquiry on the station's application for license renewal (BROADCASTING, July 10).

"Long before the possibility that payola practices might lead to violations of the . . . Communications Act was generally considered, the owner and president of the licensee [J. Elroy McCaw] opposed such practices as a matter of business policy," WINS said in reply to the FCC letter.

WINS maintained that its license should be renewed and that the FCC must keep these points in mind: (1) After intensive investigation by the FCC and the New York district attorney, only three instances have been found in which WINS personnel allegedly accepted payola; (2) all three cases were effectively dealt with by the station; (3) of the three persons involved, only one was an on-the-air personality; (4) WINS moved "fairly, diligently and effectively" in an effort to develop the facts;

Also, (5) each of the three individuals has been formally charged of having accepted payola "without the knowledge and consent" of his employer; (6) WINS established a policy against payola long before the subject received any governmental attention, and (7) so far as the licensee knows, other McCaw stations—KTVR (TV) Denver and KTVW (TV) Tacoma, Wash.—have not been involved in payola.

WINS is being sold to the Storer Broadcasting Co. but FCC approval has been held up pending action on the station's renewal application.

Hruska would exempt football tv from antitrust

A move to prevent a blackout of professional football this fall was urged by Sen. Roman L. Hruska (R-Neb.) last week, an outgrowth of Federal Judge Allan K. Grim's decision (BROADCASTING, July 31) declaring the National Football League's package contract with CBS-TV void.

Sen. Hruska is co-sponsor of a bill (S. 1856) which would exempt professional football telecasts from antitrust laws. It would allow clubs to contract



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We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

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KVTV, Sioux City, Iowa **WMMN**, Fairmont, W. Va.
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio

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for telecasting, provided there is a blackout within a 75-mile radius of a game involving a club in another league, unless there is an agreement with the affected team.

It is Sen. Hruska's contention that football should be on a parity with baseball, which is exempt from the antitrust laws. Judge Grim in 1953 first ruled football was in violation of the antitrust laws and was upheld by the Supreme Court.

S. 1856 would clarify, it is understood, the differences between baseball and football in relation to the antitrust laws.

Lombardo doesn't like radio-tv weathercasts

The man who makes "the sweetest music this side of heaven" complained of sour notes struck by New York radio and tv weathercasters last week in a telegram to FCC Chairman Newton N. Minow.

Bandleader Guy Lombardo claimed that weather forecasts predicting "the worst weekend of the summer" for the weekend of Aug. 5 had discouraged New Yorkers from going to Jones Beach Marine Theater to see the outdoor extravaganza he produces. Mr. Lombardo said that by 4 p.m. Sunday not a drop of rain had fallen.

It is not the official U. S. Weather Bureau forecasts but the way weathercasters handle them, Mr. Lombardo insisted. The FCC said it will investigate the complaint.

No private agreements

The FCC has served notice that it will not countenance private agreements where one station does a favor for another in exchange for that station's withdrawing an objection to an application. The commission granted an increase of power to WHOP Hopkinsville, Ky., from 250 w to 1 kw on condition that it file a joint statement within 10 days with WTCJ Tell City, Ind., informing the FCC that the stations have called off a deal under which WHOP would pay engineering costs for WTCJ to apply to increase its power to 1 kw. The FCC felt that approval of this agreement would "establish an unfortunate precedent leading to possible abuses of the commission processes."

Commissioners John S. Cross and Rosel H. Hyde dissented.

Government briefs...

Dismissal recommended ▪ Recommendation that payola complaints against three affiliated record companies in Chicago be dismissed has been made by a Federal Trade Commission hearing examiner. The initial decision, applying to complaints against Chess Record Corp., Argo Record Corp. and Checker Record Corp., was issued on a motion by the FTC staff counsel who pointed to the recent amendment of the Communications Act as adequately protecting the public against the challenged practices.

On probation ▪ The Dept. of Commerce has issued an order putting Visual Electronics Corp., New York, on probation for one year because of a charge it and other companies sent strategic goods behind the Iron Curtain in violation of U. S. export controls. The firm said the matter arose three years ago and resulted from a clerical error in shipment valued at less than $100 and containing no critical materials. The firm was fined $10,000 last year in a court action in connection with the charges.

MacIntyre confirmed ▪ The Senate last week confirmed by a voice vote, President Kennedy's appointment of Everett MacIntyre to the Federal Trade Commission. He succeeds Robert T. Secrest, whose term expires in September. Both men are Democrats. Mr. McIntyre, counsel for the House antimonopoly subcommittee at the time of his nomination, had spent 25 years with the FTC prior to 1953.

Conflict bill advances ▪ Legislation revising a host of existing conflict-of-interest legislation was approved by the House Judiciary Committee. Based on identical bills introduced by Reps. Emanuel Celler (D-N.Y.) and William M. McCulloch (R-Ohio), chairman and ranking minority member, respectively, of the Judiciary Committee, the legislation would ban government employes from helping private parties get broadcast licenses or other awards from federal agencies.

Case of the disappearing manager

WREA East Palatka, Fla., which went off the air last February when its manager "disappeared" (BROADCASTING, Feb. 27), must go through an FCC hearing on its license renewal application, the commission said.

Among the issues cited by the commission were legal, technical, financial, unauthorized transfer of control, and programming. The hearing will be held in East Palatka on Oct. 10. Owners of record of WREA are Anthony, Peter and Concetta Corrado of Flushing, Long Island.

Answering a letter of inquiry from the commission, Peter Corrado said WREA is "almost at the state of bankruptcy." The commission, in its hearing order, said that the station's transmitter has been repossessed and the antenna dismantled.

The unauthorized transfer involves an alleged lease of the station to Paul Yates Jr., who in turn reportedly hired the missing manager, J. D. Bullard. Mr. Corrado said the station is listed for sale with Paul H. Chapman Co., Atlanta broker, with the Yates lease broken off after Mr. Corrado determined Mr. Yates' credit standing.

Mr. Bullard, it was reported, was hired by Mr. Yates and left the station after the latter disclaimed any responsibility for WREA and when Mr. Bullard and other station employes did not receive their pay for several weeks.

SMALL BUSINESS PROBE

Controversial program forms to be included in hearings

The FCC's proposed program reporting forms that have met with considerable broadcaster opposition (see story, page 56), will be included on the agenda of hearings to be held next fall by a subcommittee of the House Select Small Business Committee.

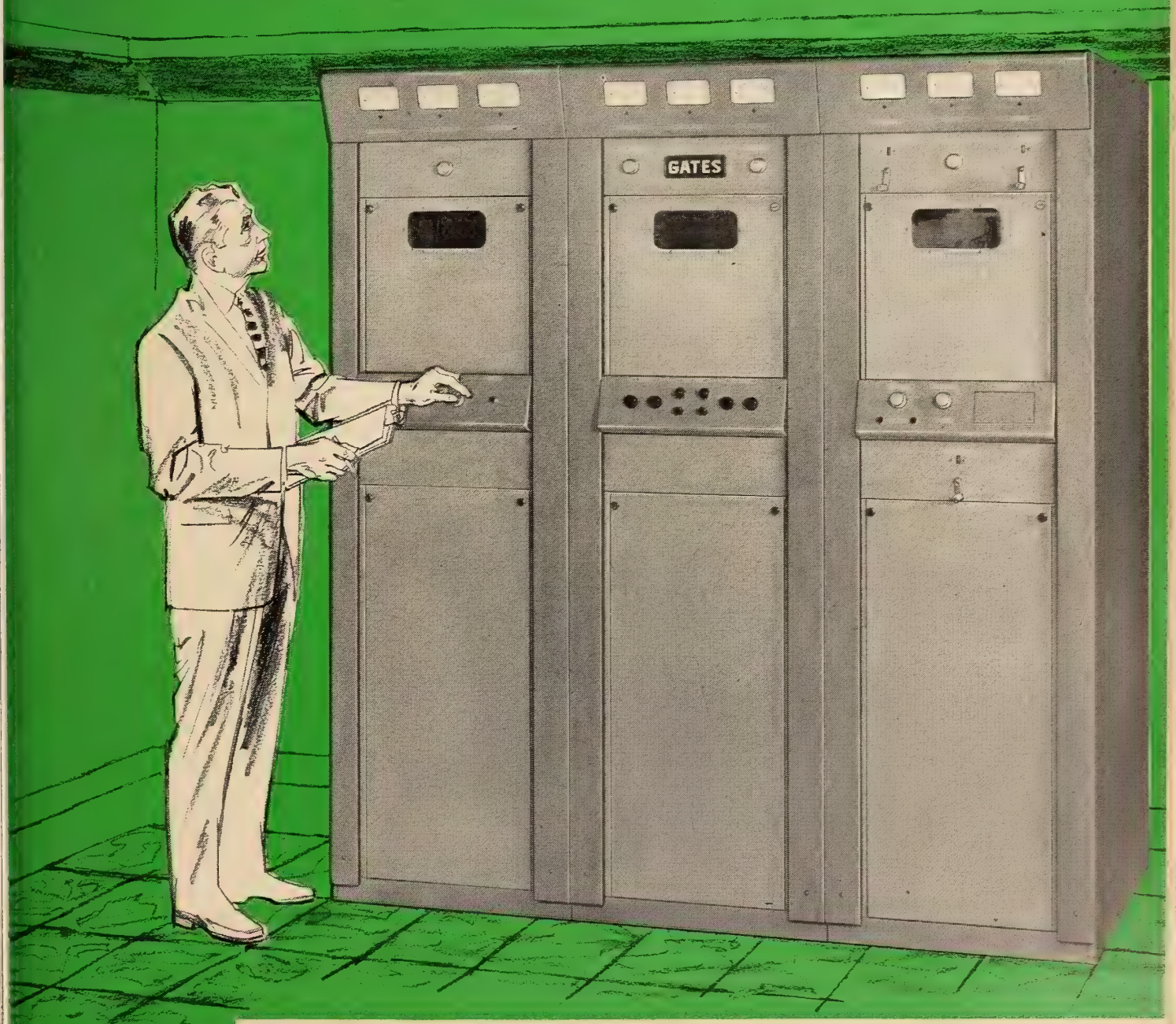
This was disclosed last week by Rep. Dale Alford (D-Ark.), chairman of the subcommittee, in announcing plans for the hearings, which will deal with radio-tv advertising opportunities for small business firms (BROADCASTING, Aug. 7). The announcement said the hearings will be held following the adjournment of Congress.

Rep. William Avery (R-Kan.), a subcommittee member, urged Rep. Alford to include the proposed program forms on the hearing's agenda. He feels that since no other congressional unit has aired the matter, the Small Business subcommittee should provide a forum in which the small broadcaster can express his views.

Rep. Avery, in a letter to the chairman, said the subcommittee should investigate the question of whether the forms, by requiring broadcasters to submit a mass of detailed information, constitute a censorship threat.

The agenda announced by Rep. Alford includes national advertisers' influence on networks, pay tv, broadcasting practices that adversely affect small advertisers, tv time periods reserved for large advertisers, the steps taken by the FCC to enhance competition and encourage the small advertiser, and the need for new legislation to help small business in broadcast advertising.

ON APRIL 5, 1961, *in a steel and glass skyscraper overlooking a major U. S. metropolitan city, a meeting was held to discuss the purchase of a new five kilowatt AM transmitter.* The main points in consideration were economical operation, quality sound and industry acceptance. Each five kilowatt transmitter on the market was thoroughly evaluated, with only the Gates BC-5P-2 meeting all the stringent requirements. ■ These progressive broadcasters found that the modern Triode power tubes in the Gates transmitter reduced operating costs, and that overall average power consumption was as low as could be found. Their analysis also revealed that the BC-5P-2's combination of very low distortion and wide response produced the truest quality sound. Finally, no other five kilowatt AM transmitter could equal the acceptance of the BC-5P-2. This is the world's number one best seller in the five kilowatt field. ■ The decision was made. A new Gates BC-5P-2 transmitter is now in operation at this top rated station giving day-in and day-out trouble-free performance. ■ Let us tell you more about the *Leadership Five.* Write today for Brochure No. 94 – yours for the asking.



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'Freedom meeting'—Georgia style

SYMPOSIUM OF SOUTHEASTERN BROADCASTERS TO DISCUSS PROBLEMS

The Georgia Assn. of Broadcasters last week sent out a call for a grass-roots meeting of southeastern broadcasters to discuss problems.

The meeting, scheduled for Sept. 15 in Atlanta, will see presidents and secretaries of seven southeastern station broadcasters associations assemble to discuss such matters as the threatened infringement of the federal government into the affairs of licensees, the FCC's proposed new program forms, the NAB's leadership in attacking potential government encroachment, and the NAB's decision to drop sponsorship of the Voice of Democracy contest.

In an unprecedented move, the association passed a resolution complaining that the work of the majority of American broadcasters "is not being adequately recounted by the NAB," and urging that NAB:

". . . plead the cause of broadcasters, neither accepting nor allowing to go unanswered any unjustified criticism; to fight any and all proposed infringements on the perogatives of broadcasters, not attempt to promote their acceptance; to resist any attempt by any governmental agency to inflict upon broadcasters the onerous chore of unnecessary and costly recording of minutiae to the extent that the quality of his service is lessened; and to offer to broadcasters the leadership and moral support they deserve—and which their financial support presupposes."

Invitations to attend the Southeast Radio-Tv Symposium (SERTS) were sent to the presidents of the following state associations: Alabama, Florida, Georgia, Mississippi, North Carolina, Tennessee and South Carolina. Also invited were FCC Chairman Newton N. Minow, NAB President LeRoy Collins, and James L. Howe, WIRA Fort Pierce Fla., Fifth District NAB director.

The seven states invited to the conference represent 24% of all radio stations licensed and on the air, and 16% of all such tv stations.

"This should give the conference the grass-roots flavor and the local point of view which seems to be lacking, or unheeded, in the broadcasting industry in recent months," H. Randolph Holder, WGAU Athens, Ga., newly elected president of the association, said. (For new officers see page 86).

In other actions by the GAB at the Aug. 6-8 meeting at St. Simons Island:

- Agreed to undertake a realistic research project on the FCC's proposed new programming form by underwriting the expense of field testing for one full week the logging requirements needed in complying with the proposal. Stations which will participate in this test, to determine needs in personnel, time and cost, will be WDEC Americus (1 kw on 1290 kc daytime, employing six fulltime and two parttime employees, and WCON Cornelia (250 w fulltime on 1450 kc, with eight fulltime employees).
- Urged all Georgia stations to try out the proposed new program form and report to the FCC how it works out, or how it can be revised to be more acceptable to broadcasters. This was recommended by FCC Commissioner Robert T. Bartley in his remarks to the association.

Both of these actions came after the Georgia broadcasters heard Commissioner Bartley and Washington communications attorney Frank Fletcher speak on the FCC's activities.

Mr. Bartley called on broadcasters to regulate themselves quickly or face the probability of government intervention. Self-regulation is the greatest tool the industry has to work with, he said. "The broadcasters I need to talk to are not here today," Commissioner Bartley added, "they're back home trying to undersell you." The commissioner stated that if the industry doesn't fight abuses, government control is assured. (See story, this page).

Mr. Fletcher reviewed the upbeat in FCC activities going back to the warnings sounded by Commissioner Frederick W. Ford when he was chairman in 1960. In discussing the proposed new program forms, Mr. Fletcher declared that in his view it calls for an accounting of every second of at least two weeks of broadcasting. It also, he added, asks for information on operating policies and procedures never before requested. He surmised that broadcasters may have to add an extra employee to their rolls in order to maintain the logging information required.

Among the resolutions passed by the association, one called on NAB to reconsider its decision to drop sponsorship of the Voice of Democracy con-

Bartley sees no policy change

The FCC's current regulatory policy was born on the "Old Frontier," Commissioner Robert T. Bartley told the Georgia Assn. of Broadcasters last week (see story above). He expressed surprise that the press has seized upon Chairman Minow's speech as a change in policy. He attributed the phenomenon to use of the catch phrase "vast wasteland."

Commissioner Bartley described the new chairman as "intelligent' reasonable, pleasant, hard-working and determined." Mr. Minow, he said, is determined that broadcasters shall exercise their responsibilities in a responsible manner.

The Democratic commissioner pointed out that addresses he had made in 1954, 1955 and 1956 were stimulated by his "violent disagreement" with the views expressed in speeches by some of "Sherman Adams' appointees" to the commission on the responsibilities of the FCC. He noted that since that time he had been gradually joined in his dissenting position by other commissioners and that the majority had shifted to his views some two years ago.

Among the views which Commissioner Bartley expressed:

- That the FCC should examine carefully multiple radio-tv property owners. He said "I feel a license is a personal thing, not just the concern of a corporation, and people can spread themselves too thin." He agreed some multiple owners run excellent stations but said he believes those stations would be even better if the owner were to "rub shoulders daily with the listeners to his station."
- That lifting the restrictions of Sec. 315 and allowing the broadcaster editorial discretion in the matter of equal-time in political broadcasting will increase correspondingly the responsibility of the broadcaster.
- That integration of station ownership and active management outweighs the factor of possibly greater broadcast experience of a multiple owner.
- That "any broadcaster concerned about his community need not be concerned about the FCC."

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

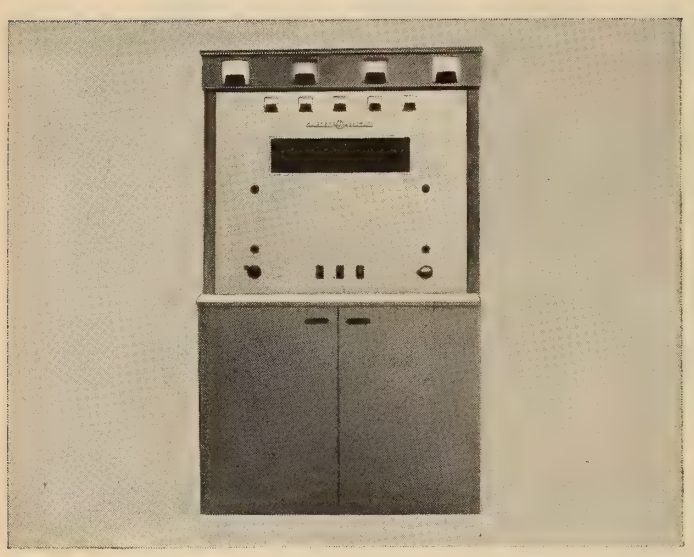
*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

NBC **WAPI-TV** CBS TELEVISION

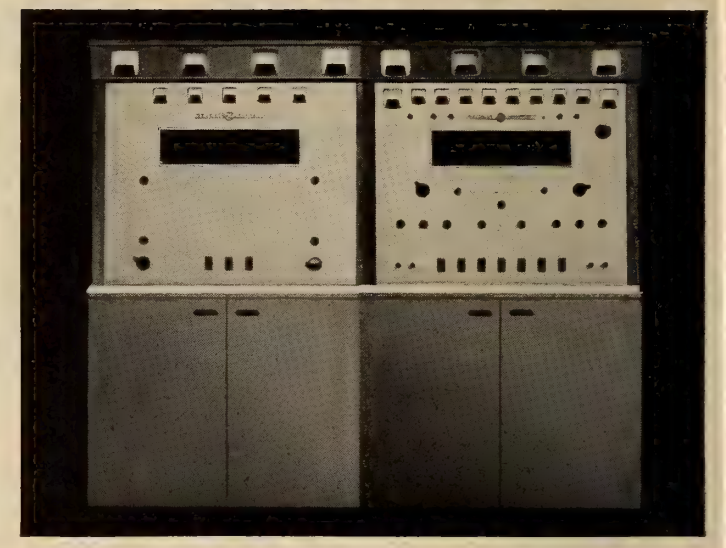
Channel 13
Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

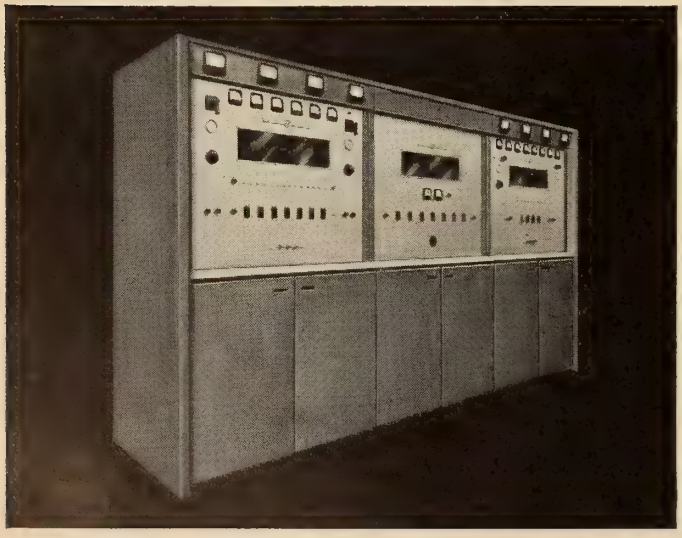
Whatever your high channel
SPECIFY GENERAL ELECTRIC TV



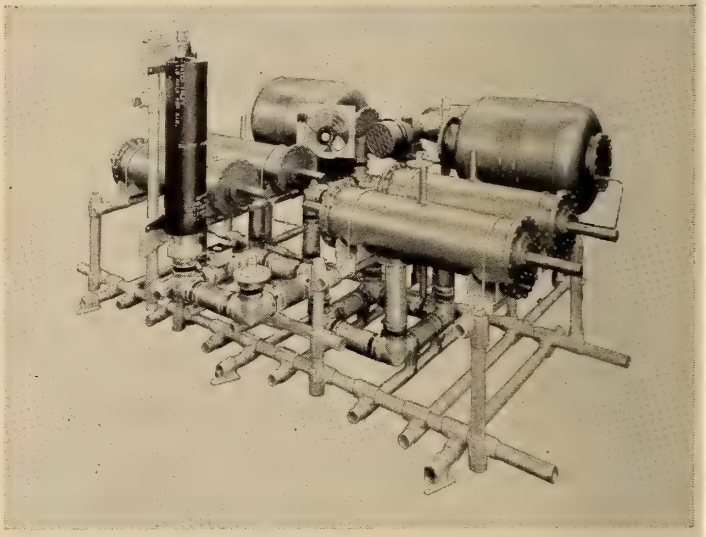
1-KW VHF High Channel Transmitter, Type TT-49-B. A new design providing the base for a low-cost building block approach to a 35-KW or 50-KW transmitter for maximum commercial power. A second cubicle can be added to form a compact 5,000 watt transmitter or for use in driving a 35-KW watt amplifier or a 50-KW amplifier.



5-KW VHF High Channel Transmitter, Type TT-50-B. Two-cubicle 5,000 watt transmitter, for use in driving a 35,000 watt or 50,000 watt amplifier. The most efficient way to step up to full commercial power. Features long life silicon rectifiers. Completely self contained, designed for simplicity of operation and easy maintenance.



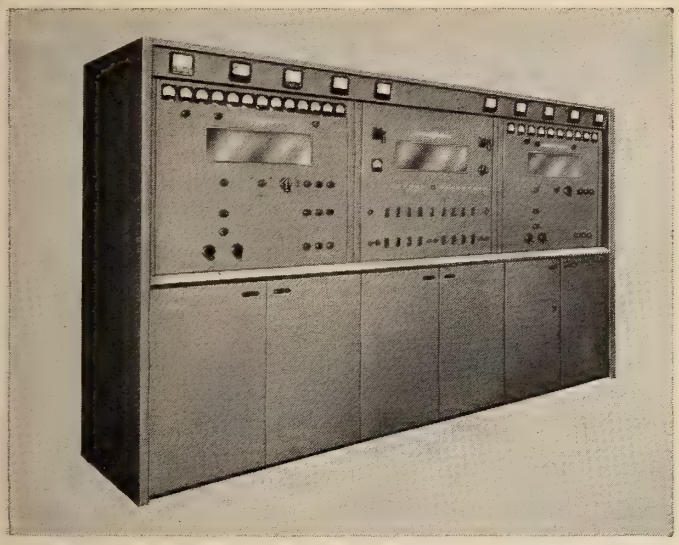
50-KW VHF High Channel Amplifier, Type TF-5-A. Designed to provide a 50-KW peak synchronizing television signal and a 26.6-KW frequency modulated aural signal in any of the VHF television channels 7 through 13. This amplifier requires only modulated RF drive and access to the 5-KW driving transmitter's main "plate off" circuit.



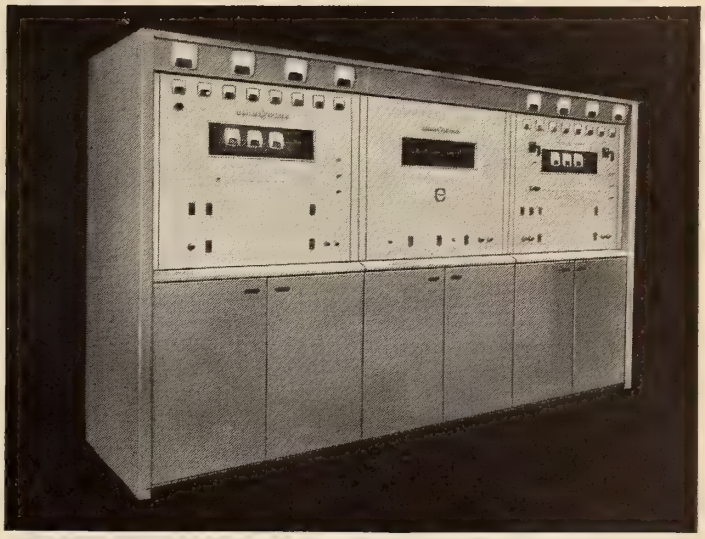
VESTIGIAL SIDEBAND FILTER AND DIPLEXER TYPE PY-33-A
Available to feed either a single or dual transmission line to the antenna.

For complete information on the transmitter or amplifier best suited for your installation, call your G-E Broadcast Equipment Sales representative, or write Broadcast Equipment Section 4881, Technical Products Operation, General Electric Company, Lynchburg, Va. In Canada: Canadian General Electric Co., 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Company, 150 E. 42nd St., New York, N. Y.

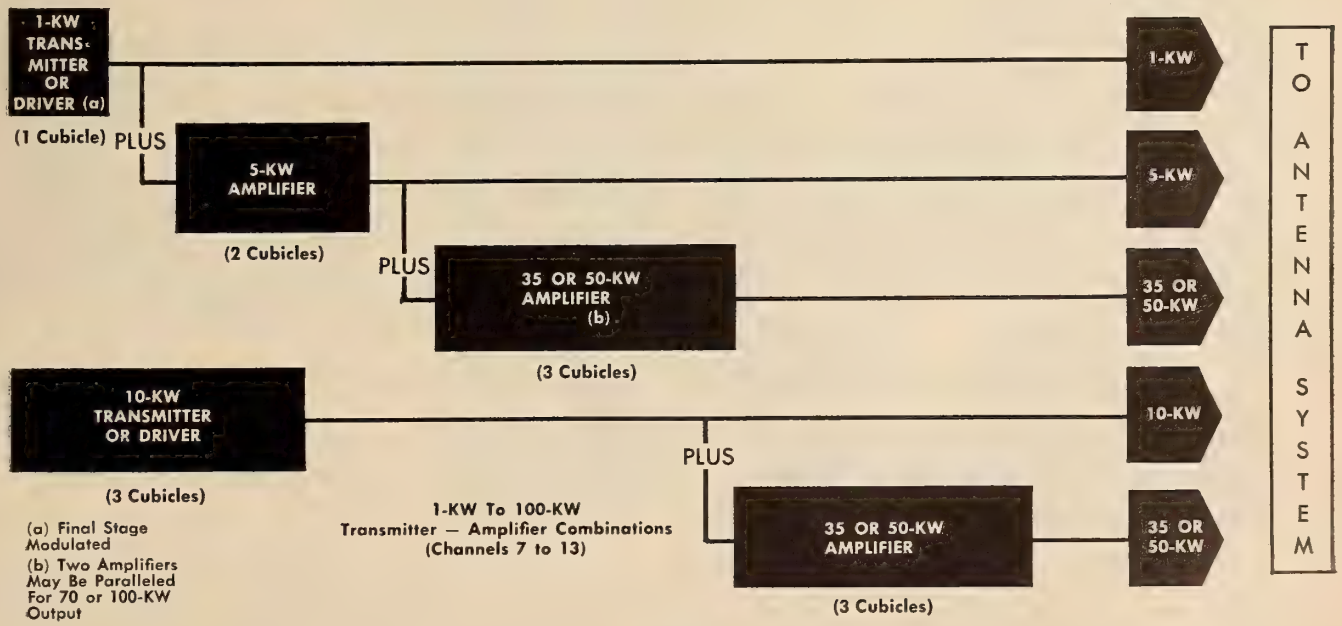
requirements from 1-kw to 100-kw...
TRANSMITTERS AND AMPLIFIERS



10-KW VHF High Channel Transmitter, Type TT-32-B. Designed to furnish a higher power basic station transmitter, or a conservatively operated driver for high power RF amplifiers. This air-cooled transmitter delivers a 10-KW peak synchronizing television signal and a 5.5-KW aural frequency modulated signal. Transmits both monochrome and NTSC color signals.



35-KW VHF High Channel Amplifier, Type TF-14-A. Designed to provide a 35-KW peak synchronizing television signal for channels 7 through 13. A 5-KW transmitter provides ample power to drive this amplifier to a full 35-KW which will provide 316-KW ERP signal using a standard 3-bay helical or 12-bay batwing antenna. Transmits both monochrome and NTSC color signals.



(a) Final Stage Modulated
(b) Two Amplifiers May Be Paralleled For 70 or 100-KW Output

1-KW To 100-KW Transmitter — Amplifier Combinations (Channels 7 to 13)

GENERAL ELECTRIC

Radio's summer lead

Radio's summer audience lead over television started in June this year instead of July, according to Sindlinger & Co. media comparisons reported last week by Radio Advertising Bureau.

RAB's claim of 92,022,000 listeners daily during the first week of July was 11% more than tv's audience. It was radio's highest total audience since the start of media comparisons by Sindlinger.

test (BROADCASTING, July 24). Another urged all member stations to join the radio and tv codes, and a third asked that the FCC revise its publication regulations to permit a station to use its own facility to publicize an application for a new or changed facility.

3M's profits up

Minnesota Mining & Mfg. Co. reports second quarter sales of $151,034,000 and earnings of $17,826,047, equal to 35¢ a share. For the same period last year, 3M sales were $134,343,955, with earnings of $16,148,091, equal to 32¢ a share. The 3M Co. also owns Mutual Broadcasting System.

HOW TO READ BAROMETERS IN IDAHO

After letters, NAB, Idahoans reach a kind of concord

The FCC's proposed revisions in program reporting forms, and the NAB's several advices to members on the subject, have stirred up more fuss in Idaho than anywhere else.

It started during the Idaho Broadcasters Assn. meeting July 19-20. In a telephone interview with BROADCASTING during the meeting Gale (Gub) Mix, general manager of KRPL Moscow, Idaho, and outgoing president of the association, said that members were up in arms over the FCC proposals and the position that the NAB at that time was taking.

A week earlier LeRoy Collins, NAB president, had sent a memorandum to members describing the proposed forms as a "net improvement" over those now in use (BROADCASTING, July 17). At the Idaho meeting James McKnight, of the NAB's Los Angeles office, made a speech that reportedly confirmed the position first taken by Gov. Collins.

The featured speaker at the Idaho meeting was FCC Commissioner Rosel H. Hyde. He described the recent history of government moves toward tighter scrutiny over broadcast programming, and he criticized the industry for its failure to resist the moves.

In its July 24 issue BROADCASTING reported, on the basis of its reporter's understanding of his conversation with Mr. Mix, that the Idaho association had "officially" condemned the NAB position and the FCC proposal.

Comeback ▪ The reaction at NAB headquarters was immediate.

In the next issue (July 31) of the NAB's internal newsletter, *Highlights*, Gov. Collins said his position had been misinterpreted and his first comments distorted by BROADCASTING. Meanwhile, NAB officials were in touch with executives of the Idaho Association.

Mr. Mix wrote Gov. Collins that he was "gratified" to read in the July 31 *Highlights* that the NAB was not approving the FCC proposals for program forms. Mr. Mix said that he had told BROADCASTING's reporter that "those broadcasters who had commented on the NAB stand to me had all felt the NAB was off base in their approach." He denied, however, that he had indicated any official action was taken.

But Mr. Mix advised Gov. Collins that since the appearance of the BROADCASTING story on the meeting "I have received more than 200 letters, telegrams and calls from broadcasters throughout the land, including a majority of the IBA, five state associations and broadcasters from 34 states." All, he reported, agreed with the Idaho attitude that had been reported in BROADCASTING.

Mr. Mix closed his letter to Gov. Collins with this suggestion: "Give them hell. We've backed up far enough."

Nothing Official ▪ The incoming president of the Idaho association, Duane D. Wolfe of KCID Caldwell, also wrote Gov. Collins stating that no official action on the program forms or the NAB's statements about it had been taken at the state meeting.

Mr. Wolfe also denied the existence of a "poop sheet" that BROADCASTING, in its July 24 issue, described as having been compiled by a special committee of the IBA. The poop sheet was a memorandum of advice to station operators on what to do if FCC inspectors called.

Contrary to Mr. Wolfe's disavowal —apparently without his knowledge— the poop sheet was available during the Idaho meeting. According to Mr. Wolfe's predecessor, Mr. Mix, the memorandum was prepared last winter. A person in attendance at the Idaho meeting sent a copy of it to BROADCASTING, and its authenticity was



WSJS opens new facilities with a bang

WSJS Winston-Salem, N.C., made the switchover to its news $150,000 broadcast installation with a bang as evidenced in photo above. Describing the fireworks used to herald WSJS's promotion theme, "Big, Brilliant Sound of '60," is Phil Hedrick (pointing), the station's vice president of operations. Others (from left): George Lohnes, installer of the RCA towers; Harold Essex, president and general manager of WSJS, and Hank Pointel, the director of special events for WSJS.



. . . has a voice of its own in New York

From sign-on to sign-off (now 6 A.M. to 8:45 P.M.) Monday thru Friday, WLIB is dedicated 100% to the goals and interests of the enormous Negro Community in greater New York.

WLIB thus becomes the first and only station in New York to dedicate its efforts and facilities so completely to this need. And the need is vital because one out of every nine persons in the greater metropolitan area is a member of the Negro Community.

But its strength is larger than the strength of numbers alone. In education, its growth has been fantastic—proportionately far outstripping every other ethnic group. At the economic level, the Negro's standard of living is the highest in history. It has become one of the great buying forces in the marketplace.

In this new WLIB schedule, "dedicated community service" will play a more dominant part than ever before. Mor "Negro" news; more interviews with outstanding leader from all over the world; more Community Interest program (such as "The Editor Speaks"—broadcast for seven cor secutive years) will be the station's constant aim.

In every way, the great growing voice in the land now ha a bigger voice than ever in New York.

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

checked with Mr. Mix while the meeting was still in session.

For broadcasters, in Idaho and elsewhere, who may be puzzled by the NAB's position on the program forms, BROADCASTING published last week a full record of Gov. Collins' various observations (see "Which Collins comments d'ya read?" on pages 64-65, BROADCASTING, Aug. 7).

Drivers prefer radio ads over those on billboards

The nation's drivers feel radio does a better job of advertising than billboards, Radio Advertising Bureau learned in a national survey that probed consumer attitudes toward the two media.

As reported in a new RAB presentation on outdoor advertising called "Inside Outdoor," radio emerged ahead of billboards on the following counts: telling about new products, creating interest in products, making consumers feel favorable toward an advertising product and reminding consumers to buy products.

The media comparison study was conducted by R. H. Bruskin Assoc., which sampled 2,000 adults who spend a part of each day in a car, either as drivers or passengers. RAB also points out that today's higher highway speed limits slash reading time, and the necessarily "big, bold, brief" posters limit outdoor advertising's ability to get across the advertiser's complete selling story.

DiSalle accepts debate on WCKY Cincinnati

An interview on WCKY Cincinnati's *Compass* series has led to a statewide controversy about the extent of Ohio Gov. Mike DiSalle's powers after his intervention in the sentencing of a convicted murderess.

In the interview, Hamilton County prosecutor G. Watson Hover said (referring to Gov. DiSalle's action in changing a death penalty to life imprisonment), "Gov. DiSalle is reaching a point where he is becoming a dangerous individual when he acts as a one-man board of review for judicial determination." Mr. Hover then offered to debate the case with the governor, who promptly accepted.

WCKY has arranged a debate under the sponsorship of the Cincinnati Bar Assn. Three law school deans will act as judges. The station has invited all Cincinnati television stations to telecast the proceedings and WCKY will feed the broadcast to any radio station desiring it, station officials said.

FCC consultant Dean Barrow (U. of Cincinnati) is one of the judges.



Luncheon heralds WCCC's Mutual affiliation

Mutual Broadcasting System president Robert F. Hurleigh (left), WCCC station owner William M. Savitt (center), and Connecticut Gov. John Dempsey demonstrate togetherness in celebration of the Hartford station joining the Mutual radio network. Action took place at a gala luncheon held last week in Hartford. Speakers, in addition to Messrs. Hurleigh and Savitt included veteran Mutual newscaster and commentator Cedric Foster, who was born, raised and first worked in Hartford. Also present at the luncheon were Anthony Armentano, Lt. Gov. of Connecticut; Hartford Mayor Dominick DeLucco and Edgar T. Sloan, president, Greater Hartford Chamber of Commerce.

Its new affiliation gives Mutual a total of 428 direct station affiliations (another station, WMMM Westport, Conn., has since been added).

WCCC is a 500 w, daytime station. Greater Hartford Broadcasting Inc. is the original owner. The station features a format of time, news and temperature every quarter hour, with "quality" music in between. Besides service to WCCC, the newly-signed contract calls for Mutual to supply music to Greater Hartford Broadcasting's fm outlet, WCCC-FM.

WINS TO BECOME MUTUAL'S N.Y. KEY

WOR relinquishes 27-year affiliation on Aug. 28

WOR New York, one of the founders of the Mutual radio network 27 years ago and its key New York outlet ever since, is slated to become an independent on Aug. 28. On that date WINS will become the network's basic New York affiliate, according to an announcement slated for release yesterday (Aug. 13) by MBS President Robert F. Hurleigh and WINS President J. Elroy McCaw.

Mr. Hurleigh said WINS wished to carry more of Mutual's news and public service features than WOR had been clearing and that this led him to make the move "which will markedly improve the MBS impact in New York." He said he regretted the dissolution of Mutual's "most amicable basic affiliation with WOR," but that "the type of news format followed by WINS provides a more logical integration of Mutual news coverage."

In addition to carrying more of Mutual's extensive news and feature schedule, officials said, WINS will make available to the network its own news staff and mobile units.

WOR has been carrying a relatively limited number of Mutual programs. Some time ago Mutual made an arrangement with WVNJ Newark to carry some of the programs not cleared by WOR. This arrangement may be revised as a result of the WINS affiliation, it was understood.

WOR, now owned by RKO General, was one of four founders of the Mutual network as a cooperative programming operation on Sept. 15, 1934. The others were WGN Chicago, WXYZ Detroit and WLW Cincinnati.

Financial management group names directors

A 15-man board of directors has been selected to direct the activities of the newly organized Institute of Broadcasting Financial Management.

The organization was formed to develop and maintain progressive concepts for the broadcasting industry and to provide financial executives with a medium through which they can exchange ideas and methods.

Members of the board include: Joseph K. Mikita, Westinghouse Broadcasting Co., New York; H. W. Dornseif, WCCO Minneapolis; Thomas E. Carroll, WFBM Indianapolis; Charles A. Hart, WHDH Boston; Joseph J. Madden, Metropolitan Broadcasting, New York; Edward Mitchell, WPIX (TV) New York; Richard S. Stakes, WMAL Washington; A. B. Suhor, WDSU New Orleans; Aubrey H. Moore Jr., WRAL Raleigh, N. C.; John E. Hinkle, WISN-TV Milwaukee; Norman C. Hadley, CBS New York; E. S. Zimmercan, Crosley Broadcasting Corp., Cincinnati; Richard C. Percival, KRNT-TV Des Moines, Richard M. Thomas, WJR Detroit; Julia Royal, KCOP(TV) Los Angeles.

Media notes...

New facilities ▪ Construction began early this month on a new tower and transmitter for WPRO-TV Providence, R. I., in Rehoboth, Mass. The new equipment, which will enable WPRO-TV's programs to be seen by southern New England viewers, is expected to be installed by October 15. The new transmitter and antenna were purchased from RCA.

Investigation ▪ Because of a series of broadcasts by Lou Gordon on WXYZ Detroit concerning some 60 complaints against the labor unions operating in the city's new $55,000,000 convention center, the problem has been virtually solved. With WXYZ bringing the issue before its listeners, a public hearing was held in which the convention hall's directors explained why they allowed such a situation to exist.

Duplication ▪ WGR-FM Buffalo this month began duplicating programs of parent WGR from 6:30 a.m. to midnight. According to Richard C. Shepard, station manager, WGR-FM will begin stereo broadcasting in the near future.

Appointment ▪ Storm Adv., St. Louis, has been appointed advertising agency for WAFS Amsterdam, N. Y., which is to go on the air Sept. 1. The new station, on 1570 kc, 1 kw, is owned by Valley Information Programs, Irving Segel, president.

Stubblefield brings suit against Hamilton-Landis

William T. Stubblefield, broadcaster and former station broker, has brought civil suit in U. S. District Court for the District of Columbia against Hamilton-Landis & Assoc. and its principal Ray V. Hamilton. He seeks commissions and wages he claims are owed him from 1957 when he was a partner in the brokerage firm, then Hamilton, Stubblefield, Twining & Assoc.

Mr. Hamilton said, "'Mr. Stubblefield is in error. A countersuit will be filed in the very near future, asking for an accounting of money he owes for breaching his contract."

Mr. Stubblefield's claims total over $53,000, not including undetermined commissions which he states are on the firm's records to which he has been denied access. He was with the firm from September 1957 until October 1958. In his suit Mr. Stubblefield accuses Mr. Hamilton of violating provisions of their contract. He said he is definitely owed $2,600 salary, some $46,000 in commissions, $4,800 that he loaned the firm at 7% annual interest and secretarial expenses.

Mr. Stubblefield now owns and manages WAGE Leesburg, Va.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County is among the nation's top 25 for 1960 in lumber, building materials and hardware sales*. Build your sales in this robust and rising market. Advertise in **The San Diego Union** and **Evening Tribune.**

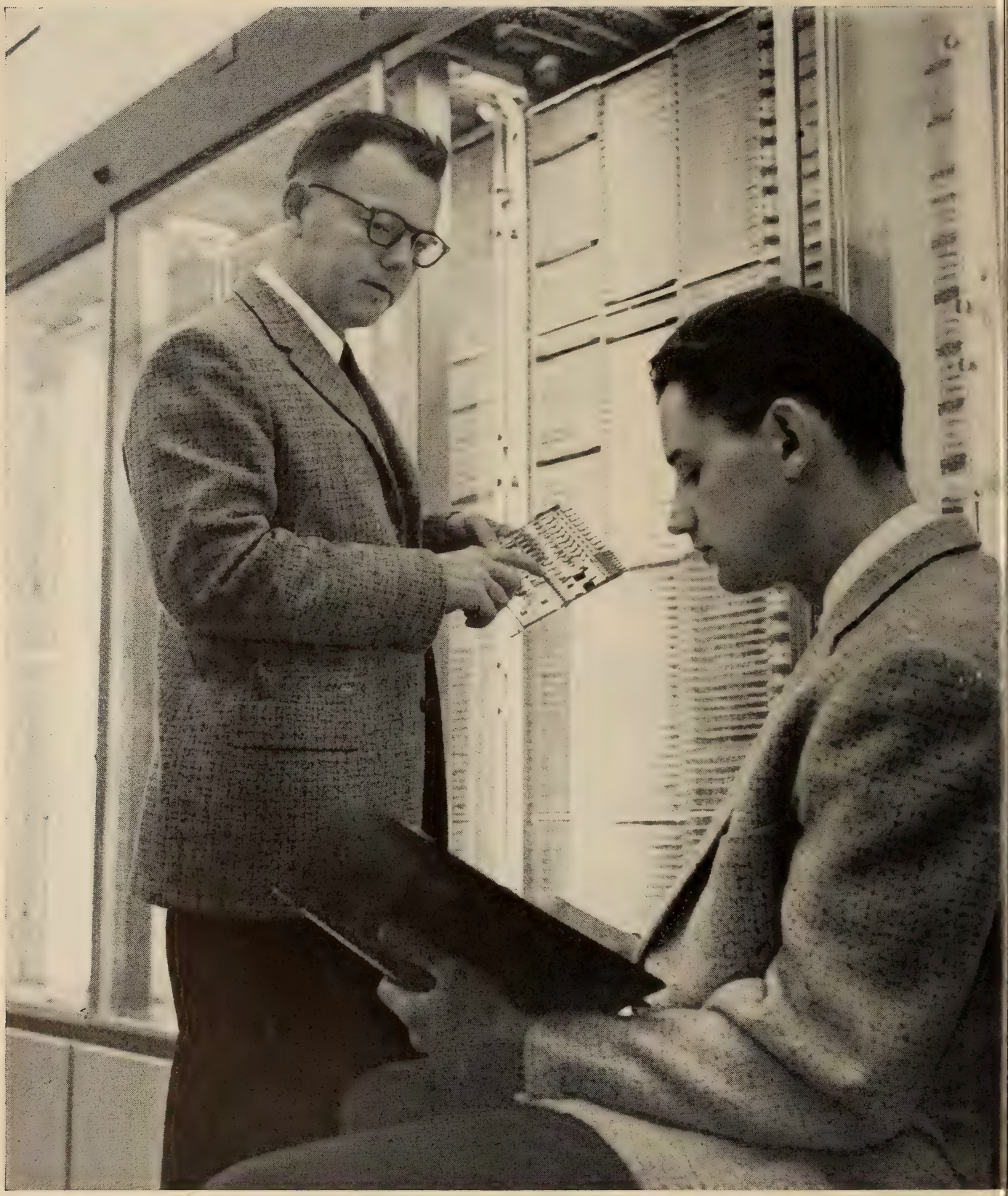
The San Diego Union and **Evening Tribune** have a combined daily circulation exceeding 200,000 (228,437 ABC 9/30/60).

* 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

The San Diego Union
EVENING TRIBUNE



SWITCHING NETWORK for the world's first Electronic Central Office in Morris, Illinois, contains thousands of neon gas tubes. Here, an installer of the Western Electric Company holds a modular unit that he is checking with a Bell Laboratories technician.

ELECTRONIC CENTRAL OFFICE

New experimental switching system at Morris, Illinois, demonstrates the essential role of Western Electric in the Bell Telephone System. Four hundred telephone users are the first to enjoy the advantages of the revolutionary electronic office which works thousands of times faster than the present type and offers new economy of operation.

Western Electric has manufactured a major part of the components and assemblies for the world's most exciting telephone central office. Located at Morris, Illinois, this office is the first switching system to perform electronically every function in handling telephone calls. To help make this trial possible, Western Electric has worked closely with Bell Telephone Laboratories, converting the designs of the Laboratories into factory production.

At least four major Western Electric manufacturing locations have provided specialized services or components for the Electronic Central Office. Hawthorne Works in Chicago produced the original circuit and electronic packages and assisted the Laboratories in the design of the equipment. Indianapolis Works built the special phones. Allentown Works made the entirely new-type, tiny gas tubes and the 138,000 semiconductors, which, with other electron devices, perform the switching operations. W.E.'s Columbus Works has since assumed responsibility of engineering and control location for the project known as ECO.

ECO makes possible new services which will greatly increase the value of each customer's telephone. With a built-in memory that retains millions of bits of information, electronic switching works thousands of times faster than standard equipment and offers new economy of operation. At present, ECO permits its trial users to:

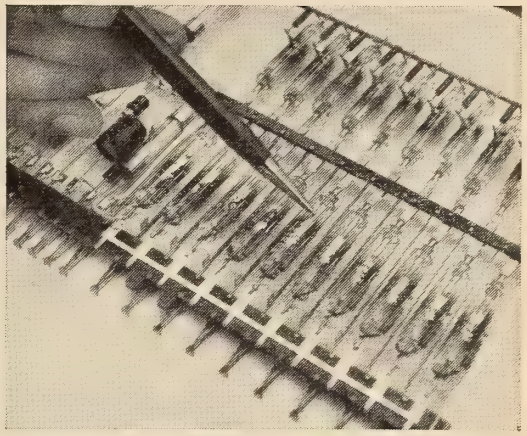
- Use home extension telephones as intercoms
- Reach frequently-called numbers by dialing only two digits instead of seven
- Have incoming calls routed to another phone when the line originally called is busy
- Dial a code which causes automatic transfer of all subsequent incoming calls to be automatically transferred to other local numbers.

Western Electric is proud of its essential contributions to this new system, which was installed in the summer of 1959 by a team of specially trained W.E. installers. This group, working with Bell Laboratories and Illinois Bell personnel, helped to put the equipment through an exhaustive series of tests to attain maximum performance and reliability.

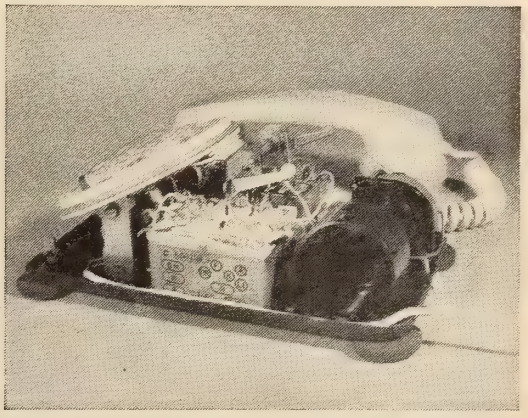
Based on this experience, Western Electric engineers will be able to make significant contributions to future Electronic Central Offices by helping to select the most economical design for manufacture. Most important of all, Western's experience will be of great value in planning for the production of further improvement in switching systems for the Bell System.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



CLOSE-UP of the entirely new gas tubes used in the Electronic Central Office switching network points up their tiny size. More than 23,000 of these hard-working miniatures are used in the Morris trial office.



SPECIAL TELEPHONES — Western Electric built specially adapted telephones for the Morris test with "beeper" networks instead of the usual ringing sound. More than 400 of these new instruments are in use.



PLUG-IN PACKAGE made by Western Electric for Electronic Central Office consists of transistors, diodes, and other electronic components. Thousands of these cost-cutting printed circuit boards were used.

Canon 35: a verdict without a trial

ABA TOLD IT HAS NO RIGHT TO LEGISLATE OUTSIDE OWN MEMBERS

The American Bar Assn.'s Canon 35 and reorganization of federal regulatory agencies, particularly the FCC, dominated broadcast-oriented subjects at the annual ABA convention in St. Louis last week. Convention highlights of interest to radio-tv:

▪ A blistering attack on Canon 35, which bars radio-tv and photographers from the courtroom, by Richard H. Amberg, publisher of the *St. Louis Globe-Democrat* (which owns 25% of KTVI [TV] St. Louis).

▪ Speeches by FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and White House Advisor James M. Landis on agency reorganization before the ABA's administrative law section.

▪ Extension for one-year of a special ABA committee to study possible revisions of Canon 35. The committee's report sought this course of action without making any specific recommendations.

While not an official convention activity, KMOX-TV St. Louis featured a judge-lawyer discussion of Canon 35 on its *Close-Up* program.

John C. Satterfield of Yazoo City, Miss., was installed as the new president of ABA, replacing Whitney North Seymour of New York, one-time special counsel to the NAB. Chosen as president-elect, to take office in 1962, was Sylvester C. Smith Jr., general counsel for the Prudential Insurance Co.

The new ABA president, a former member of the Mississippi State Legislature, worked his way through law school as a reporter for Associated Press, the *Memphis Commercial Appeal* and the *New Orleans Times-Picayune*.

Indictment by Fiat ▪ Canon 35 is a verdict without a trial, a finding of guilt simply by declaration, Mr. Amberg told a conference of chief justices at the ABA convention. Canon 35 "indicts . . . everyone in the communications media—by fiat, rather than proof, and is deeply resented," he said.

He argued against the ABA ruling on these three points: (1) there was no need for the restriction in the first place; (2) even if there was a need at one time, techniques have changed so vastly in the past quarter century that the need no longer exists, and (3) the ABA has no right to legislate in fields touching anything beyond its own membership.

Canon 35, adopted in September 1937, states that court proceedings "should be conducted with fitting dignity and decorum. The taking of photographs in the court room . . . and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted."

Mr. Amberg said that the courts belong to the public, not to the lawyers or litigants. "Is a trial in a court of law so sacred that it cannot be exposed to the full, untrammeled right of the people to know?" he asked. "There was no valid reason for enacting Canon 35 in 1937. There is no reason for its continuance today."

And, Mr. Amberg continued, with the U. S. history of free speech, "it is perfectly astonishing that the bar association would limit, by unilateral action, the term free press as expressed in the Constitution. . . . When the action of one group limits the freedom or legal action of another group—as does Canon 35—I think it far transcends not only the bounds of judgment and good taste, but of legality. . . ."

Up Close ▪ Featured on KMOX-TV's Canon 35 discussion were Chief Justice Frank H. Hall of the Colorado Supreme Court and Chief Judge Charles S. Desmond of the New York Court of Appeals. Colorado allows radio-tv court coverage while New York has a law making such coverage a felony.

Judge Desmond maintained that there is a world of difference between newspaper coverage of a trial and "letting a tv camera come in there and bring the trial out of the courtroom and into the homes. . . . Frankly, I think that has a tendency to turn it into a theatrical performance."

Justice Hall countered that newspapers can slant the news, distort the appearance of the participants in a trial but that it is hard to slant actual sound and film coverage. He said that 27 trials have been televised in Colorado without in any way detracting from the dignity of the court.

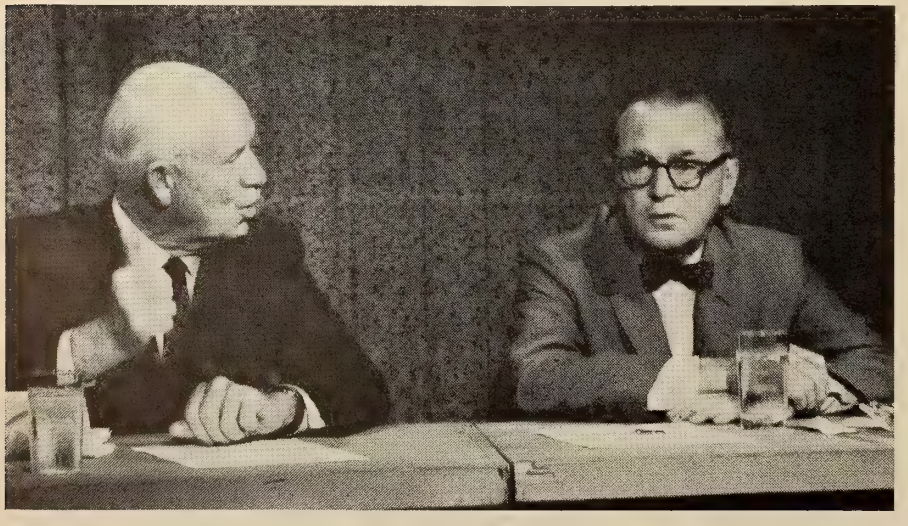
"The dignified court is not going to lose its dignity by virtue of exercising the privileges granted by our rules," Justice Hall said. "If you have an undignified court, it will remain undignified" not withstanding radio-tv coverage.

KMOX-TV also featured an interview with Chairman Minow on *Eye on St. Louis* during the ABA convention.

Further Study ▪ The ABA House of Delegates granted its Canon 35 committee another year of study. The committee, headed by St. Louis attorney Richmond C. Coburn said that it has been trying to raise funds to conduct a pilot study on the effect radio-tv would have on a fully objective trial. The ABA has been unable to interest the media or research foundations in helping finance the study, he said.

The committee therefore asked for another year to pursue means to complete its study of Canon 35.

Senate Curb ▪ A possible curb on



Chief Justice Frank H. Hall (l) of the Colorado Supreme Court makes a point for the abolishment of the ABA's Canon 35 on KMOX-TV's (St. Louis) 'Close-Up.' Chief Judge Charles S. Desmond of the New York Court of Appeals listens before getting in his points in favor of the canon, which bars radio-tv and photographers from courtrooms.

broadcasting of investigations by Senate committees was contained in a committee report submitted to the ABA House of Delegates last week. The ABA committee on individual rights as affected by national security, under the chairmanship of George S. Geffs of Janesville, Wis., suggested in its report that the standing rules of the Senate should be amended to prevent broadcast coverage if a witness objects.

Unique Burden ▪ Chairman Minow said that the FCC has to shoulder a "unique procedural burden—the 1952 amendments to the Communications Act—" which are much more severe in the separation of functions than statutes applying to other agencies. These amendments, he stated, erected an "Iron Curtain" between the commission and its staff in all adjudicatory cases.

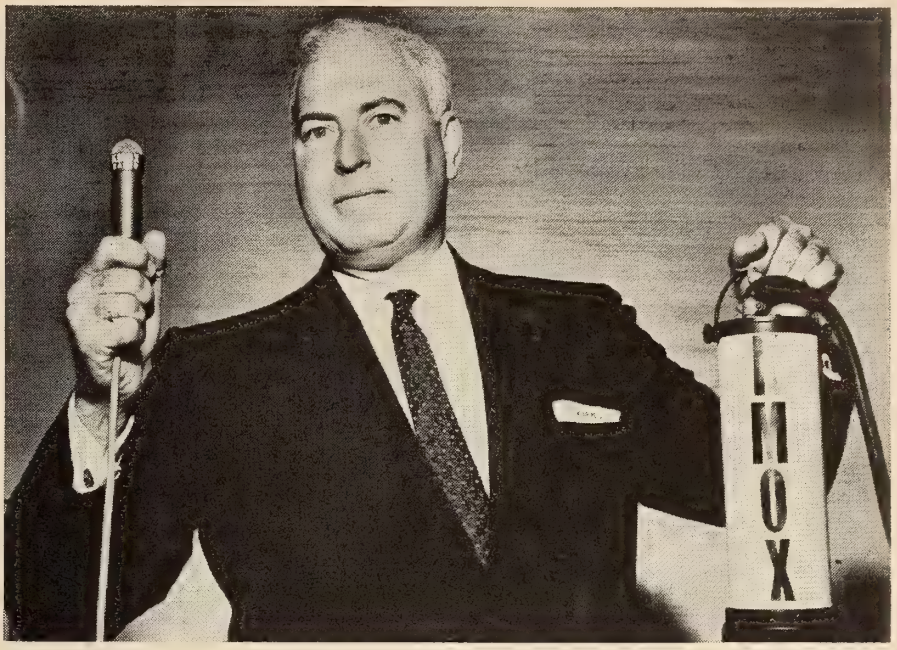
He charged that the present provisions "make no sense. . . . This concept of separation of functions runs counter to the very reason for having administrative agencies." And, the chairman continued, little comfort is provided by the review staff which also is prohibited from advising the commissioners.

But, he said, the commission itself has no complaint compared to its hearing examiners who are forbidden consultation with anyone, including a fellow examiner. Pending FCC reorganization bills which have passed both houses of Congress and are now in conference (see page 46) would return the commission to the "salutary standard" enjoyed by other agencies under the Administrative Procedures Act, Chairman Minow said.

Wrong Assumption ▪ Mr. Landis, also plumping for reorganization, said that the bar has assumed that uniform procedural requirements can be imposed upon the regulatory agencies. "Nothing is further from the fact," the author of the President's reorganization plans countered.

Broadcasters, Dean Landis charged, opposed the FCC reorganization because of a fear that "license renewal requirements might really be made workable." The Federal Communications Bar Assn., he said, in a sense has the same vested interests as broadcasters with the "complexity and prolixity of the existing procedures redounding to the benefit of its [FCBA] members." The basic issue of reorganization was concealed beneath an unreal procedural battle, he stated.

Paul Rand Dixon, chairman of the Federal Trade Commission, stressed the importance of improving the efficiency of that agency. He pointed to new procedures designed to prove "that the commission can make rapid progress within the framework of our free institutions." He said that about 2,500 cases now are under investigation by the FTC and that, threatened with inundation when the normal percentage matured for litigation, the FTC acted to increase its efficiency.



Richard Amberg, publisher of the "St. Louis Globe-Democrat," demonstrates the inconspicuous present and conspicuous past in radio microphones in his appeal to the American Bar Assn. that the broadcaster can sit just as unobtrusively in the courtroom as his print cousin.

Philip Elman, a member of the FTC, said that the FTC should "systematically survey our economy and search out unfair practices which, if allowed to grow, may become full-blown monopolies or restraints of trade." He stated that the agency's role as guardian of a free economy cannot be confined to the complaints that arrive by mail.

Other federal officials participating included Alan S. Boyd, Civil Aeronautics Board; Jerome K. Kuykendall, Federal Power Commission, and Everett Hutchinson, Interstate Commerce Commission.

CBS wins ABA's Gavels, but 'Perry' is criticized

CBS swept the annual "Gavel Awards" for commercial radio-tv of the American Bar Assn., meeting in St. Louis last week. However, on the convention floor, CBS' *Perry Mason* series was criticized as a "shocking distortion. . . ."

Armstrong Circle Theater (CBS) received a gavel for "tv dramatizations fostering public understanding of the work of Legal Aid Societies in providing counsel to the indigent." The award was received by C. J. Backstrand, president of sponsoring Armstrong Cork Co.

An award went to *CBS Reports* for "increasing public understanding of the processes of justice in the documentary production 'A Real Case of Murder.'" Jay McMullen, *Reports* producer, accepted.

CBS-owned KMOX St. Louis was cited for "dramatizing the essential role of the lawyer through its program *A Case in Point*. Accepting the award was Robert Hyland, vice president of CBS Radio and general manager of KMOX.

The U. of Michigan Tv Center, Ann Arbor, won ABA gavel for "its educational film series *Blessings of Liberty* dramatically illustrating basic constitutional rights of Americans." Dean Allan F. Smith of the U. of Michigan Law School accepted.

Prof. Robert B. McKay of the New York U. Law School won the $3,000 Ross essay prize for his paper on "What Principles and Provisions Should Be Incorporated in a Code of Ethics of Administrative Agencies and in What Manner Should the Code Be Implemented?" Prof. McKay's essay, which won over 30 entries, will be published in the September issue of the *American Bar Assn. Journal*.

In criticizing the *Perry Mason* series on the convention floor, Brooklyn District Attorney Edward S. Silver charged that the nation's DA's are not getting a fair shake on tv screens. With the fictional tv defense attorney always winning his case, the faith and confidence of the public in the integrity of law enforcement is in danger of being undermined, he said. "The *Perry Mason* triumphs on the tv screen . . . are a shocking distortion of the real problems facing every district attorney in the land," prosecutor Silver maintained.

No NBC-TV coin for newspaper advertising

PROGRAM PROMOTION WILL BE MOSTLY ON-AIR VARIETY

The television networks have their advertising and promotion plans for their new fall program schedules all set to go. And apparently they're going strikingly different ways.

Only NBC-TV authorities were willing last week to go into detail on the strategy they'll follow. CBS-TV and ABC-TV were maintaining secrecy in hopes of keeping each other—and NBC—in the dark until the last minute. But it was apparent there is a cleavage on the question of newspaper advertising's influence on tune-in.

NBC authorities said they planned no newspaper advertising at all except for institutional or image purposes. They're abandoning not only the newspaper campaigns used in the past to kick off the new season, but also their co-op allocations toward newspaper advertising for specific programs during the season. Instead they plan to go heavy—again—on on-air promotion and concentrate their co-op allotments in *Tv Guide*.

The *Tv Guide* advertising will depend on support from both affiliates and the advertisers on the programs involved. The advertiser will pay half and the network and station 25% each. In the past the cost of NBC's within-series program promotions in newspapers has been shared equally by network, station and advertiser.

On-air promotion of NBC-TV programs is slated to be as heavy as last year, when virtually all available time was devoted to it. The value of the network time, based on card rates, was estimated at $110 million. In addition NBC-TV affiliates devoted the equivalent of about $52 million in station time to the promotion of network shows.

NBC's move away from newspapers is not complete. It will continue to use newspapers for institutional advertising and this, if the past is any guide, may play up specific shows—though not in the "don't miss tonight" tradition of tune-in advertising.

Value Doubted ▪ NBC's decision to steer clear of tune-in ads in newspapers is based, according to network authorities, on a feeling that the value of such advertising is doubtful, to say the least. There have been indications that NBC may conduct a study of the effectiveness, lack of effectiveness shown by this type of promotion.

While NBC is cutting back on its use of newspapers, CBS-TV appears to be moving in the opposite direction. Officials at that network, which about a year ago curtailed its newspaper use by limiting it to the promotion of new shows, would not divulge plans for the coming season except to say that they would be using more newspaper advertising this year than last.

ABC-TV officials declined to discuss any phase of their plans.

Both CBS-TV and ABC-TV are expected, like NBC-TV, to put heavy emphasis on on-air promotion in addition to whatever print strategies they follow.

CBS sales increase but profits drop

An increase in net sales but a decline in net consolidated income for the first six months of the year were reported last week by CBS Board Chairman William S. Paley and President Frank Stanton.

Net income totaled $9,409,332, down from $12,669,169 earned in the corresponding period last year. Earnings are equivalent to $1.09 a share compared with $1.47 per share (and adjusted for a stock dividend) a year ago. Net sales amounted to $240,767,745, up from $231,821,970 for the first six months in 1960.

The CBS board of directors Aug. 9 declared a cash dividend of 35 cents a share on common stock, payable Sept. 8 to stockholders of record at the close of business Aug. 25.

The decrease in earnings was attributed principally to increased costs, general business conditions, and the performance of CBS Electronics Div. It was explained the latter included losses and expenses related to the discontinuance June 30 of the manufacture of receiving tubes, and the losses estimated at about $4 million after applicable credits are being charged against retained earnings.

Fm outlets name Harris

The National Assn. of Fm Broadcasters has appointed Marion R. Harris, KGB-FM San Diego, chairman of a committee to study the FCC's proposed new rules for fm (BROADCASTING, July 3).

Serving with Mr. Harris are: Gary M. Gielow, KPEN (FM) San Francisco; T. Michell Hastings, WBCN (FM) Boston; John L. Humphreys, KXTR (FM) Shawnee Mission (Kan.); Jack Roth, KONO-FM San Antonio; Shirl Evans, WFBM-FM Indianapolis, and Harold Tanner, WDLM (FM) Detroit. Fred Rabell, KITT (FM) San Diego, NAFMB president, will serve on the committee *ex officio*.

Outstanding Values in Broadcast Properties

Top-rated, highly successful fulltime facility in top 40 market. 29% down and balance in five years.

MIDWEST
$1,400,000

Absentee-owned daytimer in single-station market, badly needs owner-operator. $20,000 down and eight year payout.

MID-ATLANTIC
$100,000

Daytimer in one of most attractive small coastal markets. Now breaking even with good potential for aggressive owner-operator. $25,000 down and terms on balance.

FLORIDA-EAST COAST
$75,000

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Chicago, Illinois
Financial 6-6460

ATLANTA
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Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

WEST COAST
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Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NBC-TV gets piece of NFL coverage

NBC turned a CBS legal downfall into a potential sales windfall with announcement last week that it will televise regular-season games of two National Football League teams on Sundays this fall. The telecasts are made possible by the federal court decision last month which voided CBS-TV's "package" contract to carry the games of all NFL teams (BROADCASTING, July 24).

NBC's windfall consists of tv rights to home and away games of Baltimore and Pittsburgh on 14 Sundays from Sept. 17 through Dec. 17. The network also televised the games of the same teams last season. The football contests, to be selected on a week-to-week basis, will not be seen in the 14 NFL cities. The Ford Motor Co., through J. Walter Thompson Co., has bought one-quarter sponsorship of the games, and sales of the remaining time to cigarette, beer and oil advertisers is imminent.

The NFL is well on its way to implementing the provisions of its last season's tv contracts, with CBS-TV already committed to carrying at least 90 games of nine NFL teams this fall (AT DEADLINE, Aug. 7), and the Cleveland games to be carried by Sports Network with Carling Brewing Co. as sponsor. Still unaccounted for are Washington and the new Minnesota Vikings. Under last year's provisions, tv rights to the Washington games are held by the American Oil Co. and its games will probably wind-up on CBS-TV. Minnesota has been forced to negotiate as a new entity and its games will likely be carried by CBS, but for considerably less money than the team would have received under the now nullified league contract.

ABC-TV runs legal risk, signs for NCAA games

Ignoring possible legal torpedoes, ABC-TV proceeded full-speed last week, announcing it would televise 23 National Collegiate Athletic Assn. football games on 13 telecast dates starting Sept. 16. The proposed telecasts are part of the NCAA's two-year, $6 million "package" deal with the network.

The schedule of 13 telecasts, 12 on Saturday afternoons and one on Thanksgiving Day, will be sponsored by Gillette Safety Razor Co. (through Maxon Inc.), Humble Oil & Refining Co. (through McCann-Erickson Inc.), and the R. J. Reynolds Tobacco Co. (through William Esty Co.). The telecasts begin Sept 16 with the U. of Pittsburgh-U. of Miami game from Miami and close Dec. 2, with the Army-Navy game from Philadelphia. On five of the Saturday dates, three regional games will be presented, an increase of one regional date over last season's schedule.

Rams' football network

Formation of the 1961 Los Angeles Rams Radio Network, a tri-state hookup which will broadcast all games live, was announced by Bob Forward, director of programs at KMPC Los Angeles, key station of the special sports radio network. Other stations are: KMAP Bakersfield, KWTC Barstow, KROP Brawley, KXO El Centro, KSFE Needles, KCMJ Palm Springs, KPRL Paso Robles, KITO San Bernardino, KGB San Diego, KVEC San Luis Obispo, KIST Santa Barbara, KSMA Santa Maria, all California; KLAS Las Vegas, Nev.; KXIV Phoenix and KCUB Tucson, both Arizona.

Changing hands

ANNOUNCED ▪ *The following station sale was reported last week subject to FCC approval:*

▪ KBTV (TV) Denver: half-interest sold by Webb & Knapp (New York real estate firm) to John C. Mullins, owner of KBTR Denver (formerly KICN), for $2.4 million. KBTV is ch. 9. Mr. Mullins purchased the station in 1955 from a group of 16 Denver businessmen for $900,000. Webb & Knapp purchased 50% interest in 1956 for $850,000.

Newhouse buys second Portland newspaper

S. I. Newhouse, group publisher-broadcaster, has bought the *Portland* (Ore.) *Journal* for an estimated sum in excess of $8 million. This gives Mr. Newhouse ownership of both the morning *Portland Oregonian* and the afternoon *Journal*. The *Oregonian* holds a 50% interest in KOIN-AM-FM-TV Portland.

The transaction did not include KPOJ-AM-FM Portland, owned by the *Journal*. Submitted to the FCC last week was an application seeking commission approval to the transfer of control of KPOJ Inc., the licensee, from the Journal Publishing Co. to individual stockholders of the newspaper company.

Newhouse sources said the *Journal* would be continued as a separate publication; it has about 150,000 daily circulation. The *Oregonian* has a daily circulation of over 200,000.

Strong reports circulated, meanwhile, that the Newhouse interests are nego-

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FLORIDA—good power, day time radio station, located in one of the most beautiful sectors of the state. Capable of paying way out on price of $240,000.00 with $40,000.00 down and balance at $2,000.00 monthly.

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John D. Stebbins
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EXecutive 3-3456

CHICAGO
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Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
RIverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

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tiating for the purchase of the *Buffalo* (N.Y.) *Courier-Express* at a sum reported to be about $13 million. The Buffalo newspaper owns WEBR-AM-FM in that city.

Newhouse stations, in addition to those in Portland, include: WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa., and 22.71% of KTVI (TV) St. Louis, Mo. Mr. Newhouse owns newspapers in these cities and in others, plus controlling interests in Conde Nast Publications Inc. and Street & Smith Publications.

Transcontinent stock offered

Transcontinent Television Corp., through Carl M. Loeb, Rhoades & Co., and Bear, Stearns & Co., put a block of 400,000 Class B common shares of company stock on the market Thursday (Aug. 3), at $12.50 a share. The shares belonged to the present stockholders. The underwriters said that the issue was oversubscribed and that the stock was quoted at $12.50 bid, $13 asked.

The sellers were General Railway Signal Co., selling 200,000 shares out of 268,000 held, and J. D. Wrather, individually and through a corporation he controls, selling 200,000 shares, retaining 198,208 shares. For the fiscal year ended March 31, TTC reported gross operating revenues of $17,641,893 and net income after taxes of $1,329,814 (BROADCASTING, June 5).

EQUIPMENT & ENGINEERING

Short-wave system for trans-ocean tv?

TV ENGINEERS DOUBT DEUTSCH PLAN WILL WORK

Industry engineers discount the practibility of a trans-oceanic short-wave tv transmission system demonstrated last week by Dr. Sid Deutsch, associate professor of electrical engineering at Polytechnic Institute of Brooklyn.

Dr. Deutsch claimed his system would enable tv programs to be sent across oceans at a cost far below that of the projected world-wide communications satellite system. He admitted at a news conference Aug. 8 that the system's picture quality is poorer than conventional tv, but said it would be "acceptable" to viewers.

A network engineering executive (CBS) said, however, that the system would be impractical "for the reason of the tremendous shortage of overseas short-wave channels. Even to get a single channel at this narrow band width is a hopeless situation." He said there is "just too much interference and congestion" at the 45 mc band width on which Dr. Deutsch's system would operate.

The slow-scan system introduced by Dr. Deutsch requires an ordinary dual-channel tape recorder attached to a short-wave pickup. It utilizes 45,000 cycles per second in contrast to the 4 million-cycle signals used by conventional tv channels. A complete picture requires 1.6 seconds under Dr. Deutsch's system, while in conventional tv a complete picture is transmitted in one-thirtieth of a second.

As Frank Marx, ABC's vice president of engineering, explained, "In any slow-scan system you're trading time for band width." Nevertheless, Mr. Marx thought Dr. Deutsch's system "an interesting idea, if yet an untried one."

Blurs Rapid Motion ▪ Dr. Deutsch said rapid motion appears blurred on the screen with his system, but he thinks people will accept this image because in most tv programs there is not much action and the effect of blurring would be minimal.

At the Brooklyn demonstration last week, Dr. Deutsch used an adapted Sylvania closed circuit tv system. Reporters saw a rectangular picture filling about three-quarters of the tv screen. Definition was said to be fairly low and horizontal lines were prominent.

The professor said that the shortwave system was developed at the Brooklyn college for recording classroom lectures, and he proposed that most schools could use the system for taping of classroom and lab work because of the low cost.

William H. Trevarthen, vice president, NBC-TV operations, told BROADCASTING that he would withhold comment on the new system until he has seen a demonstration himself. He said Dr. Deutsch was being invited to hold a demonstration for NBC engineers, specifically to see how his system compares with the international slow-scan pictures transmitted by AT&T cable. NBC-TV can receive and send tv signals on the cable system, which was first introduced by the BBC nearly three years ago to link BBC with Canada.

Technical topics...

Color tv market ▪ Sears, Roebuck & Co., Chicago, plans to re-enter the color television set market sometime this fall, the company said last week. The set will be marketed under the Silvertone label. Sears declined to say when the new color line would be ready and indicated it was too early for details about price or technical specifications.

New equipment ▪ Newly developed conversion equipment for fm stereo broadcasting, manufactured by the Standard Electronics Div. of Dynamics Corp. of America, has been sold to KPEN (FM) San Francisco. The station, which received FCC "type-acceptance" certification on the equipment, began stereo broadcasting Aug. 10.

Joins parent ▪ The Westrex Recording Equipment Co., developers and manufacturers of sound recording equipment and systems, has moved to larger quarters at 335 North Maple Dr., Beverly Hills, adjoining its parent corporation, Litton Industries, Inc.

Stock split ▪ National Video Corp. will submit to its stockholders at the annual meeting Sept. 19 a plan for a two-for-one split of its common stock. Also announced was a quarterly dividend rate of 25 cents per share on class A holdings in Rico Electronics Inc., whose stock is beneficially held by National Video Corp. shareholders. This is a 2½-cent increase over previous dividends.

June set-making up from May, says EIA

Tv and radio set production moved upward during June with tv retail sales 24% over the previous month, the Electronic Industries Assn. reported last week.

Mid-year totals for sales in 1961 were 95% of sales in the first six months of 1960, EIA announced.

The cumulative production and radio figures:

PRODUCTION		
Period	**Tv**	**Radio**
Jan.-June 1961	2,801,136*	7,537,290**
Jan.-June 1960	2,963,044	8,524,520

SALES		
Period	**Tv**	**Radio**
Jan.-June 1961	2,639,184	4,390,180***
Jan.-June 1960	2,657,527	3,878,358

*Includes 147,832 tv receivers with uhf compared with 244,847 such sets in same period of 1960.

**Includes 2,381,791 auto radios and 356,595 fm radios, compared with 3,323,092 auto radios and 444,833 fm radios in same period in 1960.

***Does not include auto radios.



Get the high quality you require with the new General Electric GL-8093 Image Orthicon

GL-8093/ZL-7803—3-inch image orthicon specifically designed with video taping in mind. *This one has it!* High signal-to-noise ratio (peak-to-peak signal vs. [RMS] noise—min.: 38, av.: 50) and improved definition you need for critical video tape recording. Yet, it is competitively priced with standard camera tubes. Key to its high signal-to-noise ratio is an improved target-mesh assembly in the scanning section which improves your picture quality . . . provides sharp transition from black to white without white edges. This also improves flatness of field and corner resolution—helps prevent distortion.

The GL-8093 is especially recommended for critical video tape recording work, such as found in network centers and tape production centers. Its good definition and improved signal-to-noise ratio are important features where numerous copies are made from an original tape, as in many educational programs, and for those productions where you can't settle for less than top quality.

The GL-8093 will save you set-up time—reduce the need for compromise between sharpest focus and minimum background blemishes. It is interchangeable with the 5820, 5820A, 7293, 7293A and 7513. Try this new G-E image orthicon in your own cameras. You'll like the difference it makes in your video tape recording work.

For more information, call your General Electric tube distributor or write for descriptive literature, ETR-2801, to General Electric Company, Room 7246B, Owensboro, Ky.

From General Electric—a full line of 3" image orthicons for any TV broadcast application: GL-5820, GL-7293, GL-7629, GL-8092/ZL-7802, GL-8093/ZL-7803.

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ABC-TV GIVES UP ITS 'DISCOVERY'

Children's show, in Minow vein, meets clearance stymie

Discovery, ABC-TV's answer to FCC Chairman Newton Minow's demands for better children's programming, has turned out to be a mirage.

The network announced last week that the program, which was due to premiere on Oct. 2, had been cancelled because of insufficient station acceptance." It was to be an informational program for children and televised from 5 to 5:30 p.m., Mondays through Fridays. The period is outside network option time.

BROADCASTING learned that 72 of the network's 116 primary affiliates, including the five owned and operated stations, had cleared the program, but that eight key stations would not make the time available. Reportedly included among these stations were WKBW-TV Buffalo, N.Y., WEWS (TV) Cleveland, WNHC-TV New Haven, Conn., KMBC-TV Kansas City, Mo., and KETV (TV) Omaha, Neb.-Council Bluffs, Iowa. It was indicated that because of the network's failures to get enough clearances in major markets, several prospective advertisers pulled out of the program.

In justification of some of the clearance difficulties, authorities acknowledged that the program had been ordered "a little late"—that some stations already had committed the time to other advertisers and hence had no alternative but to reject the network offering.

Jules Power, of Jules Power Productions Inc., who was to be executive producer of *Discovery*, described the program's fate "as a perfect example of how a good program doesn't get on the air." He claimed that the show was already sold to A. C. Gilbert Co., New Haven, Conn., maker of games and toys; Blumenthal Bros. Chocolate Co., Philadelphia (on a regional basis); and to Milton Bradley Co., Springfield, Mass., another manufacturer of games and toys (conditional on certain station clearances). In addition, Mr. Power said, Quaker Oats Co., Chicago, had placed a verbal order for the program for its Life product.

Mr. Power said ABC should have kept *Discovery* on the air even on a sustaining basis. He felt the fourth quarter of the year is a tough time to sell "a new and far reaching" children's program in the 5 p.m. time slot, because game and toy advertisers are eager to get their Christmas and Thanksgiving messages across on tested cartoon shows.

The producer also said that if the program had "stayed alive" until the end of the year, picking up "awards and notice," it would have been "easy to sell" by the first of next year. He indicated that he would try to sell the show to another network.

ABC had been heralding the program since last May (its first announcement followed Mr. Minow's "vast wasteland" speech to the NAB convention in Washington, when he called for programs "to teach, to inform, to stretch and to develop the understanding of our children."). The network's latest publicity release covering the program described it as "a new concept in tv programming for children." A highlight of the show was to be a 10-minute daily broadcast of news stories and in-depth coverage of current events, all geared for a young audience.

This portion of the show, at least, was to be salvaged. ABC-TV News and Special Events Vice President James C. Hagerty, said that beginning Oct. 2, a 10-minute news program would be televised for a "young" audience Mondays through Fridays, from 4:50 p.m. to 5 p.m. The program will explore the background of stories as well as news events. It will employ young reportorial talent from the ABC news department, and also two college students—one from the Columbia School of Journalism, the other from the U. of Pennsylvania.

Giraud Chester, ABC-TV's vice president in charge of daytime programming, said an attempt would be made to sell the news program, and that he anticipated no difficulties in getting sufficient station clearances.

Film sales...

191 Looney Tunes (Seven Arts Associated): Sold to KHJ-TV Los Angeles; WMAL-TV Washington, D. C.; KYTV (TV) Springfield, Mo., and KBOI-TV Boise, Idaho. Now in 9 markets.

Post 50's Volume II (Seven Arts As-



PETER GUNN
114 HALF HOURS

Mr. Lucky
34 HALF HOURS

Yancy Derringer
34 HALF HOURS

WIRE SERVICE
39 ONE HOURS

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TvQ's top ten for July by market size

Rank	Program	Total Audience TvQ*	Market Size: Over 2,000,000 TvQ*	500,000-2,000,000 TvQ*	50,000-499,999 TvQ*	Urban Less Than 50,000 TvQ*	Rural TvQ*
1	Bonanza (NBC)	53	43	47	62	58	57
2	Andy Griffith (CBS)	50	41	40	58	54	58
3	Flintstones (ABC)	46	52	43	45	46	42
3	Wagon Train (NBC)	46	43	39	50	54	49
5	Real McCoys (ABC)	44	33	42	44	46	54
5	Red Skelton (CBS)	44	44	36	44	51	45
7	My Three Sons (ABC)	43	47	36	41	43	45
8	Gunsmoke (CBS)	41	40	38	40	43	46
8	Route 66 (CBS)	41	31	33	45	50	47
10	Candid Camera (CBS)	40	38	42	45	37	39
10	Thriller (NBC)	40	43	36	45	42	37
10	Untouchables (ABC)	40	42	38	46	41	33

*Percentage of viewers familiar with a show who consider it "one of my favorites."

sociated): Sold to WHP-TV Harrisburg and WJAC-TV Johnstown, both Pennsylvania. Now sold in 34 markets.

Post 50's Volume I (Seven Arts Associated): Sold to KID-TV Idaho Falls, Idaho, and WSAZ-TV Huntington, W. Va. Now sold to 100 stations.

500 Feature Films (Screen Gems): Sold to WLWA (TV) Atlanta. Approximate cost was about $750,000.

Shirley Temple Festival (NTA): Sold to KOLO-TV Reno, Nev.; KROC-TV Rochester, Minn.; WLOS-TV Asheville, N. C.; KEZI-TV Eugene, Ore.; WSJV-TV South Bend, Ind.; WISC-TV Madison, Wis.; WHAS-TV Louisville, Ky.; KONO-TV San Antonio, Tex.; KERO-TV Bakersfield, Calif.; KELO-TV Sioux Falls, S. D., and WBAY-TV Green Bay, Wis. Now on 53 stations.

Bat Masterson (Ziv-UA): Sold to WTTG (TV) Washington, D. C.; WWL-TV New Orleans; WHDH-TV Boston; KPRC-TV Houston; WKY-TV Oklahoma City; KARK-TV Little Rock; WFLA-TV Tampa; KVAR(TV) Phoenix; KVOO-TV Tulsa; KOVR (TV) Stockton, Calif.; KVOS-TV Bellingham, Wash.; WBRE-TV Wilkes-Barre, and WHTN-TV Huntington, W. Va. Now in 41 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KWSP-TV Minneapolis, and WTMJ-TV Milwaukee. Now in 36 markets.

Ripcord (Ziv-UA): Sold to Luther Goggin Oldsmobile and Household Finance Co. for WAPI-TV Birmingham, Ala.; Fleetwood Coffee and Meadow Gold Dairies of Alabama for WAFG-TV Huntsville, Ala.; Kruger Jewelry Co. and El Matamoras Restaurant for KTBC-TV Austin, Tex.; Leatherwoods Dairy for WHIS-TV Bluefield, W. Va.; Standard Oil of Texas for KCBD-TV Lubbock, Tex.; KCTV (TV) San Angelo, and KROD-TV El Paso. Also sold to WMAZ-TV Macon, Ga.; KGUN-TV Tucson, Ariz.; and WJRT (TV) Flint, Mich.

Waterfront reruns (TV Marketeers Inc.): Sold to KFSV-TV Cape Girardeau, Mo.; KVAL-TV Eugene, Ore.; KTVR (TV) Denver; KTSM-TV El Paso; KOIN-TV Portland, Ore.; KPHO-TV Phoenix; KSL-TV Salt Lake City; KIRO-TV Seattle-Tacoma; KENS-TV San Antonio, Tex.; KBMT (TV) Beaumont, Tex.; XETV (TV) Tijuana-San Diego; WGAL-TV Lancaster; KVII (TV) Amarillo; WTTG (TV) Washington, and WNEW-TV New York. Now in 15 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WMAR-TV Baltimore.

Music in the Minow manner

PAMS Productions, Dallas, Tex., has announced availability on Aug. 23 of a new radio musical background package, "PAMS New Frontier," designed to "introduce and showcase such normally dry subjects as public affairs, religion, agriculture, education and local talent." It includes both instrumental and vocal treatments.

A novel feature of the package is division of the music into four categories of style and mood, each designated by a different color.

In addition to being designed to gain more total radio audience, the package is claimed to "build and maintain station identity without so-called 'program interruption' in conformance with New Frontier FCC ideals."

Also included in the package are customized instrumental and vocal station IDs.

Should there be fewer television awards?

MOVE WOULD INCREASE PRESTIGE OF THOSE REMAINING

A move which may lead to a reduction in the number of awards offered in television and radio—but greater prestige for those that remain—was authorized last Thursday by a group of awards-givers at a meeting sponsored by the Radio & Television Executives Society.

The meeting, held in New York, was attended by representatives of organizations which sponsor the Peabody, Emmy, Broadcast Pioneers, *Tv Guide* and Ohio State U. awards, among others. The group agreed to make a preliminary study of the radio-tv awards situation in search of "ways and means to increase the prestige and importance of awards given in recognition of unusual skills and achievements."

This was generally interpreted to mean that the consolidation of some awards may be encouraged.

The study was proposed by Matthew J. Culligan of Interpublic Inc., president of RTES, who initiated the meeting. RTES, which ended a four-year association with the Peabody awards last April, had planned to issue its own awards in the future, but deferred these plans 10 days ago (BROADCASTING, Aug. 7). At that time Mr. Culligan said RTES "would like to better the awards situation in the broadcast business."

Those present at last Thursday's meeting were Dr. Keith Tyler, Ohio State U; Dean John Drewry, administrator of the Peabody awards for the U. of Georgia; Robert Lewine of CBS films, president of the Academy of Television Arts & Sciences (Emmy awards), and Ben Grauer of NBC, academy vice president for New York, which makes local awards; Charles H. Tower of Corinthian Broadcasting Co., representing President Leroy Collins of NAB; Mary Walker, past president of the New York chapter of American Women in Radio & Television, representing Montez Tjaden of KWTV (TV) Oklahoma City, national president of AWRT, which is associated with *McCall's* Golden Mike Awards; Gordon Gray, WKTV (TV) Utica, N. Y., national president of Broadcast Pioneers; John F. White, president, National Educational Television & Radio Center; James Quirk, publisher of *Tv Guide*, and Charles Alicoate, publisher, *Radio-Television Daily*.

RTES representatives with Mr. Culligan were Sam Cook Digges of CBS Films, RTES vice president and awards committee chairman, and Claude Barrere, executive director.

Why WICE, Campbell-Ewald?

Cynics might suppose Campbell-Ewald airs its automobile commercials over WICE only because the agency's good client and WICE annually co-sponsor the Providence Soap Box Derby.

But not *smart* cynics.

Truth is, civic-minded WICE is a trusted public spokesman people listen to hard. People who buy cars, for example.

So, if you're buying Providence radio, buy it like the wise ones at Campbell-Ewald. Count heads and ears as well as noses. The smart money is on WICE.

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel



Ullman becomes radio's 'jingle king'

Richard H. Ullman Inc., major distributor of jingles and radio station program and production aids, has become exclusive sales representative of Commercial Recording Corp. of Dallas. CRC, which had handled its own sales, has produced such station identification jingle packages as "Sing Along," "The Sound of Good Music" and "Radio USA." (CLOSED CIRCUIT, Aug. 7).

RHU, a subsidiary of The Peter Frank Organization, is also distributor of "The Big Sound" and "Formatic Radio," produced by Stars International, another PFO division; IMN Jingles, Ev Wren Jingles and Target Jingles. Ullman also is sales representative of Spotmaster tape cartridge equipment. Ullman has opened a new sales office at 3200 Maple, Dallas, in addition to those in New York and Los Angeles.

Arrangement was announced by Peter Frank (left), president of RHU and PFO, and John C. Coyle (right), head of CRC as Marvin Kempner, executive vice president of Ullman, looks on. Mr. Coyle is also president of KVIL-AM-FM Dallas.

MCA ACQUISITION

'Jack Benny', 'Checkmate' plucked off in J&M Deal

Music Corp. of America reached agreement last week to acquire all the outstanding capital stock of J&M Productions Inc., a Los Angeles tv production company. MCA, through its Revue Productions Div., is already one of the busiest program producers on tv. Among other activities, the company also is the nation's largest talent agency, and through MCA-TV, a major tv program packager and distributor.

Last season, J&M productions, which is owned by Jack Benny, produced *Checkmate* and *The Jack Benny Show*, on CBS-TV. Both programs were filmed at MCA's Revue Production studios in Hollywood. MCA also is personal talent representative for Mr. Benny.

The addition of the *Jack Benny* and *Checkmate* programs to the MCA fold, brings to 10 the total number of shows the giant talent agency will produce or co-produce for tv next season. They are: *Wagon Train* (NBC), *Alfred Hitchcock Presents* (NBC), *Leave it to Beaver* (ABC), *G. E. Theatre* (CBS), *Laramie* (NBC), *Ichabod and Me* (CBS), *Tall Man* (NBC), and *Tales of Wells Fargo* (NBC). The agency also acts as selling agent for *My Three Sons* (ABC).

MCA said the agreement with J&M Productions calls for payment in common stock of an amount equal to about 1% of its common stock outstanding.

According to the latest figures taken from the New York Stock Exchange, the purchase price would total $2.5 million, since MCA's outstanding common shares amount to $63 a share asked.

Despite its costly acquisition, MCA was never in better financial condition. The company's semi-annual report released last week revealed that for the first six months ending June 30, 1961, unaudited net earning reached a record level, and was approximately 21% in excess of the 1960 first six months.

Earnings before taxes for this year's first six month period were $7,789,376, compared with $6,515,547 last year. Net income for the first two quarters of 1961 was $3,786,196, compared with $3,129,447 in the same six-month period in 1960.

Ziv-UA releases third show for fall

Ziv-UA released for sale last week a third tv series for near simultaneous fall starting dates. The announcement of *Everglades*, starring Ron Hayes as Everglades (Fla.) County Constable Lincoln Vail, was preceded by the release of *King of Diamonds* and *Ripcord*.

M. J. (Bud) Rifkin, Ziv-UA executive vice president in charge of sales, said last week that normally the company's syndicated productions are released for viewing at spaced intervals of two or three months, with occasionally a pair opening at the same time.

Program notes...

New production outfit ▪ Richard Gillaspy, NBC-TV producer-director announces the formation of a new tv packaging firm, Seven League Productions Inc., N. Y. *Miss 1962*, a tv-oriented beauty contest, is being prepared for weekly syndication and reportedly has been optioned by stations in seven major markets. SLP's headquarters are at 550 Fifth Ave.

Kangaroo court ▪ *Land We Love*, a 60-minute agricultural series presented by WJRT (TV) Flint, Mich., portrayed July 23 a mock trial with "farm safety" as the subject. Purpose of the program was promotion of Farm Safety Week which began the date of the telecast.

Joins series ▪ A third CBS-owned tv station, KMOX-TV St. Louis, following the lead of WBBM-TV Chicago and WCBS-TV New York, is now presenting a biweekly appraisal of newspapers and magazines. The *St. Louis* series is called *KMOX-TV Views the Press*, and is telecast every other Sunday, 12:30-12:45 p.m. CDT. In Chicago, a similar series was first seen in the spring of 1960 on WBBM-TV and another began in New York about six months ago.

Brown to tv ▪ Jim Brown of the Cleveland Browns, leading ground gainer in the National Football League and a member of Pepsi's marketing department since 1959, will star in a weekly radio series produced by Bob Carr of the Cleveland office of BBDO, Pepsi's agency. The five-minute recorded sports program is being offered for sponsorship to Pepsi-Cola bottlers for local stations.

New headquarters ▪ Wolper Productions, Hollywood, has moved to larger quarters at 8720 Sunset Blvd. The move is in anticipation of the expected tripling of the firm's 41-member staff within the following month.

A GROWING FOLLOWING FOR TV MOVIES

Pulse survey in N.Y. reports increase in two-year span

More people are watching more television movies according to a survey taken in the New York area by The Pulse Inc.

In an average week, the survey showed, 84% of New York's tv viewers watch a movie compared with 69% in 1958. New Yorkers, however, are not spending any more time watching movies than they did in 1958 with 62% spending the same amount of time and the remaining 38% equally divided between more and less watching.

Biggest reason for the rise, according to Laurence Roslow, associate director of The Pulse, is "better movies." Most people, he said, didn't care how old the picture is but they wanted to know what it's about and who the stars are.

The complete results of the survey:

VIEWING MOVIES IN PAST MONTH OR WEEK

Question: Have you watched any movies on television any time during the past four weeks or within the past week?

	Past Month			Past Week	
		%			%
Viewed movie		93.2	Viewed movie		83.6
Did not view movies		6.8	Did not view movies		16.4
Base for Percents	500	100.0	Base for Percents	466	100.0

TIME SPENT VIEWING MOVIES ON TV

Question: Would you say that you now spend more time watching movies on television than you did a year ago; less time or about the same amount of time?

		%
More time		19.1
Less time		19.1
Same time		61.8
Base for Percents	466	100.0

REASONS FOR CHANGE IN HABITS

Question: (If "more time" or "less time," ask:) Why?

	More Time Spent Viewing			Less Time Spent Viewing	
		%			%
Better movies		42.7	View tv less		40.4
Watch tv more		14.6	Too many repeats		12.4
Color tv		1.1	Better tv programming		10.1
At home more		25.8	Films are not good		16.9
Misc. reasons		7.9	Too many commercials		1.1
No particular reason		7.9	Misc. reasons		10.1
			No particular reason		9.0
Base for Percents	89	100.0	Base for Percents	89	100.0

REASONS FOR SELECTING PARTICULAR MOVIES

Question: (If respondent checks in advance, ask the following:) Please rank these items in order of importance to you in making a decision to watch a particular movie.

	Who Plays in Movie	What Movie is About	Year Movie was Released	What you Heard about Movie
	%	%	%	%
1	38.6	50.1	3.8	7.5
2	36.5	33.1	9.4	16.8
3	17.6	13.1	24.9	38.7
4	4.3	2.4	51.5	33.3
No Choice	3.0	1.3	10.4	3.7
Base for Percents	375 100.0	375 100.0	375 100.0	375 100.0

AWARENESS OF TERM 'POST-1948'

Question: When it comes to movies on television, do you know what the term "post-1948" means?

		%
Yes		54.0
No		46.0
Base for Percents	466	100.0

EXPLANATION OF TERM 'POST-1948'

Question: If "yes," explain?

		%
Movie made after 1948		66.6
Movie made before 1948		23.0
Movie made in 1948		5.2
No explanation		5.2
Base for Percents	252	100.0

COMPARISON OF TV MOVIES WITH GENERAL TV PROGRAMMING

Question: I'd like to know how movies on television compare with other types of television programs you watch. In general, would you say that the moves you watch on television are usually more enjoyable, less enjoyable or about the same as other television programs you tune to?

Movies are:		%
More enjoyable		33.9
Less enjoyable		16.1
Same		50.0
Base for Percents	466	100.0

SELECTION METHOD OF VIEWING MOVIES

Question: When it comes to watching movies on television, do you turn to a certain movie program without paying particular attention to the movie being shown that day or do you check in advance as to the movie on the program?

		%
Check in advance		80.5
Pay no attention		19.5
Base for Percents	466	100.0

Kaltenborn award

H. V. Kaltenborn, radio commentator, has donated $500 as an added incentive to radio writers and producers from 34 colleges competing in the year long "National Radio Contest in Work for the Blind." The Kaltenborn Award will be presented to the writer of the best half-hour radio program dealing with problems and potentials of the blind. The American Foundation for the Blind, contest sponsor, will present 12 additional prizes of $200 each to the runners-up.

New chapter

The executive board of the Screen Directors International Guild has issued a charter to the Florida Directors Organizing Committee, in answer to a request fro ma group of SDIG members representing directors active in filmed tv dramas, spot commercials and theatrical features. The organizing group has 12 members, with some 20 more slated to join the Florida branch.



Embassy, Filmways plan feature-pilots

Embassy Pictures Corp. and Filmways Co., both New York, together will produce two motion pictures which will also serve as pilots for projected network tv series. One of the films will be based on the exploits of Hercules, demigod of Greak mythology known for his strength. Two previous movies about Hercules have already reaped approximately $25 million in theatre box office receipts for Joseph E. Levine's Embassy Pictures.

Mr. Levine and Martin Ransohoff, president of Filmways, have announced that shooting will start this fall in Europe on both films. They said a worldwide search is underway to find an actor to play Hercules, while Rory Calhoun has already been signed to star in the other film, entitled "Capri." Mr. Calhoun's Calvic Corp. will coproduce "Capri" with Embassy and Filmways. John Calley, recently appointed vice president of Filmways, was named producer of the "Hercules" venture.

"Hercules" and "Capri" will be released theatrically in the world market prior to the distribution of the tv series. Mr. Ransohoff said the two adventure series would each be an hour long, but that the pilots would be 72 minutes in length and would be used to kick off the series as 90-minute introductory shows if and when the series are set for a network run. Negotiations with all tv networks are underway.

The new venture is Mr. Levine's first tv entry. Filmways has produced tv shows and commercials about 10 years.

Project III Enterprises schedules two pilots

Project III Enterprises, independent packager, which two months ago agreed to create and produce six tv series for MGM-TV (BROADCASTING, June 19), has announced pilots of its first two series will be filmed in October.

The series are *All That Jazz,* a situation comedy, and *The House of 7,* a drama-action show. The latter is to be produced in association with the Phil Silvers-owned Tranan Productions. Both are hour-long and targeted for the 1962-63 season. In addition Project III is developing a third hour-long series called *Jeopardy,* an anthology based on stories by noted authors.

Project III Enterprises is headed by motion picture director Blake Edwards, and by two former Music Corp. of America executives, Freddie Fields and David Begleman.

GAC to produce 'Miss Teenage' for tv

General Artists Corp., which last month reactivated GAC-TV as an entry in the tv packaging field (BROADCASTING, July 31), has contracted to produce the *Miss Teenage America* pageant for network tv presentation on Oct. 19. Contest officials say that time period, network and sponsor for the special program are still being negotiated, but indicate the finals of the pageant will be sponsored by a major cosmetic firm in an hour-long, prime-time telecast originating from the Texas State Fair in Dallas.

This is the first year the contest is being held. Its purpose is to select a teenage girl—between 13 and 17 years of age—who personifies the "wholesome" and "vital" qualities of American youth (and without judging in bathing suits). The contest begins in August on the local and regional level, with the winner of the national finals sharing in $100,000 worth of prizes and a four-year college scholarship.

According to a spokesman for the Miss Teenage company the local contests, to determine "Miss Hometown Teenager," as well as the finals from Dallas, will be sponsored by regional advertisers in some 100 radio markets throughout the U. S. Reportedly several major department stores are included among the regional advertisers. They are Snellenburg on WIP Philadelphia, Shillito's on WCPO Cincinnati, Richards on WFUN, Miami, Maurice Cohen on WCAO Baltimore, and Halley's on WHK Cleveland.

The radio broadcasts of the local contests start today (Monday). GAC will not be associated with the radio broadcasts.

Miss Teenage America Inc. is a newly formed company with offices at Southland Center, Dallas, Tex., and 97 Lexington Ave., New York.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

Aug. 14-18, 21-23 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 14-18, 21-23 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 14-18, 21-23 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 14-18, 21-23 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 14-18, 21-23 (11:15- p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 14, 21 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 16, 23 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 16, 23 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 17 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 18 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 19 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 19 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 19 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 19 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 20 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 20 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 20 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Landau gets O'Neill rights

Ely A. Landau, former board chairman of National Telefilm Assoc., New York, has formed a new company which has been granted a series of options on television and motion picture rights to all dramatic properties of Eugene O'Neill controlled by the playwright's widow, Mrs. Carlotta Monterey O'Neill. Mr. Landau said his initial projects will be in the motion picture field, but he hopes to become active in tv as soon as his film plans are developed more fully.



STOP



Don't buy a chronograph or timer until you can select the one best suited to your individual requirements. There are hundreds of varieties, each with a combination of functions to meet specific needs. To be sure you make the right choice — write for our free catalog and name of nearest Racine Jeweler.

Jules RACINE *& Company, Inc.*

20 W. 47 ST., N.Y.C., Dept. B8

Headquarters for the finest timers and chronographs since 1890. Featuring Gallet, Galco, Security, Guinand.

NIGERIAN URGES BETTER U.S. FILMS

Warns some current imports are undermining our image

Nigerian television viewers have a crime-and-cowboy image of the U. S., according to a report last week on Africa's first tv station, WNTV in Western Nigeria.

Nigerian Minister of Education Chief Emanuel A. A. Fadayiro, who will be in New York until Aug. 17 to inspect radio and tv facilities as part of his current State Dept.-sponsored U. S. tour, expressed his country's need for programs that would not only "correct" Nigerian thinking about America, but which also would help to speed "economic development, political unity and educational enlightenment."

Chief Fadayiro explained at a news conference last week that Western Nigeria in 1959 "invested a large amount of scarce capital" to establish WNTV in Ibadan, Western Nigeria. Its three transmitters cover an area of 4,000 square miles with a population of 3 million, including the federal capital of Lagos. The commercial outlet's six hours of programs daily are viewed on approximately 10,000 sets, but the Nigerian official pointed out that each set has an average viewership of 20-35 persons.

"The greatest weakness in our programming at this stage is a lack of good material," Chief Fadayiro charged, criticizing U. S. programs in particular. He said: "Our production funds are limited, and our programming depends largely on antiquated and inferior American filmed shows. Nigerians are learning a great deal today about crime and cowboys. That, unfortunately, is our image of America."

The minister expressed the hope that responsible foreign governments would give some thought to including good broadcast material along with capital grants to underdeveloped countries. He said that in his country's broadcast media particularly, where set ownership is limited largely among the political and economic leaders, the broadcast message has an influence far out of proportion to the actual number of sets.

Shows Seen ▪ Among the U. S. shows carried by WNTV: *Blue Angels, Loretta Young, Sgt. Preston, People Are Funny, Medic, 77 Sunset Strip, Laramie, President Kennedy's Press Conference, Liberace, Tombstone Territory, Topper, My Hero, Fibber McGee* and wrestling.

The station's program commercials, with rare exceptions, are all in English (the accepted language in Nigeria), Chief Fadayiro stated. A 60-second spot costs $33.60 and sponsorship of one-hour costs $134.40.

WNTV's advertisers include: Air France, Guiness Export, Lux, Willys Jeep, Pepsi-Cola, Kent cigarettes, Beech Nut baby food, Necchi sewing machines, Ajax, Bendix washing machines, Norge refrigerators, Pontiac, Ford, and Hoover vacuum cleaners. None of the station's newscasts is sponsored as a matter of policy.

Comparing Africa's programming functions with the U. S., Chief Fadayiro said that while U. S. radio and tv are mainly intended to uplift and amuse, the "big job in Africa is to instruct our people in such basics as health, sanitation and nutrition. We don't really need Pagliacci when they are dying of pellagra."

Turnabout

CHFI-FM Toronto, will request permission to build a 50-kw daytime am radio station at Toronto when the Board of Broadcast Governors meets Aug. 22 at Ottawa, according to CHFI-FM board chairman E. S. Rogers. He said CHFI-FM hopes to use the am station to promote its fm programs. CHFI-FM would carry the same programs on its am affiliate. CHFI-FM recently received a power boost to 200 kw. The station unsuccessfully opposed CFRB-FM Toronto's applications to program separately from its am affiliate and for a power increase to 200 kw. Toronto am stations are expected to oppose the application for an am license by the city's sole fm-only station.

Third German tv hookup not expected till 1964

A third tv network will not be available in West Germany before 1964, the Bonn Government announced. The Third Network will operate in the uhf band and it will be used by regional public-institution broadcasting organizations to be supervised by local (Laender) governments.

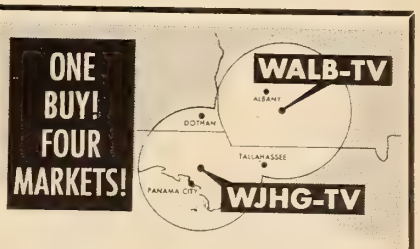
The delay stems from a shortage in manufacturing capacity in West Germany. The German Postal Ministry is currently trying to complete its first network of 82 transmitters in the vhf and uhf bands, covering 99% of the German population. This network will be completed, according to current plans, by 1962.

To get an early start for the Third Network the German Ministry plans to slow down construction of the Second Network. The latter is already on the air on a regular basis in uhf bands. It is operated by existing local broadcasting organizations. Uhf transmitters "saved" from the slowdown of the Second Network will be hooked up to the nucleus of the Third Network. Political problems are involved in the introduction of the Second and the Third Networks and delays may come, partly, from this angle.

ABC, Japanese tv reach agreement

An agreement providing for closer television broadcasting ties between the U. S. and Japan is expected to be announced formally this week by Donald W. Coyle, president of ABC International Television Inc., Hiroshi Okawa, president of Nippon Educational Television Co. of Tokyo and Shinzo Takahashi, president of Mainichi Broadcasting Co. Ltd. of Osaka.

ABC International's agreement with



• Albany
• Dothan
• Tallahassee
• Panama City

EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV
Ch. 10
Albany, Ga.

WJHG-TV
Ch. 7
Panama City, Fla.

GRAY TELEVISION, INC.
Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

the Japanese tv interests calls for exchange of technical and production information, programming administrative procedures and possible use of each other's facilities in program production.

In the U. S., ABC International will act as sales representative for NET and Mainichi, as well as program purchasing agent.

Under the terms of the agreement, ABC has purchased a minority stock interest in NET and Mainichi.

Morris Agency absorbs John Mather in Europe

The William Morris Agency, Hollywood, last week announced a major expansion of its global operations with the acquisition of the John Mather Organisation, talent representative in Continental Europe. Mr. Mather will continue to head the European operation to be called the William Morris Organisation. He will headquarter in Rome and will supervise the firm's two other offices in Paris and Madrid.

The absorption of Mather marks the first time William Morris will operate its own offices outside the U. S. Previously the firm has worked through affiliated talent management agencies in other countries.

William Morris operations in England will not be affected by the new firm. Christopher Mann Ltd. will continue to operate for Morris clients in the motion picture and dramatic fields with The Harry Foster Agency representing Morris- managed talent in the variety and musical comedy fields in Great Britain.

East Germany expects color tv by 1965

East Germany (German Democratic Republic) will have color television by 1965, according to Dr. Neidhardt, an East Berlin scientist active in research and development of color tv equipment for the East German broadcasting organization.

Starting in 1965, it's planned to broadcast a one-hour color program from East Berlin on a regular daily basis. East German color television research and development work is now concentrating upon experimental instruments, tubes and components.

A color generator reportedly has been developed in East Berlin as well as a 43-cm (17-inch) color television picture tube using the American shadow-mask principle. Prototypes of a 43-cm rectangular color tv tube will be produced on a regular basis but in rather small quantities in East Berlin, by 1962. A 53-cm rectangular color television picture tube (21-inch) is now under development and will be available to East German set manufacturers by next year. A prototype for experimental purposes is planned for this year.

East German reports are showing for the first time that extensive research and development work in the color tv field is done in East Germany. Similar activities are known to be in progress in West Germany but no definite dates for the start of broadcasting or set production have yet been revealed. East German color tv activities are believed to be curbed by several bottlenecks in the tubes and components fields, according to West German observers. They think that the East German government plans to arrange for a "color tv race" between East and West Germany and that prestige angles are involved in the color tv problem now. No immediate effects upon tv set production (black-and-white) in East and in West Germany are expected for the next few years. But there may be some early surprise announcements about further German color tv plans, according to German observers.

Soviet tv set figures

Soviet television set production last year totaled 500,000 units, according to West German reports. The number of registered television sets in operation was reported as 4.2 million. The Soviet television relay network has been adding more relay transmitter stations. The relay line connecting Moscow and Riga (Baltic) has been completed and program exchanges between the two television centers are already in full swing, the report said.

Rise seen in Canada ad sales

Canadian advertising spending will increase during the last half of 1961, according to a cross-Canada survey by *Marketing* magazine, a Toronto weekly in the sales and advertising field. *Marketing* reported that the majority of Canadian agencies say budget increases run 8-10% over the last half of 1960.

The role of radio-tv in Communist Russia

Television and radio have been assigned influential roles in Russia's new program for communist advances in the next two decades. The 183-page, 50,000-word draft program of the Soviet Communist Party, made public a fortnight ago, says "the largest facilities"—radio, television and motion pictures—"will be widely used in schools" as part of a system of "high-standard instruction and education of the rising generation." Radio and tv, along with press and cinema, also are characteristic as having "an important part" in "the molding of the new man" of Russian communism, according to the program.

The wide-ranging document reports that "all means of communication . . . will be further developed" in the coming years; that "all regions of the country will have reliable telephone and radio communications and a link-up system of television stations," and that "the country-wide radio diffusion network will be completed [and] television stations covering all industrial and agricultural areas will be built."

British tv ad tax increased to 11%

Britain's Chancellor of the Exchequer Selwyn Lloyd has announced that the tax on tv advertising will be increased by 10%, bringing the over-all tax to 11%, as a part of the United Kingdom's emergency financial measures.

A comment from the British Institute of Practitioners in Advertising was "The increase means an additional deadweight on the cost of distribution, and as such is still of a burden."

An Advertising Assn. spokesman said, "The most that can be hoped for is that the chancellor will reconsider the tv tax after the Pilkington Committee Report."

Abroad in brief...

Pay-television ▪ Canada's newest community will have pay-television in October. A mining town is now under construction at Thompson, Manitoba, 200 miles northeast of Flin Flon, Man., inaccessible at present by road. The population of this nickel mining town will be around 8,000. Canadian General Electric Co. Ltd., Toronto, Ont., is supplying the closed circuit pay-tv system with two vidicon cameras, two film projectors, a slide projector, tape recorders, sync generators and switches. This will permit the station to transmit its own live programs and locally-produced film shows. Operator of the system is Canadian Engineering Surveys Ltd., Edmonton, Alta., which will provide 8 hours daily of tv entertainment on one channel and continuous music on another. All receivers will be connected in this new town by a cable system.

Rep added ▪ CHVC Niagara Falls, Ont., has appointed Alex Bedard & Co. Ltd., as its Toronto, Ont., representative, with the Montreal office of Lorrie Potts & Co., continuing representation in that city.

BROADCAST ADVERTISING

Duane C. Bogie, account supervisor on Hallmark Cards, appointed vp of Foote, Cone & Belding, Chicago. Group supervisors **John E. O'Toole, John B. Rand** and **Donald B. Williams** were also named vp's.

Cherie Lee, associate creative director of Chicago office of McCann-Erickson, appointed vp. Before joining agency three years ago, Miss Lee was senior copywriter at Earle Ludgin & Co.

Edward Tabibian, marketing director, Frank B. Sawdon, New York, advertising agency, elected vp in charge of marketing and merchandising.

Paul Slater, manager, creative department, Compton Adv., New York, elected vp.

Jimmy Sarno promoted to post of vp at McFadden & Assoc., Hollywood pr firm.


Mr. Robinson

William S. Robinson, vp Leo Burnett Co., Chicago, appointed national account supervisor on $15 million Jos. Schlitz Brewing Co. account that moved to agency earlier this year from J. Walter Thompson Co. **Charles W. Packer** named regional account supervisor and **James A. DeTarr** will be account executive on Schlitz. All three have been with Burnett for many years. Agency also announced three additions to its Schlitz account executive staff: **Robert McGinley,** formerly with Gardner Adv.; **James Wynn,** formerly with Knox Reeves Adv., and **Earl Albright,** formerly with G. Heilman Brewing Co.

Donald E. Gehring, vp in charge of client services for Donahue & Coe, Los Angeles, promoted to general manager, succeeding **Richard C. Moses,** resigned.

R. Jordan Davis, formerly director of research for Center for Research in Marketing, Peekskill, N. Y., to Creative Research Assoc., Chicago, as vp in charge of operations.

Thomas C. Butcher, formerly president and partner, Brown & Butcher Adv., New York, rejoins Lennen & Newell, that city, as senior vp and coordinator on Colgate-Palmolive account. From 1953 to 1958 Mr. Butcher was executive vp, Lennen & Newell.

David R. Hull, executive vp of Hoffman Electronics, Los Angeles, elected associate of Boyden Assoc., New York executive placement firm.

Robert Edwards joins Boland Assoc., San Francisco advertising and sales promotion firm, as copy-contact executive serving technical accounts.

Robert C. Marley, vp and secretary of Aubrey, Finlay, Marley & Hodgson, Chicago, retires after 50 years in communications field. He had been with agency 21 years.

Lyle Blahna, director of marketing, research, and merchandising departments, MacManus, John & Adams, Bloomfield Hills, Mich., additionally named head of media department.

Edward J. Fredericks, formerly marketing director, Simoniz Co., Chicago, named to newly-created post of director of marketing, Lestoil Products, Holyoke, Mass.

Dan Sullivan, account supervisor, Doyle Dane Bernbach, Chicago, named manager of office.

Leonard Keennon, formerly tv art director, Kenyon & Eckhardt, New York, joins Fuller & Smith & Ross in same capacity. **Francis P. Delaney,** formerly business manager, radio-tv program department, Lennen & Newell, that city, named F&S&R media buyer, **Ben Sussman,** west coast art and advertising man and former principal of Sussman, Jordan & Polachek, joins Los Angeles office of F&S&R. **Charles Cassidy,** formerly of creative department, Compton Adv., New York, named copy supervisor, Fuller & Smith & Ross, that city.

George Chatfield, senior vp, Benton & Bowles, New York, named to committee on advertiser relations, American Assn. of Adv. Agencies. **Neville Bayless,** president, Bayless-Kerr Co., Cleveland, appointed to committee of improving advertising, and **Carl W. Nichols,** president, Cunningham & Walsh, New York, named to committee on government, public and educator relations.

Larry Larson joins Fallon, Brangham & Brewer agency, Hollywood as account executive.

James F. Thurman, formerly advertising brand manager, Max Factor & Co., joins Kenyon & Eckhardt, Los Angeles, as account executive.

Hershel D. Sinay appointed assistant account executive for McNaughton-Laub, Los Angeles advertising agency. Mr. Sinay was advertising and production assistant for Carson-Roberts agency and did production work for KHJ-TV Los Angeles.

Samuel Leddy, media group supervisor, Lambert & Feasley, New York, named associate media director on Warner-Lambert products.

Richard Weiner, art director with Leo Burnett Co., Chicago, since 1954, promoted to art supervisor.

Louis Hallenstein, formerly with Reach, McClinton & Co., Chicago, joins copywriting staff of Olian & Bronner there.

Terry M. Falgiatore, radio-tv and print media buyer for Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins radio-tv department of Wermen & Schorr, that city.

THE MEDIA

E. R. Peterson, senior vp of Keystone Broadcasting System and veteran in broadcast field for three decades, has returned to his Chicago office after several months absence because of illness.

Ed Tabor, general manager of KBAK-TV Bakersfield, Calif., appointed general manager of KLRJ-TV Henderson, Nev.

Philip A. Roewe resigns as manager of KITI Chehalis-Centralia, Wash., to devote all his time to expanding his theater business in Chehalis-Centralia area. **Calvin H. Mann,** manager of KVOS Bellingham, Wash., appointed advertising manager of KITN Olympia and KITI Chehalis-Centralia, both Washington.

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Arthur E. Jost, formerly regional manager, Radio Advertising Bureau, New York, succeeds **Edward A. Whitney Jr.** as vp and general manager of WKNY Kingston, N. Y.

Jack McCormack, sales manager of WLIZ Lake Worth, Fla., appointed station manager. He replaces **Cecil Scaife** who resigned.

Robert E. Bailey, account executive for Storer Television Sales, appointed national sales manager of WSPD-TV, Storer station in Toledo, Ohio.

Lee K. Radner joins KORL Honolulu as producer and pr director. Mr. Radner comes from promotion department of Hawaii Islanders baseball team.

Bill Lang, formerly news director of WKIP Poughkeepsie, N. Y., resigns to join Wappingers Falls, N. Y., *Chronicle* as managing editor.

Mahlon C. Gaumer Jr., joins KPHO Phoenix, Ariz., sales staff.

Ken Mack, news editor of WTVN Columbus, Ohio, promoted to position of news director.

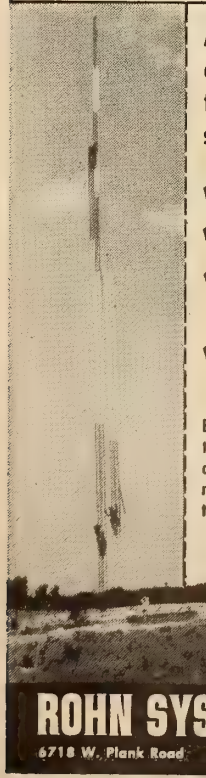
Philip F. O'Brien elected to board of directors of Big Signal Radio Broadcasting Co., owner and operator of KXLW Clayton, Mo. Mr. O'Brien was also appointed assistant secretary-treasurer.



GAB officers chosen at meeting

New officers and board members of Georgia Assn. of Broadcasters were elected at GAB meeting August 6-8 at St. Simons Island, Ga. Pictured above are (l to r): Front row, **Hugh Tollison,** WGIG Brunswick, vp, radio; **H. Randolph Holder,** WGAU Athens, president; **Esther Pruett,** WTOC Savannah, board member; **George Patton,** WBML Macon, retiring president; **Roscoe Ledford,** WVOP Vidalia, board member; **Charles Doss,** WROM Rome, board member. Back row, **John Foster,** WCON Cornelia, board member; **Charles Smith,** WDEC Americus, treasurer; **Ray Carow,** WALB-TV Albany, board member; **Marcus Bartlett,** WSB-TV Atlanta, vp, tv; **Frank Ragsdale,** WTVM (TV) Columbus, board member; **Grady Cooper,** WJJC Commerce, board member; **Bill Heule,** WSFT Thomaston, board member. **Jack Williams,** not pictured, is permanent executive secretary of association.

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Victor Williams, in charge of merchandising department of WIL St. Louis since 1959 and formerly sales manager of KWK St. Louis, promoted to director of sales and marketing at WIL. **Ruth N. Just,** promotion assistant at WIL for past year, named director of promotion.

Thomas G. Pears appointed sales manager of KLFY-TV Lafayette, La.

William C. Dempsey, general manager and director, WQED (TV) and WQEX (TV) Pittsburgh educational stations, resigns to become part owner and general manager of West Michigan Telecasters, applicants for tv-fm outlets in Grand Rapids-Muskegon.

Willard Butler, former account executive for WJW Cleveland, has joined sales staff of KMLA (FM) Los Angeles.

Shirley Fell, formerly with Lawrence C. Gumbinner Adv. agency and Norman, Craig & Kummel, New York, has been named business manager of KHJ Los Angeles.

Bob Hoyle, manager of WPNF Brevard, N. C., appointed manager of WSPA-FM Spartanburg, S. C.

Howard P. Mendel, sales manager of WIST Charlotte, N. C., appointed assistant manager of WWOK, that city.

Robert Hoffman, director, marketing and research, Television Advertising Representatives, New York, elected vp, marketing and research.

Dean McLain joins KIOA Des Moines, Iowa, as news director. **Larry Fisher,** program director for WKMH Dearborn, Mich., joins KIOA in similar capacity. **Mike Carter** appointed farm service director and **Don Bell** named air personality.

Peter Wells, formerly associated with Hartford and Washington bureaus of Associated Press, joins WICC Bridgeport, Conn., as night news editor.

Tommy Harper rejoins WPDQ Jacksonville, Fla., as air personality. He had been affiliated with station several years ago and was out of radio for past year prior to his return.

William E. Daley and **Bob Junkert** join sports staff of WCCO Minneapolis, Minn.

Thomas J. Kelly, sports director of WMBD-AM-TV Peoria, Ill., joins sportscasting staff of KNX Los Angeles.

Morris Sher, business manager and legal counsel, WMGM New York, resigns to enter private law practice.

John J. Lee, account executive with WJDA Quincy, joins WPLM Plymouth, both Massachusetts, as general sales manager.

Shel Van Dolen, formerly with Blair TV Assoc., New York, appointed assistant sales manager, Forjoe-TV and Forjoe & Co., that city.


Mr. Boorom

Warren J. Boorom, director of advertising and promotion for Metropolitan Broadcasting division of Metromedia Inc., resigns to join Washington office of Hamilton-Landis, media brokerage firm, effective Sept. 15. Prior to joining Metromedia, he spent six years with Radio Advertising Bureau where he was vp in charge of member service department.

John R. Stonecypher and **Allen Kornish** appointed account executives at WARM Scranton, Pa. Mr. Stonecypher was formerly assistant zone manager with Top Value Enterprises of Dayton, Ohio. Mr. Kornish has recently been with WGBI Scranton and WCMB Harrisburg.

Charles R. Estlick, account executive for WANE-TV Fort Wayne, Ind., joins KXTV (TV) Sacramento, Calif. in similar capacity.

Ben Caine and **Don Dehon** join KQEO Albuquerque, N. M., as account executives.

James Stevenson, national sales service representative at WBBM-TV Chicago, promoted to account executive.

Ronald L. Knuth, formerly with *Life* magazine, joins WTCN-TV Minneapolis as account executive.

James E. Gearhart, program director of WHYE Roanoke, Va., appointed operations manager. In other changes: **Warren Buford** named news and public affairs director, **Richard S. Brooks,** local sales supervisor; **William R. Mecom** chief engineer and air personality, **Bob Christian** as air personality.

John Foland, continuity director of WFBM-AM-FM-TV Indianapolis, Ind., appointed special projects director for stations.

Arnold Schorr appointed program and production manager of KHJ Los Angeles.

George Greaves, station manager of KXTV (TV) Sacramento, Calif., named director of public affairs programming for KTVU (TV) Oakland-San Francisco. Mr. Greaves will head new programming unit assuming duties formerly divided among previously established departments.

Charles A. La Mason, assistant director of promotion for WBAL Baltimore, appointed director of advertising and promotion. In addition to these new duties, he will also serve as assistant director of public service. **Thomas H. O'Connor,** radio program director for WBAL, also named to direct public service activities of WBAL-AM-FM.

Al Radka appointed production coordinator of KFRE Fresno, Calif. Mr. Radka, who has been employed by station since 1947, will be responsible for coordination of all broadcast activities.

Bill Adams, member of staff of KOMA Oklahoma City, named program director of that station. He replaces **Phil Nolan** who has assumed similar duties with WDGY Minneapolis.

James G. Harris, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director. (Eugene W. Wilkin, who is general manager of WGAN-TV, was erroneously reported as assuming that post in the Aug. 7 issue of BROADCASTING.)


Mr. Welch


Mr. O'Neil

Neal B. Welch, general manager of WSBT-AM-TV South Bend, Ind., retires. Following long career in newspaper business, he joined WSBT as promotion manager in 1942, was made commercial manager in 1946 and general manager in 1952. He will be succeeded by **Arthur R. O'Neil,** member of station's engineering staff since 1938, chief engineer since 1952 and assistant manager since 1954.

Allen L. Gunderson, director of engineering for KCPX-AM-FM-TV Salt Lake City, appointed chief engineer for KTTV (TV) Los Angeles. **Gerry Velona,** assistant account executive, promoted to account executive.

Charles Kuralt, CBS News correspondent, named Latin American correspondent, Rio de Janeiro. **Mario Biasetti,** freelance cameraman, joins CBS News staff as chief cameraman in Latin American bureau.

William P. McGowan joins WCAU-TV Philadelphia program department as writer. Mr. McGowan comes from WBZ Boston, where he was writer and producer.

Larry Tighe joins KTLA (TV) Los Angeles as reporter.

George Glenn Rodgers joins WNHC-TV New Haven, Conn., as staff artist.


Mr. Lipton

Charles J. Lipton, local tv sales manager of WTOC-TV Savannah, Ga., elected vp. Mr. Lipton will continue with his present duties. **John W. Vance,** supervisor of tv studio engineering of WTOC-TV, promoted to position of assistant chief engineer.

Alan Smith, previously with KVTV (TV) Sioux City, Iowa, joins news department of WAGA-TV Atlanta, Ga.

Ron Sherwood named program director of WBCB Levittown-Fairless Hills, Pa. **Al Stewart,** formerly of WMID Atlantic City, N. J., joins station as air personality.

Pierre Gonneau, air personality previously with several radio stations in New York, joins KHJ Los Angeles in similar capacity.

Dave Adams, formerly pr representa-

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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tive for Northwestern U., Evanston, Ill., and announcer-producer in Honolulu during Navy service, joins announcing staff of WTMJ-AM-FM-TV Milwaukee.

Bruce Lansbury, director of daytime programs, CBS-TV, Hollywood, named general program executive. He is succeeded by **Herbert F. Solow,** formerly program director and executive producer, NBC-TV's California National Productions, Hollywood.

Al Ruddy and **Charles Custer** join KHQ-AM-TV Spokane, Wash., news department.

David L. Diles, Michigan sports editor of Associated Press, appointed news and sportscaster at WXYZ-TV Detroit.

Ed McCullers joins announcing staff of WFGA-TV Jacksonville, Fla.

Dan Anderson, announcer for WLOL Minneapolis, joins KEVE Golden Valley, Minn., as announcer-salesman.

Dick Wagner, air personality with WKBW Buffalo, N. Y., joins WSAI Cincinnati in similar capacity.

Robert Callan, air personality at WMCA New York, joins WMGM, that city, in similar capacity.

Tom Breneman, host and m.c. for KBLA Burbank, joins KASK Ontario, both California, as announcer.

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For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

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New York, 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

Galen Drake, WOR New York air personality, joins WNCN-FM, that city, in similar capacity.

Dee Miller, formerly with KPHO Phoenix, Ariz., joins sales department of KHAT, that city.

Ken Gaughran, pr director and air personality for WACE Chicopee, Mass., joins WWCO Waterbury, Conn., as air personality.

PROGRAMMING

Joel Chaseman, executive on programming staff, Westinghouse Broadcasting Co., New York, appointed to newly-created post of general manager, *PM East* and *PM West.*

Robert Emmett Ginna Jr., formerly associate editor, *Horizon* magazine, New York, named vp, Sextant Inc., that city, tv and motion picture production company.

Thomas Dunphy, vp, WCD Inc., New York, producer of tv commercials, elected executive vp. **Jack L. Lemmon,** vp in charge of sales, and **John Affriol,** production manager, elected to board of directors.

George Hankoff, formerly with national and syndicated sales departments, Screen Gems, New York, elected sales vp of newly-established distribution company, Fountainhead International.

Henry T. Sjogren, formerly assistant general manager, WNBQ (TV) and WMAQ-AM-FM Chicago, named director of communications, Troy-Beaumont Co., film production and communications consultants.

Robert Bruce Hicks, formerly with Jam Handy Organization and Wilding Inc., both Chicago, named director of sales for central division of MGM's commercial and industrial division, Chicago.

John Dunn, staff writer, NBC-TV's *Today* show, named editor.

Louis E. Miller, formerly with Wilding Inc., Chicago, tv commercials producer, joins Atlas Film Corp., Oak Park, Ill., as production manager of slidefilm division. Atlas also is producer of tv commercials and slides.

EQUIPMENT & ENGINEERING

Arne Schleimann-Jensen, technical assistant to chief engineer, Sylvania Electric Products, Mountain View, Calif., appointed manager, product engineering for microwave device operations for Sylvania.

Francis J. Dunleavy, general manager, Industrial and Automation Div., RCA, New York, appointed general manager, Communications and Controls Div. He succeeds **John J. Graham,** recently named to newly created position of division vp, operations, RCA Electronic Data Processing Div.

Gerald G. Griffin, formerly head of new products marketing activity, distributor products department, RCA, New York, appointed to newly-created post of marketing director, TelePrompTer Corp., that city.


Mr. Josephsen

Al Josephsen, 40-year veteran who retired late last year as RCA sales engineer in New York, is now residing in Fort Myers, Fla. Mr. Josephsen began in radio with American Marconi Co., predecessor of RCA, in 1919. His entire subsequent career was with RCA Broadcast Equipment and he is holder of RCA's award of merit for Empire State Building tv antenna design and installation.

Joseph J. Kaleba, formerly engineering supervisor of Controls Company of America, manufacturer of electronic components, Chicago, joins Shure Bros., Evanston, Ill., manufacturer of mikes and other communications and high fidelity equipment, as manager of product design and specifications section.

Owen McReynolds named in charge of Washington, D. C., office of RCA's Broadcast Marketing Dept. He succeeds **James H. Keachie,** transferred to Moorestown, N. J., missiles and surface radar division of Defense Electronics Products Dept.


Mr. Harman

Sidney Harman, executive vp of Jerrold Electronics, Philadelphia communications systems producer, elected president and chief executive officer. He succeeds company's founder, **Milton J. Shapp,** who remains chairman of board of directors. Mr. Harman was president of Harman-Kardon, manufacturer of high fidelity instruments, when company merged with Jerrold last February 28.

George R. Freifeld, sales representative with Audio Devices, New York based manufacturer of sound recording equipment, named Mid-Atlantic sales manager of new Washington sales office. Assisting Mr. Freifeld will be **Andrew Rice** for Washington and Baltimore and **Albert Rader** for Philadelphia.

Charles Cadley, assistant manager, network transmission facilities, CBS-

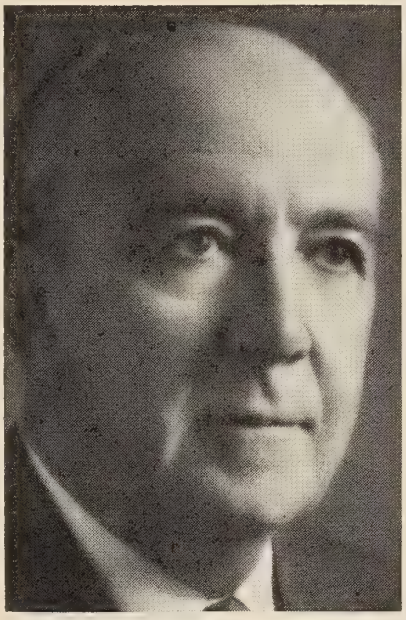
Earle Anthony, broadcast pioneer, dies

Earle C. Anthony, owner-president of KFI Los Angeles and one of the pioneers of broadcasting in America, died Aug. 6. He was 80.

Mr. Anthony put KFI on air in 1922, one of first radio stations on West Coast. In 1929 he added KECA, initials commemorating three generations of Anthonys—"K" for Kelly, his son, "E" for Earle, "C" for Charles, his father, and "A" for Anthony. In 1944, following FCC order forbidding ownership of more than one station in single community, KECA was sold to ABC, which renamed it KABC. In 1948, he launched KFI-TV, ch. 9, but sold it three years later to Don Lee. It is now KHJ-TV. Active in broadcasting industry affairs from start, Mr. Anthony served two terms as president of NAB in days when that was an honorary elective position.

Born Dec. 18, 1880, in Washington, Ill., Earle C. Anthony moved to Los Angeles with his family in 1892, graduated from grammar school and Los Angeles High School, attended U. of California at Berkeley, where he founded *The Pelican,* pioneer college humor magazine which is still going strong today, and, after getting a degree in mechanical engineering there, went east to Cornell where he earned degree in electrical engineering.

Name of Anthony is as prominent in West Coast automotive field as in broadcasting. In 1904 he became automobile distributor, handling many makes of cars, both American and foreign built.



Mr. Anthony

His wife, Irene Kelly Anthony, died in 1954. Their son, Kelly, former KFI executive, now retired, survives.

KFI broadcast services for Mr. Anthony Thursday at 12:30-1 p.m. and was silent from 1 to 4 p.m. that afternoon while his funeral was held at Forest Lawn, Los Angeles.

TV, New York, named manager. **Gordon H. Batten,** supervisor, network transmission facilities, succeeds Mr. Cadley, and **Seymour Goetz,** staff member, succeeds Mr. Batten.

INTERNATIONAL

Jean Lacroix named president and manager of National Telepix (Canada) Ltd., Toronto, Ont., newly-formed company to distribute motion pictures in Canada and British Commonwealth.

Michael Davison named manager Schwerin Systems Ltd., Toronto, Ont., tv research organization.

Floyd S. Chalmers, president of Maclean-Hunter Publishing Co. Ltd., Toronto, Ont., named director of CTV Television Network Ltd., Toronto. **W. Gordon Tiffin** appointed account executive of CTV Television Network Ltd.

Charles Fenton, sales representative of Stephens & Towndrow Ltd., Toronto, Ont., station representative firm, and formerly sales director of radio sales section of Canadian Assn. of Broadcasters, appointed director of sales of recently-formed Radio Sales Bureau, Toronto, established by CAB.

Jack L. Sayers, manager of CFUN Vancouver, B. C., and formerly general sales manager of CKWX Vancouver, B. C., joins CKEY Toronto, Ont., as general sales manager.

Don Insley, with CKEY Toronto, Ont., for 17 years, promoted to program manager.

John Murphy named promotion manager of CKOY Ottawa, Ont.

Harvey Clarke, promotion manager of CFPL London, Ont., to similar post at CKEY Toronto, Ont.

ALLIED FIELDS

E. P. H. (Jimmy) James, vp at A. C. Nielsen Co. and tv director of company's London office, returns to main office in Chicago this month. Since July 1959, Mr. James has been in London to represent Nielsen's half interest in United Broadcast Audience Research Ltd.

DEATHS

Dr. Claude Everett Robinson, 61, founder and chairman of executive committee, Opinion Research Corp., Princeton, N. J., died of hepatitis Aug. 7 in Columbia-Presbyterian Medical Center, Stockton, N. J. Dr. Robinson was board member of Gallup & Robinson, advertising research company he founded with Dr. George Gallup in 1948.

Frances Holmes, 85, believed to be first woman to own and operate advertising agency in United States, died Aug. 7. Miss Holmes, residing in Los Angeles since 1885, went to work for city's pioneer advertising agency, J. C. Newitt & Co., in 1896. She founded her own agency there in 1909, accomplishment for which Los Angeles Advertising Women have honored her by naming their annual achievement awards for her.

Andrew Mercier, 49, manager, plant operations, CBS-TV Building Services, died Aug. 6 in boating accident near Long Beach, N. Y.

Max H. Aronson, 70, attorney in renewal branch of FCC, died of heart attack in Washington Hospital Center Aug. 7. Mr. Aronson had been with FCC since 1934. Earlier he had practiced law for 11 years.

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being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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A good time was had by all

When Blair-TV assumed representation of KOA-TV Denver in July, the station and the rep firm invited New York media buyers and officials for a day of fun, including rides on the carousel and Good Humor ice cream. Approximately 80 agency staffers showed up at a parking lot in mid-Manhattan for the occasion. Dick Harris (extreme left), sales manager, KOA-TV and Bill Vernon (right center) of Blair-TV wore uniforms provided by the Good Humor Corp. and served as hosts. Shown (l. to r.) are Mr. Harris; Lou West, Gumbinner Adv.; Al Kalish, Foote, Cone & Belding; Barrie Alley, Benton & Bowles; Mr. Vernon; Bob Jones and Paul Halpren, both Benton & Bowles.

S.F. broadcasters take show on the road

A traveling radio roadshow presentation of the San Francisco Radio Broadcasters Assn. starts a cross-country tour this week. The 17-minute color slide film—put on the road by support of 10 stations in San Francisco which make up the organization—was previewed in New York last week for newsmen and the stations' sales representatives. It will be shown to advertisers and their agencies also in Chicago, Detroit and Philadelphia this week following the initial showings made in San Francisco and Los Angeles on Aug. 9-11.

A year ago, SFRBA supported a traveling tour that featured five competing station managers as part of a campaign to foster the radio image, extoll that west coast market and counter intra-market rivalry. Heading the 1961 presentation, called "The Best Way Around in San Francisco," is Homer Odom, KABL vice president and the association's president. Stations involved: KABL, KCBS, KLIA, KEWB, KGO, KFRC, KNBC, KSAN, KSFO, KYA.

Newsmen fail to get story on nudist meet

When two members of the news staff of KVAL-TV Eugene, Ore., turned prude, changed their mood and failed to shoot the nude, the station was deprived of one of its most interesting feature stories in recent years.

Keith Gebers and Will Trumbull had arranged to film the crowning of a nudist queen at a recent sunlover's convention there, complete with long shots, peek-a-boo shots, head and shoulder shots and plenty of et ceteras.

When the time came the two, hauling various equipment, were ushered into the woodland paradise, given preferential treatment and were about to begin filming when their guide told them where to hang their clothes.

The story abruptly ends at this juncture as the courageous newsmen figured it was not worth it to be caught with their pants down, literally, story or no story.

Drumbeats...

Unanswered ▪ WSB-TV Atlanta's summer *Challenge* series, a program offering new, experimental and creative ideas in local production and programming, has gone unanswered in its invitations to two area professional television critics to produce the "ideal program.' Alan Patureau, *Atlanta Journal,* and Paul Jones, *Atlanta Constitution,* were invited to develop their own half hour shows with facilities provided by the station. Both critics expressed interest but declined the invitations.

Neighbor awards ▪ KVFD and KQTV (TV) Ft. Dodge, Iowa, have established a "Good Neighbor" award to be presented to individuals in the area for special efforts. The first "Good Neighbor" citation and gold medal was presented to a man who leaped into the Des Moines river in a vain attempt to save the life of a seven year old boy.

WCCO-TV's army ▪ Twenty officers and men of the 360th Psychological Warfare Co., an Army Reserve organization based at Fort Snelling, Minn., have spent their annual two weeks active duty training in the studios of WCCO-TV Minneapolis-St. Paul. Charged with the mission of supervising operation of communications media in a liberated or occupied area when mobilized, members of the unit have participated in several special projects set up by the station to give them a greater knowledge of the intricacies of a broadcast organization.

Radio outing ▪ More than 27,000 listeners of WPOP Hartford, Conn., gathered at Riverside Park in Agawam, Mass., three weeks ago in what WPOP claimed to be the largest outing ever held by a radio station. At the "All Family Outing," a three-year-old station tradition, 45,000 hot dogs and 50,000 bottles of soda were distributed free to guests.

Awareness ▪ WJXT (TV) Jacksonville, Fla., has published its second annual report on its offerings in the areas of news, cultural, public affairs and documentary programs in a 20-page booklet called "Awareness." Some 1,225 hours were devoted to this type of programming in 1960, WJXT says.

Big pitch ▪ KABL San Francisco is mapping plans for what it terms one of

the biggest promotions ever undertaken by a Bay area radio station. To promote its good music programming, the station has purchased 70 10-second ID's on KPIX (TV) and KTVU (TV), both San Francisco, and seven 1500-line, two color ads in the *San Francisco Chronicle* and *Examiner*. Television spots will continue for several weeks at a reduced schedule. KABL says it plays 86 billion microseconds of good music every day.

'Go Get 'Em Braves' ▪ Earl Gillespie, sportscaster for WEMP Milwaukee and voice of the Braves network, is the narrator of a new lp album entitled, "Go Get 'Em Braves." Gillespie is heard describing no-hitters by Jim Wilson, Warren Spahn and Lew Burdette as well as other action highlights since the historic shift of the National League franchise from Boston to Milwaukee in 1953. The 12" hi-fi lp is available through outlets of the radio broadcast sponsor, Miller High Life.



Meet Kogoroo

KFSD - AM - TV San Diego, which recently changed call letters to KOGO-AM-TV, has decided to acquaint the public with the change by using an abstract kangaroo, "Kogoroo," pictured above. He has become a San Diego image, appearing in all the stations' ID's and promotion campaigns.

Series promotes farm shows

Promoting radio farm programs, the latest in a series of promotion spot announcements in the NAB's "Build Radio With Radio" campaign is being offered member stations. The series is the 16th in the campaign. The choice of farm program promotion was based on its high standing among preferences received by NAB from member stations. The series contains 17 announcements of varying lengths. The announcements are so written that stations can personalize them if desired by inserting the name of their farm director and calling attention to various farm-interest programs. The series were prepared by NAB's public relations service.

Super salesmen

WCNS Canton, Ohio, almost went into the appliance business during a recent promotion.

The station promoted a three day boxcar sale at trackside of Amana and Maytag appliances, with a 43½ hour remote campaign that lasted three days.

A total of 122 appliances was sold, with WCNS announcers personally selling six of them. According to a survey of the purchasers, 75% of them said they were prompted to come to the boxcar sale by spots heard on WCNS.

TvAR goes to the 'Summit'

Television Advertising Representatives Inc., New York, went to the Summit Aug. 1 to introduce socially its three recently acquired tv stations to a regiment of agency timebuyers. The scene of the elegant meeting was the ballroom of New York's first new luxury hotel in 30 years, the Summit (located on Lexington Ave. in midtown Manhattan).

TvAR hosted some 500 agency guests at the ballroom's inaugural event, a party to welcome WTOP-TV Washington, D. C., WBTV (TV) Charlotte, N. C., and WJXT (TV) Jacksonville, Fla. The stations were formerly represented by CBS-TV Spot Sales. TvAR, in the past, has repped only the five tv stations of the Westinghouse Broadcasting Co.

More elaborate guide

The compact *WFMT Fine Arts Guide* that WFMT (FM) Chicago has published each month and sold for 50¢ a copy to 25,000 listeners, has proved so successful the station is replacing it with an even more elabo-

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

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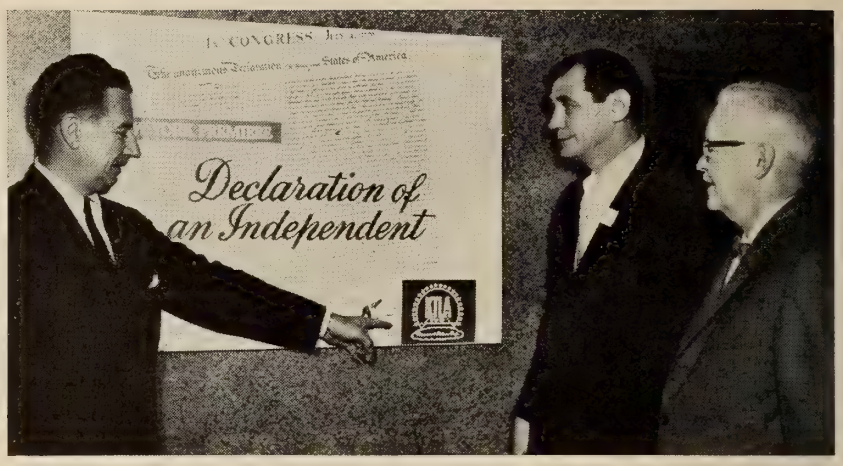
ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

rate publishing venture. Beginning in October, WFMT will offer an 84-page illustrated magazine with an enlarged 8½ by 11 inch format, titled *WFMT Perspective*. Initial run will be 50,000 copies. The magazine will contain essays, symposiums of well-known U. S. and foreign authors and thinkers, plus a general cultural preview of city activities and the station's schedule.

Pepsi-Cola for muchachos

In what was said to be one of the largest radio buys of its kind, the Metropolitan Bottling Co. of New York, bottler and distributor for Pepsi-Cola, is investing an estimated $30,000 to sponsor a 52-week *Record Hop* over WADO New York to reach the large Spanish-speaking teen-age audience among the area's Puerto Rican residents. The program originates each Saturday (1-2 p.m.) from a motion picture theater than runs Spanish films. Teen-agers in the audience compete in a dance contest for prizes. Charles De Charleroy, vice president of the Metropolitan Bottling Co. of New York, said the program represented the first large-scale advertising effort to reach the growing Puerto Rican teen-age market in the New York area. The program was planned by Mr. De Charleroy and Sydney Kavaleer, vice president and manager of WADO in association with the bottler's agency, BBDO.



KTLA's 'Declaration of an independent'

An independent tv station's "declaration" to agencies and advertisers in New York was unveiled last July 31 and continued through the week. The New York edition of the KTLA (TV) Los Angeles fall presentation followed a week's run in Chicago.

The presentation, titled "Declaration of an Independent," told the story of the station's growth, outlined production, programming and merchandising values, and premiered a cost study. Much of the presentation is devoted to emphasizing both the influence and image of the station in the Los Angeles market.

Attending the "preview" are (l to r): H. Preston Peters, president of Peters, Griffin, Woodward Inc., national representative for KTLA who is pointing to the "declaration"; Seymour L. (Stretch) Adler, vice president and general manager of the station, and Paul Raibourn, president of Paramount Television Productions Inc.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 3 through Aug. 9. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

KPAR-TV ch. 12 Sweetwater, Tex.—Waived Sec. 3.613(a) of rules and granted application to change trans. and main studio site 17 miles east from 1 mile east of Sweetwater to 6.8 miles southwest of Merkel, increase ant. height from 580 to 925 ft., and vis. ERP from 145 kw to 154 kw and make other equipment changes; engineering condition. Action Aug. 4.

CALL LETTERS ASSIGNED

*WDIQ(TV) Montgomery, Ala.—Alabama Educational Tv Commission.

New am stations

ACTIONS BY BROADCAST BUREAU

Flagstaff, Ariz.—Flagstaff Bcstg. Granted 930 kc; 1 kw D. P.O. address c/o Marvin J. Colangelo, Crocker Bldg., San Francisco 4, Calif. Estimated construction cost $30,000; first year operating cost $48,000; revenue $60,000. Principals: **Howard G. Hetzler** (75%), **Marvin J. Colangelo** (25%). Mr. Colangelo is attorney; Mr. Hetzler is vice president of cement company. Action Aug. 3

Eugene, Ore.—Emerald Bcstg. Corp. Granted 1500 kc; 10 kw D. P.O. address 1345 Olive St., Eugene. Estimated construction cost $51,900; first year operating cost $50,000; revenue $60,000. Principals: **Richard B. Thompson, Thomas F. Thompson** (each 25%); **J. Wilson Hobart** (50%). Messrs. Thompson own 33% each of records and equipment retail business; Mr. Hobart owns 50% of insurance business. Action Aug. 3.

APPLICATIONS

St. Pauls, N. C.—Duplin Bcstg. Co. 1470 kc; 1 kw D. P.O. adress box 449, Wallace, N. C. Estimated construction cost $29,732; first year operating cost $30,000; revenue $35,000. Principals: **Harry Kramer, Sam Leder** (each 45.45%); **Vivian Kramer** (9.1%). Mr. Kramer owns 50% of one department store and 40% of another; Mr. Leder owns 17.5% of department store. Duplin Bcstg. Co. is licensee of WLSE Wallace. Ann. Aug. 9.

Sparta, N. C.—Alleghany Bcstg. Co. 1390 kc; 1 kw D. P.O. address box 1027, Statesville, N. C. Estimated construction cost $12,200; first year operating cost $21,000; revenue $34,000. Principals: **Luin Wilford Lambert Jr.** (50%), **Carl F. Davis, Joseph L. Price** (each 25%). Mr. Lambert owns auto tire business; Messrs. Davis and Price have been employes of WDBM Statesville, Mr. Davis as announcer-salesman and Mr.

EDWIN TORNBERG
& COMPANY, INC.

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Price as announcer and production director. Ann. Aug. 9.

Existing am stations

APPLICATIONS

KNOT Prescott, Ariz.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Ann. Aug. 9.

WBBY Wood River, Ill.—Mod. of cp (which authorized new standard broadcast station) to change station location to Alton-Wood River, Ill., and specify studio location. Ann. Aug. 9.

WBAT Marion, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 9.

KAOK Lake Charles, La.—Mod of cp (which authorized increase in daytime power from 250 w to 1 kw, change in ant.-trans. location, installation of DA daytime and new trans, install remote control operation of trans. nighttime while using non-DA) to change from DA-D to non-DA. (Requests waiver of Sec. 1.354 of rules.) Ann. Aug. 9.

WMIQ Iron Mountain, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 9.

KALV Alva, Okla.—Mod. of license to change hours of operation from unl. to specified hours (Mon.-Sat. 6:00 a.m. to 7:00 p.m.; Sun. 8:00 a.m. to 7:00 p.m.) Ann. Aug. 9.

WESR Tasley, Va.—Amendment of application (which requests change in hours of operation from D to unl., using power of 1 kw, 5 kw LS and DA-2) to change to DA-N only. Ann. Aug. 9.

WIVI Christiansted, V. I.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Aug. 9.

Existing fm stations

ACTION BY FCC

KFJC(FM) Los Altos, Calif.—Granted cp to change frequency from 88.5 mc to 89.7 mc, increase ERP from 10 w to 100 w; ant. height 710 ft.; remote control permitted. Action Aug. 4.

APPLICATION

WJOL-FM Joliet, Ill.—Cp to change frequency from 96.7 mc to 107.9 mc, increase ERP from 1 kw to 22.1 kw, and make changes in transmitting equipment. Ann. Aug. 9.

CALL LETTERS ASSIGNED

WMMM-FM Westport, Conn.—Westport Bcstg. Co.

WIST-FM Charlotte, N. C.—WIST Inc.

WENC-FM Whiteville, N. C.—Whiteville Bcstg. Co.

Ownership changes

APPLICATIONS

KPGE Page, Ariz.—Seeks assignment of cp from **Harold J. Arnoldus** to **Wendell W. Motter** for $5,000. Mr. Motter owns electrical equipment and appliances sales and service business. Ann. Aug. 4.

WTUP Tupelo, Miss.—Seeks assignment of license from **W. I. Dove** (40%), **E. O. Roden** (30%), **Vernon K. Wroten** (20%) and **Robert L. McVay** (10%) to **E. O. Roden** (60%) and **W. I. Dove** (40%) for total of $7,000. (Both assignor and assignee partnerships d/b as **Lee Bcstg. Co.**) Ann. Aug. 4.

WMBO-AM-FM Auburn, N. Y.—Seeks involuntary transfer of 54.7% interest in licensee corporations from **Charles D. Osborne**, deceased, to **Edith W. Osborne, Marine Midland Trust Co. of Central New York** and **Agnes Osborne Griswold**, executors of Mr. Osborne's estate; no financial consideration involved. Ann. Aug. 4.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 13 initial decision which looked toward granting application of Valley Bcstrs for new am station to operate on 970 kc, 1 kw, D, in Espanola, N. M., became effective Aug. 2 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of The Altus Bcstg. Co. (KWHW) Altus, Okla., KGFF Bcstg. Inc. (KGFF), Shawnee, Okla., Plains Bcstg. Co., Inc. (KENM), Portales, N. M., Woodward Bcstg. Co. (KSIW) Woodward, Okla., and Snyder Bcstg. Co. (KSNY) Snyder, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each with interference condition and KWHW with additional condition, and Charles L. Cain for new station to operate on 1460 kc, 500 w, D, in El Reno, Okla., became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting application of Yoakum County Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Denver City, Tex., conditioned that program tests will not be authorized until Claude Calvin McAdams has submitted evidence that he has severed his connections with station KTFY Brownfield, Tex., became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of The Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., WBAC Inc. (WBAC) Cleveland, Tenn., Florence Bcstg. Inc. (WJOI) Florence, Ala., Cullman Bcstg. Inc. (WKUL) Cullman, Ala., Radio Greeneville Inc. (WGRV) Greeneville, Tenn., WKGN Inc. (WKGN) Knoxville, Tenn., and Franklin County Radio and Bcstg. Inc. (WCDT) Winchester, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each with interference condition became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

■ Commission gives notice that June 14 initial decision which looked toward granting applications of Radio Station WPAY Inc., formerly Paul F. Braden (WPAY) Portsmouth, Ohio, and Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each with interference condition, and WCYN Radio Inc., to increase power of WCYN Cynthiana, Ky., from 100 w to 250 w, continued unlimited time operation on 1400 kc became effective Aug. 3 pursuant to Sec. 1.153 of rules. Action Aug. 9.

INITIAL DECISIONS

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; interference condition. Action Aug. 8.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward denying for failure to prosecute application of George Shane for new am station to operate on 1450 kc, 250 w, unl., in Victorville, Calif. Action Aug. 8.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting the application of Ypsilanti-Ann Arbor Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA, D, in Ypsilanti, Mich. Action Aug. 8.

Routine roundup

■ By order, commission amended Sec. 0.242 of Statement of Delegations of Authority to provide that minutes of all actions taken by chief of Broadcast Bureau pursuant to authority delegated in Sec. 0.241 shall be maintained for public inspection in Broadcast Bureau, effective Aug. 15. (Present rule states that application and authorization files and other appropriate files of License Division of Broadcast Bureau are designated as official minutes of action taken by chief of Broadcast Bureau pursuant to Sec. 0.241.) Action Aug. 8.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Herman Handloff and extended to Aug. 25 time to file responses to joint petition by Alkima Bcstg. Co. and Howard Wasserman for reconsideration and rehearing in proceeding on their applications for new am stations in Newark, Del., and West Chester, Pa. Action Aug. 1.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Sept. 8 and Oct. 16: On applications of KSTP Inc. (KOB) Albuquerque, N. M., for modification of cp, and American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y.; Sept. 18 and Oct. 11: am applications of Seward Bcstg. Inc., Marion, Va., and Saltville Bcstg. Corp., Saltville, Va.; Sept. 5 and Oct. 16: Applications of Plains Radio Bcstg. Co., for additional time to construct am stations KRKY Denver, Colo., WFFM Cincinnati, Ohio, KFMV Minneapo-

WLDM
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lis, Minn., KFMC Portland, Ore., and KPRN Seattle, Wash., and for consent to assignment of cps of those stations to United Communications Inc.; Sept. 7 and Oct. 11: KWTX Bcstg. Co. (KWTX-TV) Waco, Tex. and am applications of Putnam Bcstg. Corp., Brewster, and Port Chester Bcstg. Co., Port Chester, both N. Y.; Sept. 6 and Oct. 17: Application of WMOZ Inc., for renewal of license of am station WMOZ Mobile, Ala., and for revocation of license of Edwin H. Estes for am station WPFA Pensacola, Fla. Action Aug. 3.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Sept. 7 and Oct. 9: am application of Rounsaville of Louisville Inc. (WLOU) Louisville, Ky.; Sept. 5 and Sept. 27: Application of Franklin Bcstg. Co. for assignment of license and cp for am station WMIN St. Paul, Minn., to Tedesco Inc. Action Aug. 3.

■ Granted petition by Ubiquitous Corp. and extended from July 31 to Aug. 29 time to file response pleadings to pending petition by Colonial Bcstg. Co. to enlarge issues in proceeding on their applications for new am stations in Hyde Park, N. Y., and New Milford, Conn., et al. Action Aug. 1.

■ Granted petition by Stuart W. Epperson for dismissal of his application for new am station in North Wilkesboro, but dismissed it with prejudice and retained in hearing status remaining application of Felix C. Abernethy for new am station in Granite Falls, both N. C. Action Aug. 1.

■ Dismissed with prejudice for failure to prosecute application of John R. Powley for new fm stations in Houston, Tex., and terminated proceeding. Action Aug. 1.

By Hearing Examiner Basil P. Cooper

■ Granted petition and supplement for leave to amend fm application by Edward Walter Piszczek & Jerome K. Westerfield, Des Plaines, Ill., to reduce ant. height by 100 feet and to incorporate population figures based on 1960 census in lieu of 1950 census. Action Aug. 4.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from July 31 to Aug. 7 time to file proposed findings in proceeding on application of Inter-Cities Bcstg. Co. for new am station in Livonia, Mich. Action Aug. 2.

By Hearing Examiner Charles J. Frederick

■ On own motion, reopened record for purpose of hearing oral argument on petition for leave to amend filed by Jerome Sill and petition for leave to reopen record by same person, and scheduled oral argument for Sept. 5 in proceeding on applications of WFPG Inc., Toms River, N. J., et al. Action Aug. 1.

■ Granted motion to strike by Harlan Murrelle and Assoc., Lakewood, N. J., directed against reply to opposition by Harlan Murrelle to petition by WFPG Inc., for leave to amend its application for new am station in Toms River, N. J., filed by Jerome Sill, assignee and successor to WFPG Inc.; denied petition by Jerome Sill to extend time to file reply to an opposition to petition for leave to amend and reopen record filed by Ocean County Bcstrs., applicant in proceeding. Action July 31.

By Hearing Examiner Millard F. French

■ Upon agreement of parties at July 28 prehearing conference, scheduled certain procedural dates—further prehearing conference for Sept. 26, and continued Sept. 8 hearing to Oct. 11 in proceeding on applications of Oklahoma Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Aug. 2.

■ Granted motion by Radio Quests Inc. and extended from Aug. 1 to Aug. 4 date for the exchange of engineering exhibits and testimony in proceeding on its application for new am station in Willoughby, Ohio, et al. Action Aug. 1.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau to accept late filing of proposed findings and, on own motion, extended from Aug. 4 to Aug. 11 time to file replies in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn. Action Aug. 3.

By Hearing Examiner H. Gifford Irion

■ Ordered that all exhibits will be exchanged among parties on Sept. 5 in proceeding on am applications of Radio Crawfordsville Inc., Crawfordsville, Ind., et al.; further hearing is scheduled for Sept. 11. Action Aug. 3.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from July 31 to Aug. 8 time to respond to petition of Beacon Bcstg. System Inc., for leave to amend its application for new am station in Grafton-Cedarburg, Wis., which is consolidated for hearing with application of Suburban Bcstg. Inc., for am facilities in Jackson, Wis. Action Aug. 1.

By Hearing Examiner Herbert Sharfman

■ On request of applicant and without objection by Broadcast Bureau, further extended time for filing proposed findings from Aug. 9 to Aug. 23 in proceeding on application of College Radio for new am station in Amherst, Mass. Action Aug. 4.

By Hearing Examiner Elizabeth C. Smith

■ Received in evidence Exhibit 2 by Radio Station WAYX Inc. (WAYX) Waycross, Ga., and Exhibit 2 by Fisher Bcstg. Inc. (WSOK) Savannah, Ga., and closed record in proceeding on their am applications, et al. Action Aug. 4.

■ Closed record in proceeding on am applications of Richmond Bcstg. Co., Centerville, Ind., et al. Action Aug. 4.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of August 8

WAME Miami, Fla.—Granted cp to change from D to unl., continued operation on 1260 kc, 5 kw; DA-D to DA-2; ant.-trans. location, and studio location; engineering conditions.

WBCI-AM-FM Williamsburg, Va.—Granted acquisition of positive control by Allaun Corp. through purchase of stock from Mary and Richard S. Cobb.

WTFM(FM) Lake Success, N. Y.—Granted assignment of cp, license and SCA to WTFM Inc.

WSAF Sarasota, Fla.—Granted assignment of license to Radio Sarasota Inc.

■ Granted licenses for following am stations: WNJH Hammonton, N. J., and KRAE Cheyenne, Wyo.

■ Granted licenses for following fm stations: WMEV-FM Marion, Va.; WPLM-FM Plymouth, Mass; WFAU-FM Augusta, Me.

KTNT Tacoma, Wash.—Granted license covering use of old main trans. as auxiliary trans. with remote control operation.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WGNI Wilmington, N. C.; WHKP Hendersonville, N. C.; WTNT Tallahassee, Fla., and specify type trans.; KTNT Tacoma, Wash.

WYSR Franklin, Va.—Granted license covering changes in ant. system.

WQTY Arlington, Fla.—Granted license covering increase in power and installation of new trans.

■ Following stations were granted licenses covering installation of new trans: WGAU-FM Athens, Ga.; KFTV Paris, Tex.; WHOS-FM Decatur, Ala.

WOHP Bellefontaine, Ohio—Granted mod. of license to change name to Hi-Point Bcstg. Co.

KDUH-TV, KOTA-AM-TV Hay Springs, Neb., and Rapid City, S. D.—Granted mod. of licenses to change name to Duhamel Bcstg. Enterprises.

KSVN Ogden, Utah—Granted mod. of license to change name to North American Bcstg. Co.

KGO San Francisco, Calif.—Granted cp to install new type auxiliary trans; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

WTPR Paris, Tenn.—Granted cps to install new type trans., and old main trans. as auxiliary trans.

KELD El Dorado, Ark.—Granted cp to install present main trans. as alternate main trans. at main trans. location nighttime only; remote control permitted.

WFLI Lookout Mountain, Tenn.—Granted cp to install present daytime main trans. as alternate main trans. nighttime.

KUMA Pendleton, Ore.—Granted cp to install new trans. as auxiliary trans. at main

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 10

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,565	47	114	847
FM	852	65	193	133
TV	486[1]	59	89	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 10

	VHF	UHF	TV
Commercial	466	78	544
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
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*ARB Continuing Readership Study

trans. location; remote control permitted.

KROC Rochester, Minn.—Granted cp to install new trans. at main trans. location as auxiliary trans., employing DA-D; remote control permitted nighttime.

■ Granted cps to install new type trans. for following stations: WSBC Chicago, Ill.; WIEL Elizabethtown, Ky.; WLBI Auburndale, Wis.

WCBS New York, N. Y.—Granted cp to install new ant. and trans. as auxiliary ant. and trans. (same location as main ant. and trans.); without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KAFI(FM) Auburn, Calif.—Granted mod. of cp to change trans.; ant., and decrease ERP to 3.2 kw.

KXQR(FM) Fresno, Calif.—Granted mod. of cp to decrease ERP to 37 kw; increase ant. height to 295 ft.; and make changes in ant. system; remote control permitted.

KAGI Grants Pass, Ore.—Granted mod. of cp to change type trans.

WKFD Wickford, R. I.—Granted mod. of cp to change type trans.; condition.

■ Following stations were granted extensions of completion dates as shown: KAFI (FM) Auburn, Calif., to Oct. 31; KALH (FM) Denver, Colo., to Sept. 20; KAGI Grants Pass, Ore., to Sept. 20; KOPR-TV Butte, Mont., to Feb. 7, 1962.

WATN Watertown, N. Y.—Granted authority to remain silent for period ending Dec. 1.

Actions of August 7

■ Granted cps for following new vhf tv translator stations: Trout Lake Tv Assn. on chs. 4, 13, and 5 Trout Lake, Wash., to translate programs of KGW-TV ch. 8, KOIN-TV ch. 6, KPTV ch. 12 all Portland, Ore.; condition; San Miguel Power Assn. Inc. on ch. 6 Norwood, Colo. (KREY-TV ch. 10 Montrose, Colo.); Glade Park Tv Assn. on ch. 10 Glade Park, Colo. (KREX-TV ch. 5 Grand Junction, Colo.); Lapwai Valley Tv Assn. on ch. 8 Lapwai, Idaho (KHQ-TV ch. 6 Spokane, Wash.); Saco Tv Club on ch. 9 Saco and Hinsdale, Mont. (KOOK-TV ch. 2 Billings, Mont.); The Zuni Tribe on chs. 2 and 11, Zuni Pueblo, N. M. (KOAT-TV ch. 7 and KOB-TV ch. 4, condition, both Albuquerque, N. M.); Basin Tv Assn. on ch. 12 Basin, Wyo. (KOOK-TV ch. 2 Billings, Mont., condition); Shiprock Non Profit Tv Assn. on chs. 11, 9, and 2 Shiprock, N. M. (KOB-TV ch. 4, KGGM-TV ch. 13 and KOAT-TV ch. 7 all Albuquerque, N. M.); East Linn Community Telecasters Inc. on chs. 5 and 11 Sweet Home, Ore. (KPTV ch. 12 and KGW-TV ch. 8 both Portland, Ore.); Verdigre Tv Booster Committee on chs. 13 and 2 Verdigre, Neb. (KTIV ch. 4 Sioux City, Iowa, and KELO-TV ch. 11 Sioux Falls, S. D.); Costilla County Tv Booster Assn. on chs. 6 and 2 San Luis, Colo. (KOB-TV ch. 4 and KGGM-TV ch. 13, condition, both Albuquerque, N. M.); Wyola Community Tv Assn. on chs. 10 and 13 Wyola and Upper Little Horn Valley, Mont. (KOOK-TV ch. 2 and KGHL-TV ch. 8 both Billings, Mont., conditions); Moapa Valley Tv Maintenance District on chs. 7, 9 and 11 Overton and Moapa, Nev. (KLRJ-TV ch. 2 Henderson, Nev., KSHO-TV ch. 13 and KLAS-TV ch. 8 both Las Vegas, Nev.; conditions); Noxon Community Center Inc. on chs. 8, 12 and 10, Noxon, Mont. (KREM-TV ch. 2, KHQ-TV ch. 6 and KZLY-TV, ch. 4 all Spokane, Wash.; conditions).

WLKW Providence, R. I.—Granted license for am station.

***KANG(FM) Angwin, Calif.**—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: KGGK Garden Grove, Calif.; WSMD Waldorf, Md.; KWMO Odessa, Tex., and change type ant.; WARN-FM Ft. Pierce, Fla.

WSSC Sumter, S. C.—Granted license covering increase in daytime power and installation of new trans.

WHUN Huntingdon, Pa.—Granted license covering increase in power and installation of new trans.

WKIX Raleigh, N. C.—Granted license covering installation of new trans.

KOCY Oklahoma City, Okla.—Granted mod. of license to change name to Bonebrake & Co.

American Bcstg-Paramount Theatres Inc., Chicago, Ill.—Granted cp for new low power station; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff and (2) related studies and inquiries now being considered or conducted by commission.

K72BB, K76AW, K80AS Texhoma, Tex.—Granted cps to change ERP from 157 w to 2.6 kw; add Guymon, Okla. to principal community; change transmitting apparatus; type ant. and make changes in ant. system.

WEMJ Laconia, N. H.—Granted mod. of cp to change type tran.

■ Following stations were granted extensions of completion dates as shown: KOCY Oklahoma City, Okla., to Oct. 30; WHEW Riviera Beach, Fla., to Sept. 20; KBYR-FM Anchorage, Alaska, to Sept. 20; WVEC-FM Hampton, Va., to Jan. 22, 1962; WPSD-TV Paducah,, Ky., to Oct. 7.

Actions of August 4

■ Granted cp for following new uhf tv translator station: Elephant Mountain Tv Club Inc. on ch. 73 Daggett, Calif. (KRCA ch. 4 Los Angeles, Calif.).

WHFS(FM) Bethesda, Md.—Granted relinquishment of negative control by each William A. and Margaret B. Tynan (as family group) and Robert J. Carpenter through sales of stock by High Fidelity Bcstrs. Inc. to G. Franklin Montgomery and five others.

KLEI Kailua, Hawaii—Granted acquisition of positive control by Jack Latham through purchase of stock from Jerry Neville.

WINQ Tampa, Fla.—Granted acquisition of positive control by Rand Bcstg. Co. through purchase of stock from Richard M. Seidel, Robert A. Weiss, Eugene A. Jaffee and Harold H. Meyer.

WALO Humacao, P. R.—Granted assignment of license to Ochoa Bcstg. Corp.

KCKC San Bernardino, Calif.—Granted involuntary assignment of licenses to Crules R. Cheek, trustee.

WYNZ Windermere, Fla.—Granted assignment of cp to Louis E. Latham tr/as Orange County Bcstg. Co.

WVOL Berry Hill, Tenn.—Granted license covering installation of auxiliary trans. for auxiliary daytime and alternate main nighttime.

***KRVM(FM) Eugene, Ore.**—Granted cp to install type exciter unit in present type trans. and specify type trans. as composite; condition.

KNDX(FM) Yakima, Wash.—Granted cp to replace expired permit for fm station.

WMFJ Daytona Beach, Fla.—Granted cp to install new trans.

KPEN(FM) San Francisco, Calif.—Granted cp to make changes in transmitting equipment.

WLOL-FM Minneapolis, Minn.—Granted mod. of SCA to change programming format.

WNBC New York, N. Y.—Granted mod. of cp to install auxiliary ant. utilizing section of top westerly guy of main ant.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act and without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WNLC New London, Conn.—Granted mod. of cp to make changes in ground system and change type trans.; condition.

WDJS Mt. Olive, N. C.—Granted mod. of cp to change studio and trans. location.

WBNS-FM Columbus, Ohio—Remote control permitted.

WHLS Port Huron, Mich.—Remote control permitted.

Actions of August 3

WSAI Cincinnati, Ohio—Remote control permitted while using non-directional ant.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act.

KGPC Grafton, N. D.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; remote control permitted; conditions.

KDLM Detroit Lakes, Minn.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; conditions.

KBMN Bozeman, Mont.—Granted cp to increase daytime power from 250 w to 1 kw and install new trans.; conditions.

WPRE Prairie Du Chien, Wis.—Granted cp to increase power from 500 w to 1 kw; condition.

■ Granted licenses for following am stations: WZST Tampa, Fla., and KATN Boise, Idaho.

■ Granted licenses covering increase in power and installation of new trans.: WPCC Clinton, S. C.; WREV Reidsville, N. C.; KOYL Odessa, Tex.

WMRB Greenville, S. C.—Granted license covering installation of old main trans. as auxiliary trans. daytime and alternate main trans. nighttime with remote control operation.

KGIL San Fernando, Calif.—Granted license covering use of old main trans. (main trans. location) as alternate main trans. nighttime hours and daytime when operating on 1 kw.

WPFA Pensacola, Fla.—Granted cp to change ant.-trans. and studio location, make changes in ant. and ground system.

KONG-FM Visalia, Calif.—Granted mod. of cp to change type trans.; condition; and extension of completion date to Sept. 15.

Actions of August 2

Monument Tv Inc., Monument, Ore.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KTVB (ch. 7) Boise, Idaho; condition.

Spanish Valley Community Tv Assn., Moab, Utah—On own motion, set aside July 24 action granting application for new vhf translator station on ch. 7 to translate programs of KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Green River, Utah.

Nile Valley Tv Assn., Nile Valley, Wash.—Granted cps for new vhf tv translator stations on chs. 7 and 6 to translate programs of KIMA-TV (ch. 29) and KNDO (ch. 23) both Yakima, Wash.; conditions.

KDVR(FM) Sioux City, Iowa—Granted SCA on multiplex basis.

■ Granted cps for following new vhf tv

Continued on page 103

SALES

UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK, In the Matter of GUILD FILMS COMMANY, INC., Bankrupt, In Bankruptcy #60B748, Pursuant to an order dated July 24, 1961 made by Hon. Herbert Lowenthal, Referee in Bankruptcy, Daniel Glass, Trustee of said Bankrupt will sell at public auction, by said Referee, at Room 1601, in the United States Courthouse, Foley Square, Manhattan, New York City, on August 15, 1961 at 2:00 P.M., free and clear of all liens thereon, which will be transferred to the proceeds of sale as provided in said order, the four motion picture film series produced for television showing, known respectively as "Telephone Time," "Passport to Danger," "Racket Squad," and "Code 3," herein called the "Telefilms," and all rights, privileges, property and materials relating thereto. Separate sales will be held of (a) all Telefilms properties held by Pathe Laboratories, Inc. (b) all Telefilms properties held by Consolidated Film Industries, a division of Republic Corporation (c) all Telefilms properties held by Bonded Film Storage, a division of Novo Industrial Corporation (d) all Telefilms properties held by Precision Films Laboratories, Inc. (e) all Telefilms properties held by J. Julius Levy and John F. Murphy as co-trustees of Hal Roach Studios (f) all rights and privileges of every kind whatever in the "Telephone Time" series (g) all right and privileges of every kind whatever in the "Passport to Danger," "Racket Squad" and "Code 3" series. Each successful bidder will be required to make payment in full at the sale by cash, or certified or bank check.

Nathan B. Fogelson
Attorney for Trustee
521 Fifth Avenue
New York City

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RADIO

Help Wanted—Management

General manager. Pennsylvania station. State past employment and references. Pertinent billings history. Run station as your own. Man we want is strong on sales. Compact staff to work with in 12 year old station. Replies to Box 466G, BROADCASTING.

Manager for kilowatt in 5,000 southern community. Prefer first ticket man for economy reasons. Must have proven sales and announcing ability. Chance to earn interest in ownership. Station now breaking even. Box 557G, BROADCASTING.

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully. Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Wanted: Salesman for outstanding fm station in middle Atlantic market. This station is one of the leaders in area. Chance for great opportunity to advance in a successful operation. Send complete resume at once. Box 622G, BROADCASTING.

Salesman. Dominant station major midwest market. Must be creative, aggressive and intelligent. A real hustler. Good background. Potential $18,000.00 upward for right man. Box 550G, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Sales representative for new northern Connecticut local radio station. Growth potential. Write Box 585G, BROADCASTING stating qualifications.

Salesman wanted by very successful metropolitan eastern radio station. Chance for the right man to make very good money. Only man with successful past records and references. Send complete resume and when available. Box 623G, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

Salesman, experienced wanted for expanding organization. Future management possibilities for strong local salesman with excellent draw and commission. Box 616G, BROADCASTING.

Help Wanted—(Cont'd)

Sales

California—Top salesman wanted, handle agency and large retail. Salary and commission. By outstanding Negro station in prosperous San Francisco Bay Area negro market. Conway, KDIA, Oakland, California. References, full background.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Manager for fm station in connection with successful am. Excellent opportunity with assured income. Prime duties in sales and promotion. WISM, Madison, Wisconsin.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

One or more salesmen for our Alaska stations. Must be experienced selling promotional radio in metropolitan markets where rate is much higher than competition. Salary and bonus makes good earning possible. Growing organization gives excellent chance advancement. Apply Doc Pournelle, Radio Anchorage Inc., Box 1960, Anchorage, Alaska.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Staff man; sports, other broadcasting, news and commercial writing. Extensive sports program possible. Experience necessary. Box 507G, BROADCASTING.

Announcer—First phone, no maintenance. Western Pennsylvania. Good opportunity for a beginner. Forward tape, resume and photo. Box 555G, BROADCASTING.

Top fm station in 100,000 market wants mature announcer-newsman with good voice and wide knowledge of music. College graduate preferred. Good pay for right man. Box 593G, BROADCASTING.

Wanted: immediately! A versatile announcer capable of handling a 3 hour radio and 4 hour tv shift daily. Must be able to do a selling job on air, and on-camera. Start $80.00 for 44 hours. Send complete resume, tape and recent photo. References will be thoroughly checked. Program Director KAVE-TV, Carlsbad, New Mexico.

Help Wanted—(Cont'd)

Announcers

Pennsylvania fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. Send tape and resume to Box 644G, BROADCASTING.

Want to finish college? . . . part-time announcer wanted for top independent in state college town of 13,000. Good pay enables right man to complete college studies. Minimum 1 year experience necessary. Send tape, resume, picture to Bob Templeton, Program Director, KAYS, Hays, Kansas.

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL. Bend, Oregon.

Top 1st class ticket combo man needed for early morning. Top salary to top man. Send tape, resume, requirements to W. E. McClenahan, KHAK Radio, 202 S.G.A. Bldg., Cedar Rapids, Iowa.

Announcer. Sports helpful. KVRH, Salida, Colorado.

Announcer-salesman September 1 for sparkling sound station forty miles northwest of Washington, D. C. Salary and commission. Send tape, resume and recent photo to Dick Lee, WAGE, Leesburg, Virginia. All references will be checked.

Can you announce with a bit of excitement formula style . . . handle men . . . write copy . . . have ideas in programming? We're looking for a future pd . . . tell me what you can do. I'll tell you what I can do for you. Contact Bob Michael, Manager, WATS, Sayre, Penna. (A lovely area!) Turner 2-2401.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Permanent position for combo man with first class ticket. Some experience expected. Established stations. Mr. Bill, WIMS, Michigan City, Indiana.

"I want a morning man who is 'only great'. PD position if able. Qualifications: Must be literate (know how to read); have voice; and 1st ticket—no maintenance. Rush tapes, photo and resume to WQSR, 1020 Hiawatha Blvd. West, Syracuse 3, N. Y.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Experienced announcer for modern format, production minded station in pleasant community of 20,000. We're number one in area, want man to help us stay that way. Rush tape, info . . . or call WSPT, Stevens Point, Wisconsin.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Announcer-copywriter. Small Virginia town, but regional operation. Personal interview necessary but first send tape, photo and resume to WSVS, Crewe, Virginia.

Combo am personality and copywriter needed for modern music station in small but pleasant market. Contact Bob Michael, WATS, Sayer, Penn. TUrner 2-2401.

Help Wanted—(Cont'd)

Announcers

Wanted: Combination announcer-engineer with first-class ticket. Excellent opportunity. Furnish resume, references and salary required to P. O. Box 1050, Roanoke, Va.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Fall target date—Class IV, small market, Need community minded c.e./announcer. Sales if desired. Salary and resume first letter. Ward Broadcasting Co., Sonora, Texas.

Technical

5 kw—Virginia—1st. Ticket—give full details and references. Box 483G, BROADCASTING.

Chief engineer for unusual directional station. Chain operation. Man selected will serve probationary period at another station. If qualified, will assist in installation of new station, and assume duties of chief engineer upon completion. If not thoroughly experienced, don't answer this ad. Send resume, salary expected, and references to Box 576G, BROADCASTING.

Immediate opening for combination engineer-announcer on Kentucky station. Must be fair announcer and able to handle routine maintenance. Permanent, fulltime position. Also will need announcer by Sept. 15. Send tape, resume, references, phone number, salary requirements. Box 587G, BROADCASTING.

Chief engineer—strong on maintenance. Must have excellent references. Good southern community. Box 601G, BROADCASTING.

Chief engineer. Capable maintaining am-fm operation. N. Y. metropolitan area. Box 610G, BROADCASTING.

Wanted, first phone for transmitter watch, no experience necessary. Box 620G, BROADCASTING.

Wanted: A first-class engineer for station maintenance. WABO, Waynesboro, Mississippi, 250 watts, daytime and night.

Poughkeepsie, New York 5000 watt WEOK, needs first phone combo men—basic technical slot—limited air work—excellent chain opportunity. Fred Brill, WEOK, Grover 11500.

Needed immediately. Chief engineer, heavy on announcing for progressive daytimer. Salary to match qualifications. Reply WFAG, Farmville, N. C.

Chief, ticket—experience required, details to WJBW, New Orleans.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Local newsman wanted for one of the finest small market operations in the midwest. This is not a job for recent graduates or so called local newsmen whose main job has been looking at the police blotter and taking news handouts. Good air delivery is essential but the pear shaped tones must be backed by several years news experience and the maturity, dignity and stature expected of a leading citizen in our community. Long hours and hard work are also included along with the pay check. The salary is open but you must be worth at least $500 per month. If you're over 30 years of age with at least 4 years of intensive local news work and would like to settle down and join the staff of a good radio station, let's talk it over. J. A. Sheperd, KNCM, Moberly, Missouri.

Help Wanted—(Cont'd)

Production—Programming, Others

Traffic director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Newsman with copywriting experience. $400 per month start, KBRZ, Freeport, Texas.

RADIO

Situations Wanted—Management

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, college education, married. Seeking general manager's position with well established organization either in U. S. or abroad. Box 545G, BROADCASTING.

Think! Is loyalty, integrity, quality, experience important to you? I offer this service. Modern radio concept with quality management, programming and sales. 20 years experience. Box 554G, BROADCASTING.

Fifteen years experience announcing, programming, sales, management. Plenty saleable ideas. Prefer Rocky Mountain or southwestern states. Personal interview on request. Box 568G, BROADCASTING.

Selling GM with sound judgment, an outstanding sales and profit record, and conviction that success must be built upon excellence in community service, desires move to southwest. Can bring top-flight program director and news director. Small-medium market. Strict percentage. Box 602G, BROADCASTING.

Looking for the opportunity of managing your station. Good references. A-1 credit rating. Family man. 8 years in sales with management experience. Prefer small market. Box 605G, BROADCASTING.

Make calls, make sales, salesman desires manager experience toward goal, station ownership. Sacrifice for opportunity. Will be selling manager, not armchair. Likeable, have great program idea. Prefer west. Ivan, 3106 Kingston Ave., Napa, Calif., Baldwin 4-0954.

Sales

Small markets-midwest-west, salesman wants work plus investment, billing $3000 now, experienced news, announcing. Radio major, 30. Box 588G, BROADCASTING.

Commercial manager that sells, 20 years experience, excellent references, sales record. Presently employed but desires change. Prefer, Florida, southeast, southwest, independent. Box 615G, BROADCASTING.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 489G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 523G, BROADCASTING.

Broadcasting school graduate wants position. One year experience. Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Nobody's perfect! Floater, boozer, lazy, argumentative, undependable, non-humorous. No jazz or night shifts. Liar. 3rd class. No maintenance. Box 558G, BROADCASTING.

Jazz F. M.ers! D. J. 9 years experience. College BA. 3rd class. Soft sell and humor. 'Satchmo'—Torme voice. Salary unimportant! Box 559G, BROADCASTING.

Personality d.j. newscaster, experienced, fast format, not a floater. Box 560G, BROADCASTING.

Experienced announcer-1st phone desires permanent position with responsible station. Box 563G, BROADCASTING.

Well trained young man desires opportunity to prove ability. Good voice, flexible style, cooperative. Tape, resume. Box 565G, BROADCASTING.

One of southeasts' leading sportscasters available soon. Play-by-play basketball, football, and baseball, disc chores as well. Only sportsminded operation considered. Shall we dicker. Box 569G, BROADCASTING.

Experienced announcer—Salesman, young family man. Desires change in location. Box 570G, BROADCASTING.

College student—part time announce in Chicago area, board, good music. Want air time work for peanuts. Box 575G, BROADCASTING.

Right hand man leaving army Nov. 3 wants work as engineer, announcer, news, pd, some sales, what-have-you. Prefer Wisconsin or midwest but will consider any friendly, active town. Building new station? Early out considered. Box 580G, BROADCASTING.

Available after Sept. 1, Los Angeles area; Classical am/fm of fine arts desired. Third. Box 581G, BROADCASTING.

Smooth, mature, experienced, network quality announcer seeks position with well organized operation. Available immediately. Will relocate. 26. Married. Salary open. Box 583G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 584G, BROADCASTING.

Happy sound, personality dj. Experienced in sales, management, copywriting, programming, play-by-play, desires job offer in small or medium market if you have permanent position. Box 590G, BROADCASTING.

Good voice for good music, creative professional, know music production, news, 10 years radio-tv 3 major markets. Request personal interview. Northeast. Box 596G, BROADCASTING.

Sports director football, basketball, baseball play-by-play excellent references. Box 603G, BROADCASTING.

Announcer, dj 7 years experience, knows music, tight production, family. Box 604G, BROADCASTING.

Versatile announcer seeks beginning—emphasis on sportscasting; play-by-play. Authoritative, network style delivery. Sports and music experience, college degree plus announcing training. 27, mature, intelligent, good appearance, excellent references. Box 606G, BROADCASTING.

Single girl wanted as partner. Comedy-d.j. Box 611G, BROADCASTING.

Versatile experienced announcer desires change. Veteran, 25, married D.J., news, production, tight board. Box 612G, BROADCASTING.

Football, basketball, baseball play-by-play broadcaster, accurate, colorful; creative studio radio-tv shows; 12 years experience, employed, family man. Box 613G, BROADCASTING.

Announcer-deejay, 25, married, veteran, 8 years experience—Tight board—presently employed. Third ticket—$125,00. Box 102G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer; dj newscaster; experienced, control board, operator, want to settle. Box 633G, BROADCASTING.

First phone experienced announcer very desperate for Texas-Oklahoma market. Box 626G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in N. Y. state or Connecticut, tape, resume on request. Box 631G, BROADCASTING.

Microphonitis victim! Will welcome any curers, anxious to gain practical experience as dj. Pliability only one of my assets. Married but willing to travel anywhere. Box 632G, BROADCASTING.

Deejay—negro—some experience, pleasant voice, willing learner, prefer south, board operation. Box 634G, BROADCASTING.

Midwest. Have recently left, want return. Nine years of solid references. Know formula and standard radio. Veteran with college. Finest of background. Operate board. Box 637G, BROADCASTING.

Swinging California dj desires location with sensible cost of living and need for top sound. Box 636G, BROADCASTING.

Experienced, married—would like to settle down—dj, good ad-lib, run board, cut any show—excellent references. Box 639G, BROADCASTING.

Genuine personality for NBC community station. Good in-the-field reporting. Top tape editor. Handle staff. Box 648G, BROADCASTING.

Emphasis public affairs—minimum staff (versatile tho). Write, edit, mobile and tape reports. Tenure and growth essential. Box 649G, BROADCASTING.

1st phone, anywhere, tape available, prefer East. Box 905, Lamar, Colorado.

Experienced 1st phone, but beginner announcer, wants combo work, Chicagoland area. Box 3012, Chicago 54, Illinois.

Young negro announcer-dj, 5 years of experience, not afraid of hard work, willing to relocate, salary open. Edward Green, 265E. Columbia, St., Hempstead, L. I.

Check my format—Bachelor Degree Radio TV production—three year's college radio—one year selling experience—First phone—veteran 1Lt army—26, married—Prefer combo, news, sales—state salary. Jim Little, 1907 Prevost. Ft. Worth 16, Texas.

First phone dj. 1 year of experience, hard worker. Prefer top 40. Rick Moore, 1537 Hobbs, Farmington, New Mexico, EX 3-3909.

1st phone announcer-three years, all phases. Florida native. Prefers home state. Call Tut Walker, 64-3442 Tampa.

Attention medium or large markets. Need one or two d.j.'s? Program director-production managers to make you number one? Johnny York-Bob Mitchell, 231 Montgomery, Bogalusa, Louisiana. RE 5-1355

Technical

First phone—dependable, 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

FCC 1st class license thorough background in all aspects of the techniques of broadcasting. Box 531G, BROADCASTING.

Engineer—experienced first class—write Box 552G, BROADCASTING.

Missouri, Arkansas applicants. Engineer-announcer with 10 years experience would like to help plan and build a new am. Box 553G, BROADCASTING.

Chief engineer, announcer, technical graduate, young, family, maintenance. Will consider all offers, including tv. Box 567G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced disc jockey. Bachelor, age 37, has car. Prefers mid-day shift. First class licensed. $110 week. Good references. Knows music. Box 621G, BROADCASTING.

Free—$45,000 worth of 16mm cameras, lab & sound equipment, when under supervision of competent film & visual director. Over 20 years independent supplier of visual & film service to industry, govt. education & tv. Writer desires to head and operate visual service for responsible organization. Box 624G, BROADCASTING.

Young, married engineer w/1st phone looking for position as responsible or chief engineer. Richard Aronson, 41 Second Avenue, Kingston, Penna. Bu 8-5918.

Five years Florida Highway Patrol Communications; eight years broadcast combination. Directional. Chief and pd with healthy operation expecting work, modern sound, technical conscience and ability. Available end August. Larry Kay, 1101 Alford, Fort Collins, Colorado. HU 2-0235.

Have first ticket, little experience in tv. Write Byron Kuenzel, 333 North Side, Havre, Mont., or phone 265-6539.

First phone, 16 years experience in maintenance of various types of electronic equipment. Would like employment at broadcast station in western N. Y. or N.W. Pa. Bill Remington, Panama, N. Y.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Sales 4 years, sales management 2 years, general management 5 years. Medium and large markets. Air, copy, sales, presentations, promotions, editorial writing throughout the 11 years. No starry eyed ambitions for the manager's desk — I've been that route. Want to do what I enjoy the most and do the best: programming and production. Long on soft-sell personal air approach. Communicator not pitch-man. References. 35. Family. No small markets. Want west. Box 490G, BROADCASTING.

European born married man, 30, masters degree in Political Science is looking for rewarding position in news with progressive radio-tv station. 4 languages and fluent knowledge of current news stories, write Box 538G, BROADCASTING.

News director, Newsman, nine years radio-tv, presently news director #1 station, million market. Write, report, air. Ball of fire in newsroom or on beat, plus top quality delivery. Box 556G, BROADCASTING.

Big Brother is watching your station! Creative copy in good taste. Any offer anywhere. Family. Presently employed. Box 573G, BROADCASTING.

Gal ratio-tv writer: Top radio writing-production experience, promotion, public relations, programming, key account servicing. Phone: Evenings JE 5-4199, St. Louis. Box 594G, BROADCASTING.

Newsman: desires radio or tv station alert to news. Experienced as radio news director. RTNDA. Employed, veteran, degree. Also news photographer, guarantee quality in newsfilm. Single, will move anywhere for good opportunity, references. Box 595G, BROADCASTING.

Newsman's newsman; one of few. 10 years radio-tv, college, married, pro-delivery, gather, re-write. Northeast. Box 597G, BROADCASTING.

Available immediately! Announcer-award winning reporter-salesman. Experience all phases! Program-news director experience. Some tv, desires return to industry via active station. Married. College Grad. Box 607G, BROADCASTING.

Experienced newsman-program director seeks change in midwest. Ten years in radio, married. Box 608G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Fully experienced California jockey can program your station to top of any market. Prefer east. Box 635G, BROADCASTING.

Program director and top production man, eight years experience, now available. Box 643G, BROADCASTING.

Free and ready to work for your station program director—news editor, d.j. Fifteen years solid experience in every phase of broadcasting. Some tv news. Just completed 12 years with last employer. Hard, dependable, worker, well liked, well known, with big ratings produced in two of America's most important markets. No desk job, prefer radio, television operation. If your looking for a permanent employee let me air mail you a resume. Box 645G, BROADCASTING.

Electronic advertising specialist in "Electronic" industry from time they called it "radio." Controlled and promoted sales running to 7 figures; now relocating California. Well known in industry. Proven specialist in sales, merchandising, promotion with electronic mfrs. Seasoned in advertising and marketing. Age 37. Please write 3580 Multiview Drive, Hollywood, California.

Girl Friday—plus some mike—wants small market in or around Iowa. Excellent references. Judi Hill—3123 East Lake Street, Minneapolis 6, Minnesota.

News/sports/dj. Good. Gather, write, edit, deliver news. Play-by-play. Excellent air man, clever commercial production. 23, military complete, 10 European countries. Champion athelete, Broadcasting school grad, Madison Capital Times Newspaper correspondent. Good. Let management tell you! WRDB, Reedsburg, Wisconsin. Telephone: 400.

TELEVISION

Help Wanted—Management

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation's tenth market, Washington, D. C. Station is independent and on the go. Here's your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustafson, WTTG, Raleigh Hotel, Washington, D. C.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Have opening for male MC of daily tv interview program. If interested, call for audition. Jerry Barnes. STate 5-1201. Springfield, Massachusetts.

Help Wanted—(Cont'd)

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Wanted: Engineering supervisor for maximum power VHF station in upper south. Must be experienced in studio, transmitter and Ampex videotape—others need not apply. Send complete resume to Box 574G, BROADCASTING.

Chief engineer new UHF ETV Station Schenectady, N. Y. FRanklin 4-2991.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. Tv studio transmitter maintenance operating experience desired but serious consideration given technically qualified experienced radioman earnestly wanting tv opportunity. Permanent opening September 1 or sooner. Call collect State 6-8311 or write Leavenworth Wheeler, Chief Engineer, KIVA, Yuma, Arizona.

Vacancy for television engineer. Experienced desirable but not absolutely necessary if you have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

TV engineer—Leading station has opening for young man with first class license. Desirable have some experience both transmitter and studio equipment, and ability learn quickly under guidance chief engineer. Efficiency apartment available for single man if desired. WSAV-TV, Savannah, Ga.

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Broadcast equipment sales engineers—West Coast and East locations; restricted territories; wonderful opportunity for men qualified technically and with sales ability. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

Help! Traffic director-tv station; immediate opening; contact E. M. Sears, Box 62, Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Experienced, mature, hard working salesman desires position with progressive tv station. Can offer experience in all phases of tv. Sober, reliable, all offers considered. Will travel. Box 598G, BROADCASTING.

Attention presidents and stockholders of television stations. General manager available . . . 15 years experience in radio and television sales and management. Now vice president for sales and production. Have the know how to increase sales and profits. Experienced in management . . . sales . . . production . . . film buying . . . and all phases of television operation. Have increased sales here over 30 percent in last year . . . Reason for leaving neither salary or working conditions but for family. Contact Box 609G, BROADCASTING.

Over 11 years major media sales. Last 5 plus top billing salesman eastern VHF. Experienced all phases of sales—local-regional national. Desire sales management opportunity with eventual chance to move higher. Box 578G, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Executive-type salesman experienced in major and medium sized markets interested in sound, permanent conection. Presently employed with six years television sales and ten years radio sales and management. Mature, married, sober. Excellent record with best references past and present employer. Box 589G, BROADCASTING.

Now top billing salesman medium size vhf staff, desire to become same in larger market. Heavy communications background, all sales. Experienced all levels of presentations. Box 579G, BROADCASTING.

Account executive, top billing record. Want good five figure potential sales manager's position. Thorough experience tv programming, local and agency sales. Best references. Box 650G, BROADCASTING.

Announcers

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

The honeymoon is over! Announcer, now tv, 11 years experience including news, remote radio studio manager (sales, copy, service) wants administrative/managerial opportunity. Box 642G, BROADCASTING.

Technical

Two years exp, 15 months control room oper, 9 months transmitter engineer, tech school grad, vet, seeking permanent position. Box 472G, BROADCASTING.

Man available end of September for either a chief engineer's or assistant chief's position whose prime qualification is the ability to operate the engineering department smoothly on the least money possible. 20 years of television and radio engineering. Salary open. Box 514G, BROADCASTING.

One of the top engineers in the tv industry. Years of experience in all phases of tv technical operations. Good leader, fine administrator. If you need top technical administration write Box 516G, BROADCASTING.

FCC 1st class license, thorough background in all aspects of the techniques of broadcasting. Box 640G, BROADCASTING.

25 continuous years radio, recording, television. Forte; network television audio. Speak French. German. Have licenses, resume. Box 647G, BROADCASTING.

Production—Programming, Others

Eleven years all phases of sports broadcasting, emphasis on play-by-play, desire first or second position in major sports operation. Married, 34, college, veteran. Box 479G, BROADCASTING.

Would 11 years radio experience—including 4 years sales, 2 years sales management, 5 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager's office—I've been there. Want to do what I enjoy the most and do the best: programming and production. Long on and successful with interviews, commentaries, panels—any programming with people. Communicator not pitch-man. References. 35. Family. College graduate (if that's important). Want west. Box 491G, BROADCASTING.

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

Award-winning promotion! Award-winning promotion man, currently in top ten market, seeks similar position in south or west coast. Winner of promotion awards from all three networks! Eight years radio-tv, newspaper and college pr background. Journalism degree. Box 562G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Director-producer. 39, married, employed. 14½ years radio-tv production. Personal interview and resume upon request. Interested VTR. Contact Box 564G, BROADCASTING.

Solid tv newsman, six years top ratings major market. Best employer references. Box 628G, BROADCASTING.

Children's personality and recording star available, with a proven successful show with ratings from 15-20 and with sponsors national and local. My show is a live audience participating kids program that provides wholesome entertainment for all the family. Recently completed 4 years of daily shows at 5 p.m. on channel 13, Cadillac, Michigan. Did same 4 years on WHIO-TV in Dayton, Ohio and 2 years on the Crosley TV Network at WLW in Cincinnati. Also interested in acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with excellent references. Will relocate anywhere, any size market. For more information, write on phone Kenny Roberts "The Jumping Cowboy," R.R. #1, Cadillac, Michigan. Prospect 5-3929.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Transceivers: 2 Link 10 watt units for 170 mc. Antennas, AC supplies. Best offer. Box 399G, BROADCASTING.

Ampex 300-2C's, matched pair, 3¾—7½ ips modified for 14" reels, two channels. Box 614G, BROADCASTING.

Gates ST101 spot tape used less than one year, excellent condition $700.00. 23C WE console for production room $75.00. GN Presto recorder $100.00 KGBC, Galveston, Texas.

WLUK-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, designed to go to 1500 ft. if necessary. Contact R. W. Grandle, Box 549, Green Bay, Wisconsin.

"News wagon—1959 Chevrolet—complete with fm two-way Motorola 60 watt base station and 30 watt mobile crystal controlled police radio, revolving domelight, speakers, many extras, excellent condition. Price $2,750.00, WRVM, Rochester, New York."

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Recording studio liquidation: Ampex 350 console; Ampex 351 portable; and Presto 6N lathe for sale individually or in package. Excellent condition . . . priced right. Active Radio Company, Box 3, Goshen, Indiana.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

FOR SALE

Equipment—(Cont'd)

Am. fm. tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

WANTED TO BUY

Stations

AM radio station small market, prefer Texas or Oklahoma, 250 to kw station in the black. Replies confidential. Box 600G, BROADCASTING.

Equipment

Maurer recording amplifer and power supply to work with model I Galvo in GP1 kinescope recorder. Box 630G, BROADCASTING.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Cash for good used thousand watt transmitter. Send complete details WMRE, Monroe, Georgia.

Console, Consolette state make, model, condition, price first letter. WTSB Radio, Lumberton, N. C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 470G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

SALES MANAGER

Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market.

Box 397G, BROADCASTING

RADIO

Help Wanted—Announcers

WQAM

Miami, Florida

News Man with deep voice, must be able to handle dj show. Send resume, tape to:

Jack Sandler
WQAM
duPont Building
Miami, Florida

RADIO

Situations Wanted—Management

DAYTIMER-ITIS

Severe case. Have been 14 years, same station. Last 7 as manager. 6 of 7 made money. Also located and was active in purchase of sister station daytimer and made it consistent money maker since purchase. Ready to leave the ulcers to the daytimers. Looking for full time 'sick" indie that I can doctor into the #1 station in the area. I have the know how—how now do I get in contact with you? South or Southwest preferred.

Box 503G, BROADCASTING

FOR SALE



A 32-foot, 4 year old trailer that's fully equipped and air-conditioned; available for best reasonable offer. Original cost, $10,000. A proven money-maker in the past. Reason for selling; novelty impact fully exploited in this market. Details, contact C. J. Fitzgerald, WGBB, Freeport, MAfair 3-1240.

BEST REASONABLE OFFER!

Situations Wanted—(Cont'd)

Management

MONEY

Doesn't grow on trees, but I know a 50KW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.

Box 504G, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

DIRECTORS

If you get a thrill out of live, vital production. . . . If you want to be part of an aggressive, "heads-up" organization. . . . If you want to be a part of America's outstanding broadcast firm . . .

Apply
Box 477G, BROADCASTING

ATTENTION FILM DIRECTORS!

Large market prestige station interested in young, orderly, aggressive, experienced Film Director. Must have television station experience in organization, editing and management of Film Department.

Apply
Box 478G, BROADCASTING

TELEVISION

Situations Wanted—Announcers

Television announcer, considered best in medium market, desires relocate in East—Maryland to Mass. Eleven years radio and television. Excellent appearance, good voice, love of profession. Versatile but seeking staff position. Present earnings $160 weekly. Married, 30, college. Will send audio tape, photo, references. If still interested can arrange personal audition and interview.

Box 625G, BROADCASTING

Production—Programming, Others

TV PROGRAM MANAGER

Thirteen continuous years experience in TV Programming, Production, film Buying, Public Affairs, Sales and Videotape Production. Age 36, Married, Degrees, Top references, and available soon. Prefer aggressive VHF or Large Ad Agency position.

Box 592G, BROADCASTING

STATIONS - FOR SALE

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

STATION FOR SALE

1 kw N. C. Station, new equipment and new building, highest of ratings, only one station in the market.

Box 551G, BROADCASTING
No Brokers

GEORGIA FULLTIME

Located South Georgia. Ideal owner manager set up. 1000 watts pending. Price $50,000.00 with $15,000 down. Balance over 5 years.

Box 571G, BROADCASTING

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

CALIFORNIA COASTAL

Single market fulltimer in one of California's most desirable living areas. Owner-operator can make good living. Price including real estate is $150,000 with low down payment and ten year payout.

Box 582G, BROADCASTING

TV STATION FOR SALE

Western Kansas location, maximum power, CBS affiliate.

Box 586G, BROADCASTING

SMALL TOWN FLORIDA

Radio Station for sale, plus 65 acre wooded mountain tract in beautiful Smokies. Ideal for sub-division or summer camp site, adjoins recreational development. Fantastic possibilities. $75,000 cash. Terms available.

Write:
Box 618G, BROADCASTING

TWO STATION PACKAGE

75% interest in small Florida station and 35% interest lovely mountain town station. Southern Appalachians. $45,000 $15,000. Balance six year. Purchaser can manage either. Write:

Box 617G, BROADCASTING

Ala	single	daytimer	$ 75M	terms
Ohio	single	daytimer	120M	29%
Ky	single	daytimer	75M	20dn
Ariz	small	fulltime	75M	terms
N.D.	medium	regional	90M	29%
S.E.	medium	power	80M	22dn
Fla	medium	local	175M	29%
Calif	sub-metro	regional	100M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

SOUTHERN CALIFORNIA FULLTIMER Asking $55,000 with *$10,000 down.* 7 year payout. "*A GUNZENDORFER exclusive.*"

LAS VEGAS, NEVADA. You can own a radio station in the "Glamour Capitol of the World" for $29,000 down. "*EXCLUSIVE.*"

ARIZONA FULLTIMER. $220,000 with *$50,000 down.* A daytimer $145,000. 29% down.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

7 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.
Box 9266 GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NORTH CENTRAL. Daytime. Did $55,000 past fiscal year. Asking $65,000. Terms. Exclusive.

CALIFORNIA. Exclusive. Full time. Well established. Doing $60,000. Asking $110-000. Includes real estate. Terms.

SOUTH. Top market. Asking $350,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10
FOR FM AND AM TRANSMITTERS
Eliminate costly wire line charges. Own your own system. 950 mc PROGRAM STL AVAILABLE SEPARATELY. Attractive leasing plan.

MOSELEY ASSOCIATES
4416 Hollister Avenue., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

$500 REWARD

For information leading to the whereabouts of Professor Paradiddle. Last seen in Chicago area carrying umbrella and 12 x 14 street drum. Frequents radio stations and talks incessantly. Informants protected.
Write:
Box 619G, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

translator stations: Devil Mountain Tv Assn. on ch. 9 Dyke, Colo. (KOB-TV ch. 4 Albuquerque, N. M., condition); Keyes Tv Assn. on ch. 12 Keyes, Okla. (KVII ch. 7 Amarillo, Tex., condition).

KJET Beaumont, Tex.—Granted acquisition of positive control by Leon S. Walton through purchase of stock from Paul E. Barbatoe.

■ Granted licenses for following am stations: WCTW New Castle, Ind., conditions; WSVL Shelbyvile, Ind.; WYSH Clinton, Tenn.; conditions.

■ Granted licenses for following fm stations: WGLM Richmond, Ind.; WKBV-FM Richmond, Ind.; WLOM Chattanooga, Tenn.. WSEV-FM Sevierville, Tenn., WJCD-FM Seymour, Ind.; condition; WIBC-FM Indianapolis, Ind.

KNBC San Francisco, Calif.—Granted license covering installation of new trans. and specify trans.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WJZM Clarksville, Tenn.—Granted license covering increase in daytime power.

WVLK Lexington, Ky.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location, employing DA-2.

KHQ-TV Spokane, Wash.—Granted cp to change type trans.

WMTW-TV Poland Spring, Me.—Granted cp to install auxiliary trans. at main trans. site.

KDES Palm Springs, Calif.—Granted mod. of cp to make changes in ant. system (increase height); conditions.

KNDR(FM) Des Moines, Iowa—Granted mod. of cp to change type trans.; conditions.

WTRC-FM Elkhart, Ind.—Granted authority to remain silent for period beginning June 12 and ending Sept. 10.

■ Following stations were granted extensions of completion dates as shown: WKET-FM Kettering, Ohio, to Dec. 1, and KDES Palm Springs, Calif., to Sept. 10.

Actions of August 1

■ Granted cps for following new vhf tv translator stations: Checkerboard Tv on ch. 11 Checkerboard, Mont., to translate programs of KFBB-TV ch. 5 Great Falls, Mont.: Wellsville Tv Translator Co. on chs. 8 and 10, Logan and Wellsville, Utah, (KUTV-TV ch. 2 and KCPX-TV ch. 4 both Salt Lake City, Utah); P & P Tv Inc., on ch. 7 Plains, Mont. (KXLY-TV ch. 4 Spokane, Wash.); Enterprise Tv Assn. on ch. 5 Enterprise, Utah (KSL-TV ch. 5 Salt Lake City, Utah, via Tv translator station ch. 12 Milford, Utah).

KDOT Reno, Nev.—Granted change of remote control authority (secondary remote control point).

Actions of July 31

■ Granted cps for following new vhf tv translator stations: Forsyth Community Tv Relay System Inc. on chs. 6, 9, and 11 Forsyth, Mont., to translate programs of KGHL-TV ch. 8 Billings, Mont. KOOK-TV ch. 2 Billings, via tv translator station K12AU Miles City, and KGHL-TV ch. 8 Billings via tv translator station ch. 6 Forsyth, Mont.

Actions of July 28

■ Granted cps for following new vhf tv translator station: Cody Tv Club on chs. 6 and 11 Cody, Wyo., to translate programs of KGHL-TV ch. 8 and KOOK-TV ch. 2 Billings, Mont. with condition; Plateau Valley Tv Assn. Inc. on ch. 10 Mesa, Colo. (KREY-TV ch. 5 Grand Junction, Colo.); Chipita Park Tv Club on chs. 6, 9 and 2 Chipita Park, Colo. (KRDO-TV ch. 13 Colorado Springs, KCSJ-TV ch. 5 Pueblo and KKTV ch. 11 Colorado Springs, all Colo.); Eagle Butte Community Tv on ch. 9 Eagle Butte, S. D. (KPLO-TV ch. 6 Reliance, S. D.); Breckenridge Volunteer Fire Department on ch. 12 Breckenridge and Blue River Valley, Colo. (KLZ-TV ch. 7 Denver, Colo.); Parker Hill Tv Assn. on chs. 9 and 2 Del Norte, Colo. (KCSJ-TV ch. 5 Pueblo, Colo., and KGGM-TV ch. 13 Albuquerque, N. M., via tv translator station K82AC Romeo, Colo.) condition; Cotopaxi Community Tv Club on ch. 9 Cotopaxi, Colo. (KCSJ-TV ch. 5 Pueblo, Colo.); Gordon Tv Booster Club on ch. 2 Gordon, Neb. (KRSD-TV ch. 7 Rapid City, S. D., condition); Washington County Tv Dept. on chs. 12, 3, 7, 8, 13, 2, 10, 6, 4, 8 Toquerville, St. George, Santa Clara and Washington, Virgin, all Utah (KSHO-TV ch. 13 Las Vegas, Nev.) via tv translator station ch. 4, Santa Clara and Washington (Beaver Dam) KLRJ-TV ch. 2 Henderson, Nev., via tv ch. 10 Santa Clara and Washington (Beaver Dam), KLAS-TV ch. 8 Las Vegas, Nev. via ch. 6 Santa Clara and Washington (Beaver Dam), KLRJ-TV ch. 2 Henderson, Nev., KLAS-TV ch. 8 Las Vegas, Nev., KSHO-TV ch. 13 Las Vegas, Nev., via ch. 4 Santa Clara and Washington (Beaver Dam), Utah; Parker Hill Tv Assn. on ch. 13 Del Norte, Colo. (KOAT-TV ch. 7 Albuquerque, N. M. via tv translator station K76AX, Romero, Colo.) condition; Upper Bitter Root Tv Club on chs. 2 and 6 Darby and Conner, Mont. (KXLF-TV ch. 4 Butte, Mont., condition and KMSO-TV ch. 13 Missoula, Mont., condition); Browning Tv Club on chs. 11 and 13, Browning, Mont. (CJLH-TV ch. 7 Lethbridge, Alta., Canada, and KFBB-TV ch. 5 Great Falls, Mont., via tv translator station 72 Shelby, Mont., condition).

Rulemakings

Petitions Dismissed

Secs. 3.606, 3.610. American Bcstg. Co., New York, N. Y. (6-2-58)—*Request immediate adoption of policy permitting mileage reductions for limited purpose of providing third vhf channel in each of markets within first 100 which are presently allocated only two vhf commercial channels. Also requests amendment of Sec. 3.610 to permit these additional assignments requested.

*Dismissed (in part) by report and order adopted July 27, 1961 and released August 3, 1961.

Secs. 3.610, 3.606 Capitol Tv Co. Sacramento, Calif. (5-8-59)—*Requests amendment of rules by lowering minimum co-channel assignments and station mileage separations in Zone 11 from 190 miles to from 100 to 125 miles. Also requests assignment of ch. 8 to Sacramento, Calif., in lieu of ch. 40 presently assigned.

Sec. 3.606 Binghamton Press Inc. Binghamton, N. Y. (6-26-59)—*Requests initiation of rule making proceeding looking toward allocation of either vhf Channel 4 or 9, or both, to Binghamton, N. Y.

Sec. 3.606 WHP Inc. Harrisburg, Pa. (7-15-59)—*Requests assignment of ch. 12 to Harrisburg, Pa., by making proposed changes, as set forth in original release of July 17, 1959.

Sec. 3.606 Veterans Bcstg. Co. Rochester, N. Y. (8-24-59)—*Requests allocation of ch. 7 to Binghamton, N. Y.

Sec. 3.606 Waco Bcstg. Corp. Waco, Tex. (1-29-60)—*Requests allocation of ch. 12 to Waco, Tex. and waiver of standard mimimum spacing requirements of Sec. 3.610 of rules in order to permit proposed allocation.

Sec. 3.606 Pennsylvania State University State College, Pa. (12-30-60)—*Requests amendment of rules so as to allocate vhf ch. 3 to State College, Pa. and reserve it for educational use, at separation of 157 miles from WRCV-TV Philadelphia, Pa., and 163 miles from WSVA-TV Harrisonburg, Va.

Sec. 3.606 Winnebago Tv Corp. Rockford, Ill. (3-14-61)—*Requests that changes be made in Table of Assignments relating to Madison, Wis. and Rockford, Ill., as set forth in original release of March 17, 1961.

Sec. 3.606 WXIX Inc. Milwaukee, Wis. (3-14-61)—*Requests (1) amendment of rules so as to add ch. 8 for use in Milwaukee, Wis., and (2) for simultaneous issuance of authority to WXIX Inc. to operate its station WXIX-TV concurrently on chs. 8 and 18 from common trans. location.

Sec. 3.606 Telecasting Inc. Pittsburgh, Penna. (3-22-61)—*Requests assignment of vhf ch. to Pittsburgh, Pa., to permit operation of competitive independent station in that market, by utilization of one of three plans set forth in original release of March 24, 1961.

Sec. 3.606 Lester Kamin Houston, Tex. (3-23-61)—*Requests assignment of ch. 5 to Houston, Tex. by making following proposed changes:

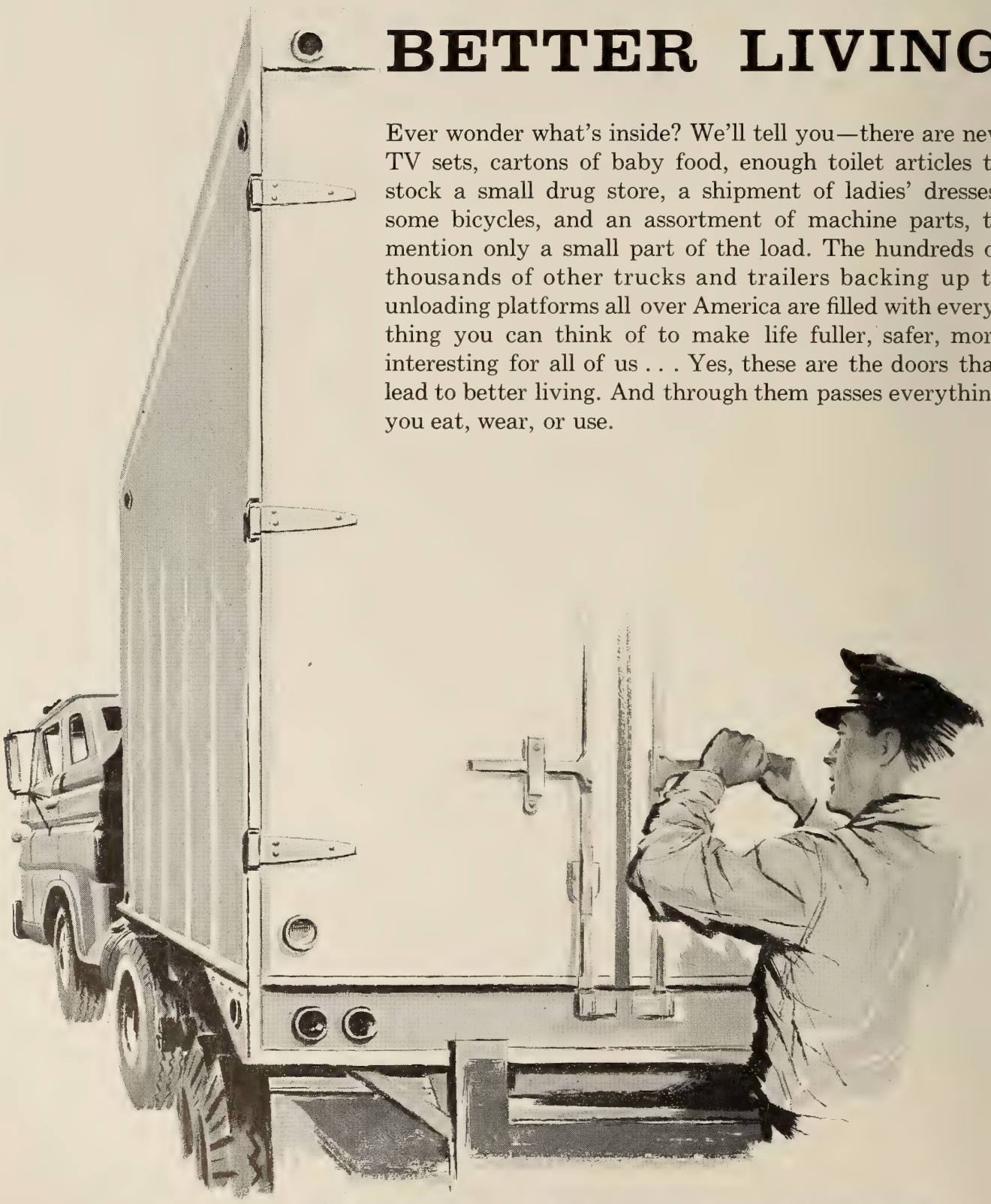
Present
Houston, Tex. 2, *8, 11, 13, 23, 29, 39

Proposed
2, 5, *8, 11, 13, 23, 29, 39

*Dismissed by Report and Order adopted July 27, 1961 and released August 3, 1961.

DOORWAY TO BETTER LIVING

Ever wonder what's inside? We'll tell you—there are new TV sets, cartons of baby food, enough toilet articles to stock a small drug store, a shipment of ladies' dresses, some bicycles, and an assortment of machine parts, to mention only a small part of the load. The hundreds of thousands of other trucks and trailers backing up to unloading platforms all over America are filled with everything you can think of to make life fuller, safer, more interesting for all of us . . . Yes, these are the doors that lead to better living. And through them passes everything you eat, wear, or use.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS to Seymour Reed, president, Official Films Inc.

The syndication 'bottom' has 'flattened out'

Seymour Reed, president of Official Films Inc., New York, beams pleasantly when industry acquaintances ask him to explain Official's resurgence over the past 18 months. Frequently, by way of reply, he quips: "The harder you work, the luckier you get."

Mr. Reed would be the first to acknowledge that this is too pat an answer. But he is convinced that Official's climb from the throes of early 1960 can be attributed in part to "the long hours and diligence by the entire staff, from the office boys up." For Mr. Reed, long hours and hard work have been an accepted fact-of-life throughout his business career, but, he says, he was "fortunate to have people around who would work along with me every step of the way."

Progress Charted ▪ An accountant and investment counselor by education and experience, Mr. Reed charts Official's financial growth in these terms: in the first half of fiscal 1960-61, ended last Dec. 31, the company showed a profit of $92,000, as contrasted with a pre-tax loss of $1.5 million for the corresponding period of fiscal 1959-60. Figures have not been compiled for the entire fiscal 1960-61, but Mr. Reed's projection is that the balance sheet will show "substantial improvements in both gross earnings and profits."

Why the turnabout? Mr. Reed explains the answer is tied up with the field of tv film distribution as it has emerged over the past three or four years.

"You must remember that tv film syndication has been suffering for three or four years, largely because the market was glutted with programs," Mr. Reed points out. "The market was a strong one for buyers. Stations had so much to choose from that they could pretty well control prices."

When Mr. Reed assumed the presidency of Official Films in February 1960, he realized that the key to success was to "give stations and their viewers what they wanted and what was not easily available."

Right Climate ▪ The climate was appropriate in 1960 for informational type programs. The growing popularity of the network documentary and other news-in-depth programming attracted Mr. Reed's attention and persuaded him that local stations would be amenable to syndicated films of an informational nature. Official developed a cluster of programs that fit this format—*Almanac*, 377 five-minute episodes dramatizing an historical event on a particular day of the year; *Greatest Headlines of the Century*, 260 five-minute segments relating important news events, and *Sportfolio*, 260 one-minute episodes re-enacting thrilling moments in the world of sports.

"We have had wonderful acceptance of these programs, at home and abroad," Mr. Reed comments.

Mr. Reed also foresaw an expanding market for off-network programs. This was understandable because for many years Official had handled for syndication such former network series as *Robin Hood, My Little Margie* and *Foreign Intrigue*.

"The depressed status of the syndication field in 1958, 1959 and 1960 led to fewer and fewer first-run syndication films being produced," Mr. Reed notes. "I felt the market was ripe for quality network programs that had attracted an audience. We negotiated for and purchased the rights to such proven properties as *Peter Gunn, Yancy Derringer, Mr. Lucky* and *Wire Service*. Sales on these programs will reflect themselves in the last half of the 1960-61 fiscal year but more importantly for next year."

'Soft-Sell' Salesman ▪ Mr. Reed is a tall, soft-spoken man of medium build who projects modesty and solidity. He is not in the rapid-fire, talk-it-up tradition of television salesmen; he could be termed a disciple of the "soft sell." But colleagues stress that although he is not primarily a salesman, he often picks up a telephone and, quietly but persistently, "talks stations and agencies into some of our biggest sales."

His associates point out he is a capable organizer and administrator who rarely is ruffled by the tensions engendered by a highly competitive business. He likes to banter with his subordinate executives and often says in jest, "I don't run them; they run me."



Official's Reed
Hard work and/or luck

Seymour Reed was born on Aug. 12, 1915, in Mount Vernon, N. Y., and still makes his home in that suburban New York community. He was graduated from Mount Vernon High School in 1933 and attended the New York Stock Exchange Institute in 1933-37.

He worked as an investment analyst for Bache & Co., New York, after completing his studies at the institute. In the evenings he studied accounting at the New York U. School of Commerce. In 1939, he was appointed to head the cost accounting unit for the Third Naval District in New York, and supervised the work of approximately 90 certified public accountants. He remained there until 1945 when he joined the U. S. Internal Revenue Service as an agent for one year. From 1946 until he was appointed controller of Official Films in 1949, Mr. Reed operated his own accounting and tax consultancy firm in New York.

His business acumen soon was recognized at Official. Shortly after joining the company, he was appointed treasurer and in 1956 he was elected executive vice president. In February 1960, he was named president and chief executive officer.

From his long and continuous service with Official, Mr. Reed has learned that tv film syndication is a "high risk" business. The vicissitudes of the industry have been such that today there are few independent syndicators still functioning. (The large bulk of distributors are those attached to a network—CBS Films, NBC Films, ABC Films—or those allied with a strong production company—Screen Gems, MCA-TV or Ziv-United Artists.)

He is proud that Official has withstood the economic assaults of the past few years and, as a financial man, cites this yardstick: "In the past 18 months, Official's stock, traded over the counter, has risen from $1 to about $4."

Mr. Reed is married to the former Florence Blatt of Mount Vernon. They have three children—Phyllis, 18, an incoming freshman at Skidmore College; Carolyn, 14 and Alan, 4. For relaxation, Mr. Reed played bridge at tournaments throughout the country for 25 years, but has stopped.

Both his working days and many of his weekends, he confesses, are devoted to consolidating the gains that Official has made under his stewardship. He is confident that "the bottom" of the syndication business has "flattened out" and companies that have survived will prosper and expand.

Uncensored

THE seminar on broadcast regulation at Northwestern U. Aug. 4-5 was among the more useful dialogues on that troublesome subject in recent years. It cannot be said that any participant disabused another of preconceived views or that anyone emerged a winner or a loser. It can be said, however, that the seminar itself was an eloquent argument on behalf of free speech. The transcript, when finally published, will be required reading for anyone who wishes to become informed on the conflict between those who reject and those who admire government interference in radio-tv.

It was not a case of one side unalterably lining up against another. There were shades of opinion between both extremes. In this respect the seminar was a healthy departure from the adversary type of argument that has obtained in other forums of recent times.

If nothing else, it proved that diversity of opinion is fundamental in American society. It was the kind of diversity the First Amendment was written to protect.

Much ado about what?

AS REPORTED here last week the Census Bureau is in a tizzy over preliminary estimates that show a better than four-point drop in the percentage of U. S. homes having radios in 1960 as compared with 1950.

Radio researchers are in a tizzy too.

If the 1960 preliminary figure turns out to be right, it could mean that researchers have been working for the past 11 years with inflated 1950 figures. Or maybe it will be proved that the figures for both years were right but that they were measurements of different things owing to differences in the techniques of obtaining the information.

The latter possibility was raised in a BROADCASTING report last week. There were different questions asked in 1950 and 1960; the definition of a household was changed; the methods of collecting the answers were different. It is entirely possible that these differences were the reasons for the 95.7% radio penetration calculated in 1950 and the 91.3% preliminarily estimated in 1960.

It is important, of course, that statisticians finally wind up with radio figures that are reliable. But we wonder if it is vitally important to the broadcaster or the advertiser whether penetration is 91.3% or 95.7%. The fact is that both radio and television are so near total saturation in this country that the number of homes without both is of little practical consequence.

No matter what the final figures show, it is evident that radio will turn up in better than 90% of all U. S. homes. And television is within a whisper of that penetration. A Census Bureau survey last May showed television in 89.4% of all homes.

Circulation of that magnitude can be considered total.

Dearth of debate

RICHARD L. STROUT, Washington correspondent for the *Christian Science Monitor*, reports in a recent article that debate has almost disappeared from the United States Senate. "Senators," he says, "would mostly rather make their big speeches on radio and television."

The Senate likes to be known as the greatest deliberative body in the world. Yet it is a rarity these days to find senators in head-to-head debate.

There is a ready remedy for this lamentable situation. All that has to be done is to amend the archaic rules of either or both houses of Congress to permit direct broadcasts by radio and television of their proceedings.

There is plenty of precedent. Several state legislatures allow broadcast pickups. Even the Senate permits live pickups of committee sessions at the discretion of the committee chairman. The United Nations sessions are available for broadcast (and the UN constitutes an international parliament). Many courts now permit direct pickups, having learned that microphones and cameras are unobtrusive and do not disturb the decorum of the court room.

If members of Congress knew that they would be on camera and live mikes, we predict a new era of Congressional oratory would bloom. The problem of leadership then would be to keep debate within manageable limits.

One of Mr. Strout's observations—an accurate one, we can report from personal knowledge—was that visitors to Washington who hope to see the Senate in action are usually disappointed. What they anticipate is an historic chamber filled with serious-minded legislators threshing out, in articulate debate, the great questions of the day. What they see, upon arrival in the Senate gallery, is a virtually empty chamber containing here and there a senator dozing while one mumbles a prepared speech.

As long as the galleries consist only of transient gawkers, the Senate does not feel it is really on display. Can you imagine what would happen if the whole country could see what was going on?

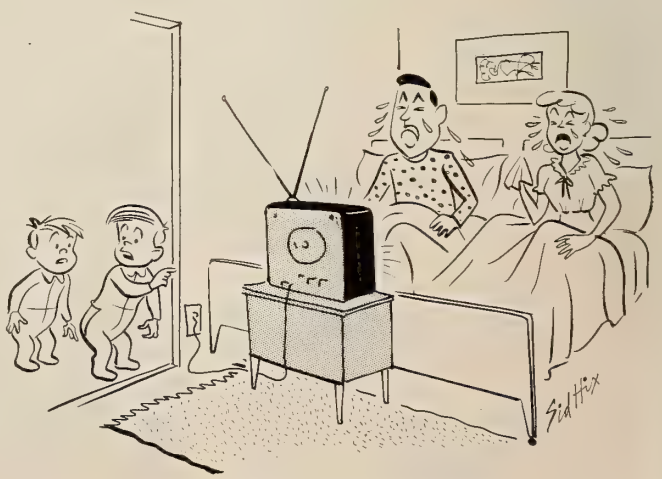
Earle C. Anthony

MOST of radio's founding fathers were unusual men. Such a man was Earle C. Anthony, who died last week at the age of 80.

Earle Anthony was a controversial figure from the day he started KFI Los Angeles, in 1922. He was president of the NAB in 1927-28. He was also one of the pioneers in the automotive field and started the first gasoline station by putting a canopy over the pumps at a corner location in Los Angeles. Despite many tempting offers and ill health, he maintained ownership of KFI from its founding.

"The outstanding characteristic of Earle C. Anthony was his indomitable pioneering spirit. . . . He brought to radio a refreshing zest for life; a never-satisfied feeling of accomplishment because there was so much to be done which had not even been attempted. . . . His name one day will be inscribed in Broadcasting's Hall of Fame."

These quotes are not ours. They are from William S. Hedges, who retired a few months ago as a vice president of NBC, with which network KFI was affiliated from NBC's start. Mr. Hedges succeeded Mr. Anthony as NAB president. We subscribe to Mr. Hedges' eulogy.



Drawn for BROADCASTING by Sid Hix

"They're watching Jack Paar!"



From sign-on to sign-off, Sunday



through Saturday, KSTP-TV is



FIRST in audience* in Minneapolis-



St. Paul's 810,800 TV homes!



*ARB TOTAL AREA REPORT, JUNE, 1961

KSTP television

Basic NBC Affiliate

100,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL 5

NOW—AVAILABLE FOR YOU COMPLETE LISTENER DATA FOR THE FAST-GROWING, PROSPEROUS INTERMOUNTAIN AREA

INTERMOUNTAIN NETWORK

PULSE STUDY*

51 INDIVIDUAL MARKETS

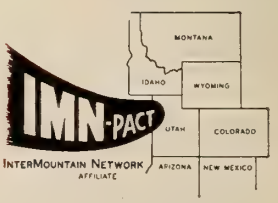
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COLORADO, UTAH, IDAHO, ARIZONA, NEW MEXICO, MONTANA, WYOMING

and the FULL INTERMOUNTAIN NETWORK

CALL AVERY-KNODEL OR INTERMOUNTAIN NETWORK FOR YOUR COPY NOW

REPRESENTED NATIONALLY BY
AVERY-KNODEL, INC.

NEW YORK CITY — CHICAGO — DETROIT — SAN FRANCISCO
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INTERMOUNTAIN NETWORK SALT LAKE CITY, UTAH DENVER, COLORADO

*MARCH 1961

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 21, 1961

Minute participation sales on tv networks at $3.8 million weekly pace 23

That hard-liquor spectre: time on radio-tv being bought by Publicker 34

Texas in the 60's: how new industry helps an already-booming economy 59

New nationwide Arbitron service scheduled to get underway Sept. 24 32

COMPLETE INDEX PAGE 7

NEVER A SHOW WITH SO MUCH *GO!*

"Everglades"

LAW-ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!



PRODUCED TO MEET TODAY'S **NEW** PROGRAM NEEDS!

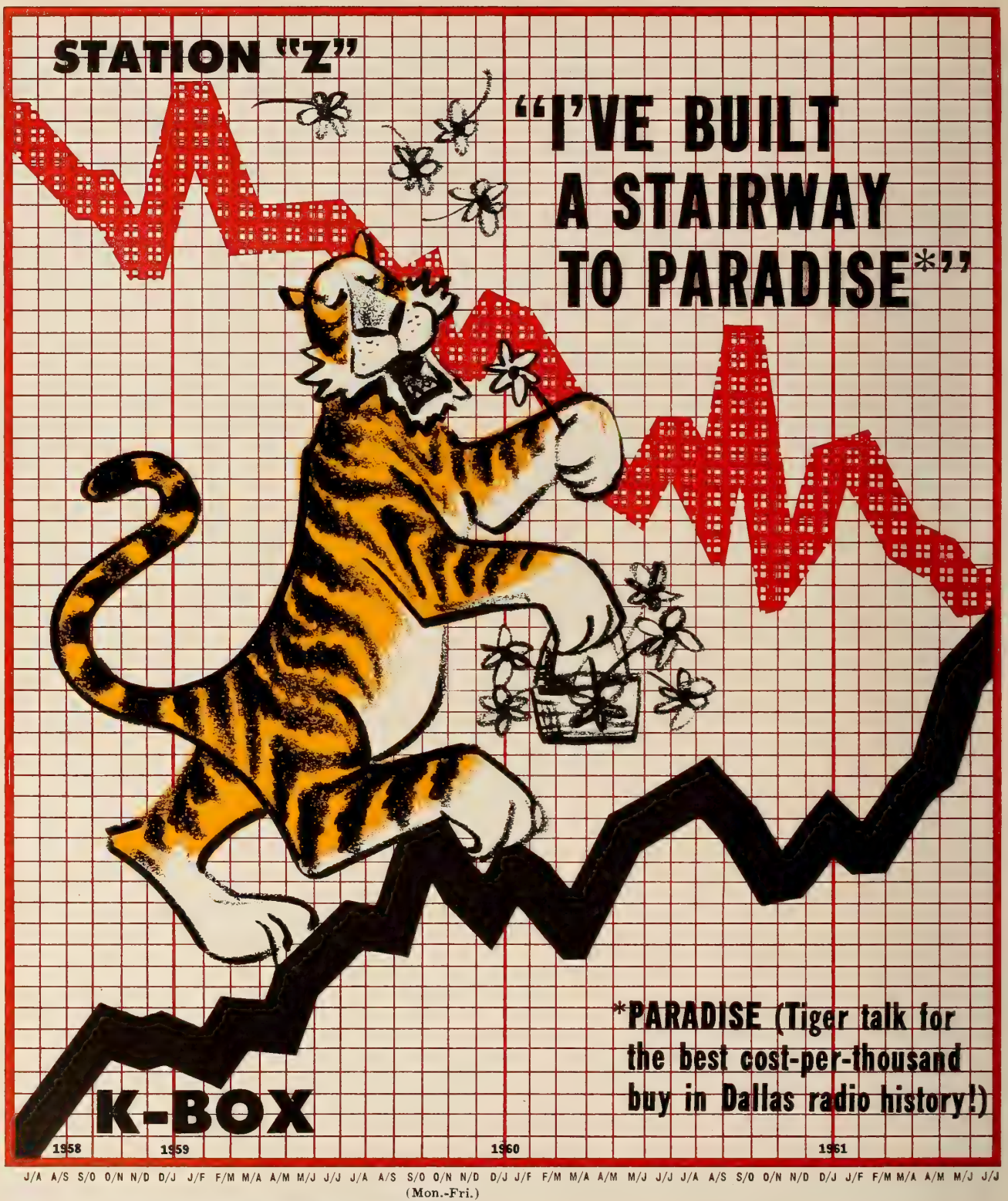
From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico . . . 5000 square miles of tropical wilderness. TV'S FIRST AND ONLY "LIVING LOCALE!"

RON HAYES stars as Constable Linc Vail, deep in the Everglades.

Assignment: Translating the law into the language of the 'Glades.

United Artists

ZIV UA



Buy K-BOX.. the "tiger" of Dallas radio!

Sold Nationally by THE KATZ AGENCY, INC.

The BALABAN station serving Dallas

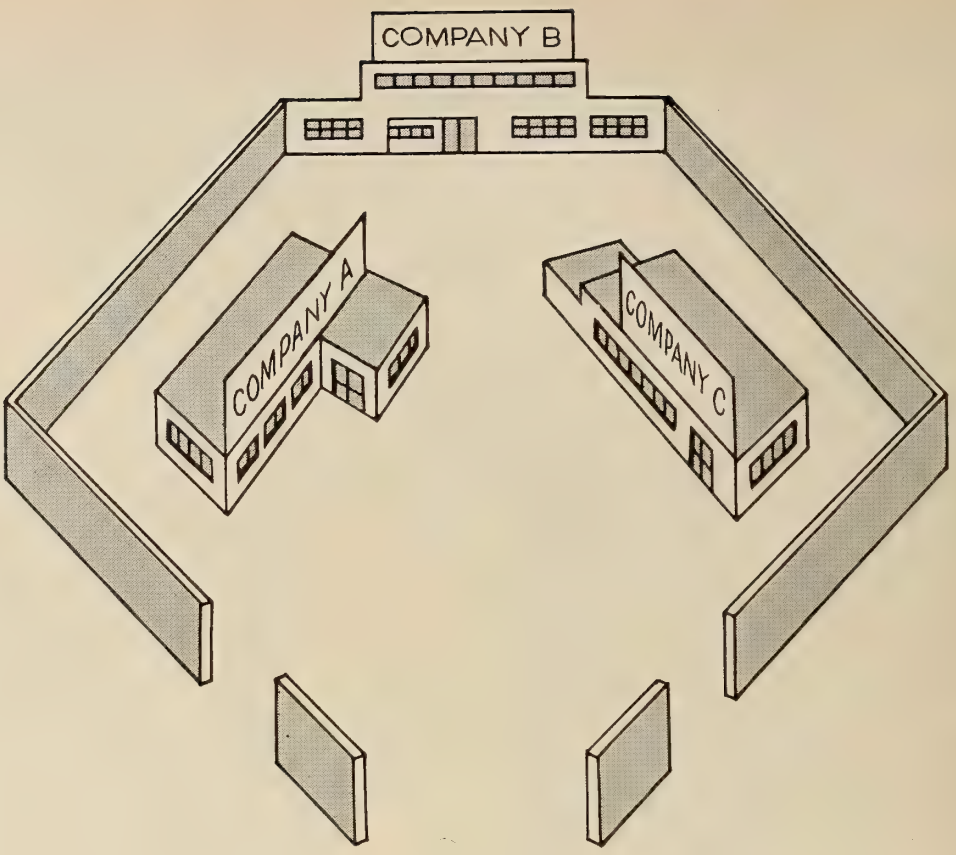
JOHN F. BOX, JR., Managing Director • PARKER DAGGETT, General Manager

C. E. HOOPER SHARE OF AUDIENCE

7 AM–6 PM Monday through Saturday
(Sept. thru Dec. 1959–Monday thru Friday)

A Texas Quadrangle Station
K-BOX Dallas
K-NUZ Houston
KONO San Antonio
KXOL Ft. Worth


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行き
*buy St. Louis a la card
KTVI RATE CARD
your lowest cost per thousand
TV buy in St. Louis
Represented nationally by
BLAIR-TV
KTVI 2
abc
CHANNEL
ST. LOUIS
Kotobuki Restaurant



PATHOLOGY

Three companies started out on a shoestring. To save string, they agreed to share an enclosed courtyard.

This indeed held down costs, but the courtyard mingling of personnel became highly undesirable. Time was wasted, rumors were rumored, business secrets were stolen. To secrete their personnel,* the companies agreed that each would build an enclosed entryway from its building to one of the gates.

Company B built to the middle gate, Company C to the gate on the left, Company A to the gate on the right. None of the three paths crossed.

Show us how this can be done and win an exciting new prize. We're offering several so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol I, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

**Nothing secret about the people in Washington, D. C. ARB openly proclaims that their TV tuning habits have made WMAL-TV first in the market, 6 PM-Midnight, Monday-Friday. (June '61)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

CLOSED CIRCUIT®

Deintermixture bait

Fondest hope of proponents of deintermixture at FCC is that one or more of eight owners ear-marked for shifts will express willingness to accept uhf if he will be assured of continued operation on his v for specified number of years (seven is suggested by one highly placed FCC source). Assumption is that this would break back of opposition since long-range transition would assure ownership of return of investment and then some.

At deadline last week there was no indication that any one of eight would yield or take FCC bait. Conversely, all signs pointed to maximum opposition, with initial request for extension of time to answer proposed rulemaking. (Story page 50.)

Power and Glory sponsors

CBS-TV, after long search, is reported to have found two sponsors willing to underwrite one of tv's most expensive productions of all time—two-hour long *The Power and The Glory,* scheduled to be carried on CBS-TV on Oct. 29 (9-11 p.m.). Word is sponsors are John H. Breck Co. (hair preparations), Springfield, Mass., through Reach, McClinton, New York, and Motorola Inc., Chicago, through Leo Burnett, Chicago.

Though it would normally cost advertisers about $1 million to sponsor The Power and The Glory *for time and production charges, Talent Assoc.-Paramount Ltd., produced drama knowing it could not recoup high production costs* (BROADCASTING, *July 10). It hopes to recoup its investment and make a profit through showing tv production in foreign theatres.*

Snowstorm

New York's ticker-tape snowstorms will have nothing on responses FCC will receive on its proposed new program forms. Whereas most rule-making proposals bring desultory comments from individual broadcasters and perhaps NAB as overall spokesman, advance signs are that all shades of stations, plus state broadcasters' associations, will descend upon FCC in outraged opposition to proposal that would not only threaten if not impose censorship but also would saddle every station with what they regard as unconscionable paper work burden. Among state associations which already have oppositions in preparation are Tennessee, Michigan, Georgia and Mississippi.

McGannon's head of steam

Since assuming chairmanship of NAB Research Committee to evolve plan to set up major research project in conjunction with one of leading universities, Donald H. McGannon, president, Westinghouse Broadcasting Co., is moving ahead full tilt to get project airborne. Full membership of his nine-man committee won't be announced for another fortnight but Mr. McGannon already tentatively has arranged for meeting of group in New York in mid-September, to be followed by one in Chicago about month later. He's trying to meet mid-November deadline for implementation of plan to be submitted to NAB board at its January meeting in Florida by NAB President LeRoy Collins.

Some 14 universities already have advanced proposals for participating in project which will cover all phases of radio and tv media by probing underlying trends. Audience rating studies are integral part of project but Gov. Collins has emphasized this does not contemplate "tearing down" existing systems but will get into methodology.

All balled up

Those NBC-TV officials who are arranging World Series telecasts for this October, are sure to be rooting for contending L. A. Dodgers to lose National League pennant. It would save them good deal of adverse publicity and business complications. Reason: This year, series is supposed to open in American League park on Wednesday, Oct. 4. First NL game is scheduled for Saturday, Oct. 7. Catch is that L. A. Coliseum (Dodger's park) has previous iron-bound commitment for that day to U. of So. Calif. football team. Rather than relinquish its wide-audience Saturday telecast, NBC has suggested that schedule be turned around with series opener on Wednesday at NL park. Baseball people are reportedly enraged at idea.

Westerners go broadcasting

Increasing number of small advertisers ($250,000 class), most on west coast, are shifting advertising billings from print and outdoor to broadcasting. Los Angeles Soap Co. through Erwin Wasey, Ruthrauff & Ryan, for its White King product, and Wilshire Oil Co., through Doyle Dane Bernbach, are two examples. Soap firm is taking money from outdoor and investing it in ten western markets, while oil concern is switching its entire $270,000 outdoor budget for 1960 to radio in 1961. Trend was discovered (but not cited) by Bolling Co., station representative, in course of surveying 225 advertisers for sales forecast presentation published earlier this month (BROADCASTING, Aug. 14).

Satellite tv odds

Don't hold your breath for global television relays once space satellite communications becomes operational in 1964 (government estimate). Even if it proves technically feasible, overcoming such limitations as adequate satellite power, time differentials, language barriers and differences in technical standards (lines and frames) there would still be cost factor since tv requires much broader band to transmit images and voice than is used in telephone or telegraph communication.

One expert points out that if it now costs $12 for three-minute telephone call to London, using narrow 3,000 cycle band, it would cost about $12,000 for one minute to relay tv sight and sound to London via satellite. Thus 30-minute program relay would run $380,000. Such costs would be justified, it is calculated, only for such special events as coronation of royalty or installation of new Pope. It's pointed out, moreover, that video tape now can be jet-flown from London in four hours and that with space craft of future, time would be cut about one hour.

Big push by Bishop

Media planners might keep their eyes fixed on tv advertising strategy of Hazel Bishop Inc., New York, for two reasons. Company, which returns to spot tv after absence of several years with 40-market splurge (BROADCASTING, Aug. 14), is said to be considering network tv program sponsorship next year, and also is one of advertisers known to have produced 40-second spot for possible use in its upcoming campaign. It has not definitely scheduled 40-second commercial but may place it into markets where company wants extra push. Agency: North Adv., New York.

Hang up your gun, pardner

Of next season's new shows, tv networks appear to be pinning "white hopes" for "hits" on non-violence program series. For example, ABC-TV concedes its top entries are *Ben Casey* and *Bus Stop;* CBS-TV emphasizes its expectations for *Defenders,* and NBC-TV is especially high on *DuPont Show of the Week.* Not one of these programs is shoot-em-up type.

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A because Atlanta is different from Milwaukee . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WITI-TV now leads in prime time.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

The "minute-man" sponsor who buys network participation spots is heading toward an all-time high. Right now it looks about $3.8 million a week in these spots. Representatives take a very dim view of all this. See . . .

NETWORK SPOT RECORD HIGH . . . 23

It appears the FCC is about to run into grief over the proposal to delete the single vhf channels in eight cities. Capitol Hill opposition is developing, with Connecticut and Pennsylvania expressions of disapproval. See . . .

HILL RALLIES TO SAVE V'S . . . 50

Big things are happening in the Southwest. Big, booming Texas has shed its chaps and is developing new scientific industries and fabricating. A brand new market of 10 million people with money to spend has arisen. See . . .

TEXAS OF THE 60's . . . 59

Out in the West a survey by an agency group indicates the image of advertising must be upgraded with the public as well as top business management. About 70% of respondents find definite need for improvement. See . . .

WEST SEES POOR AD IMAGE . . . 42

An old trouble-maker arises again—hard liquor advertising on radio and television. This time it's Publicker, Philadelphia distiller, testing both media. NAB claims code and member stations aren't accepting it. See . . .

LIQUOR ON RADIO-TV . . . 34

Fingertip fantasies of the ladies, and their daughters, too, are catered to by Color Plus. This nail enamel has enjoyed sales booms since it went on tv a year ago. Now the sponsor has similar lipstick plans. See . . .

TV 'MADE' COLOR PLUS . . . 40

The newest thing in ratings—a full nationwide service by Arbitron, providing overnight national reports starting Sept. 24. Audience-size information to be supplied for a period of 26 weeks, plus daytime ratings. See . . .

ARBITRON RATINGS EXPANDED . . . 32

The kiddies, bless their hearts, will have new informational-entertainment programs this fall, judging by a look at network plans. At least critics won't be able to call it a wasteland, network hopes. See . . .

UPSURGE IN CHILD PROGRAMS . . . 115

Georgia broadcasters are unhappy because NAB President LeRoy Collins has declined an invitation to take part in seven-state seminar on regulation, according to H. Randolph Holder, president of state group. See . . .

COLLINS SENDS GA. REGRETS . . . 42

An enticing goal—simplification of paper work—has been promised by Standard Rate & Data Service. Central billing service will be offered for spot tv. This is the second company to enter spot service field. See . . .

NEW TV BILLING SERVICE . . . 28

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	56
BROADCAST ADVERTISING	23	LEAD STORY	23
BUSINESS BRIEFLY	26	THE MEDIA	42
CHANGING HANDS	44	MONDAY MEMO	18
CLOSED CIRCUIT	5	OPEN MIKE	20
COLORCASTING	119	OUR RESPECTS	137
DATEBOOK	14	PROGRAMMING	115
EDITORIAL PAGE	138	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	55		
FANFARE	124		
FATES & FORTUNES	120		
FOR THE RECORD	126		
GOVERNMENT	50		

BROADCASTING

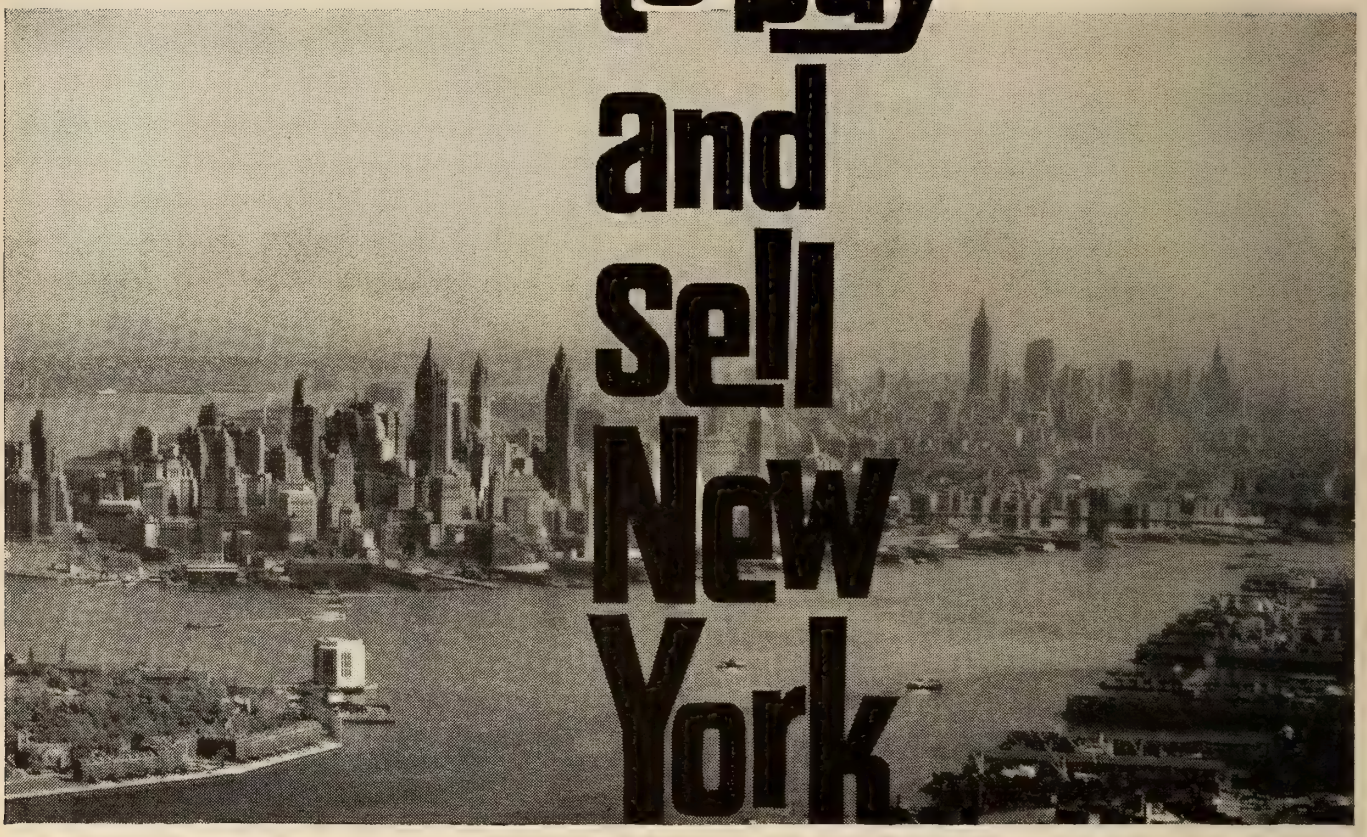
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.

And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

AT DEADLINE

Examiner would lift KLFT's license

Charging that Leo Joseph Theriot, licensee of KLFT (1600 kc, 1 kw) Golden Meadow, La., repeatedly violated FCC rules and lied under oath, Hearing Examiner Jay A. Kyle recommended Friday (Aug. 18) that KLFT's license be revoked.

Revocation proceedings were instituted against station last January on grounds licensee had misrepresented statements to commission, had violated numerous rules in spite of citations from agency and that KLFT had no first-class engineer employed fulltime.

"The demeanor of Theriot on the witness stand was poor," Examiner Kyle's decision stated. "He was a sullen and evasive witness. . . . His testimony generally was lacking in candor. He was not cooperative and offered little, if anything, in the way of mitigation for his repeated day-to-day violations of the commission's rules and regulations."

Specifically, examiner ruled that Mr. Theriot: (1) "wholly ignored" two notices of violations from FCC; (2) "made a false representation" to commission (in sworn petition for reconsideration) concerning employment of George Rountree as KLFT engineer; (3) instructed two KLFT employes to lie to FCC investigators, and (4) made no genuine effort to hire engineer or to comply with commission requirements.

'Statistical Abstract' issued

Basic statistics covering U. S. commerce, industry and agriculture are updated in 1961 edition of *Statistical Abstract of the United States* ($3.50), published by U. S. Census Bureau.

New 2-pound, 10 ounce volume deals with population and housing data from 1960 census, income by states, taxes, distribution, manufacturing and other facts of American economy. It is basic reference work, available from Superintendent of Documents, Government Printing Office, or field offices of Dept. of Commerce.

KFMU (FM) to expand stereo

KFMU (FM) Los Angeles has begun broadcasting stereo and will on Aug. 26 expand its 8-10 p.m. Monday-Friday classical good music program with 1-3 p.m. afternoon show. Station is owned by International Good Music Inc. (Rogan Jones). KFMU is using RCA equipment.

FCC budget unscathed

President Kennedy on Friday signed appropriations bill containing $12,525,000 for FCC, all that agency requested. Congress completed work on bill, which provides total of $8.9 billion for score of independent agencies, two weeks ago (BROADCASTING, Aug. 14).

FCC extends remarks date on program report forms

Extension of deadline for comments in FCC rulemaking on new program reporting forms and logging requirements to Oct. 2 will be made this week, commission spokesman said Friday (Aug. 18). Present deadline in both documents is Sept. 7.

More time for comments will be granted because of actual tests by stations in Georgia (BROADCASTING, Aug. 14) and Oklahoma operating under proposed requirements, it was reported. Commission thinking is that other stations and trade associations might want to finance tests and agency will openly encourage such practices.

RCA's Watts predicts color growth in fall

Color tv will shine brighter this fall than ever before, RCA Sales President W. Walter Watts told RCA Victor dealers in Detroit. NBC's colorcasts will be used in conjunction with dealer demonstrations to expose public to color tv, Mr. Watts declared. "And when people see color tv, they want it," he added.

NBC in 1954 ran 68 hours of color, today it is running at rate of 1,600 hours of color, and in 1962 should reach 2,000 hours, Mr. Watts stated.

Transit campaign

D. C. Transit System Inc., Washington, D. C., is using saturation spot radio-tv and printed media campaign in Washington area to advance theme: "It makes more sense to bus into town." Campaign, which begins this month and continues through December, is said to be company's most extensive ad effort to date. Agency is Warwick & Legler, New York.

In past three years, he noted, color-equipped stations have increased from 33 to 61 "and many others are known to be sizing up equipment needs in preparation to seeking their own 'pot of gold' at the end of the tv rainbow."

$4 million drive set by Gillette for fall

Gillette Safety Razor Co., through Maxon Inc., will launch $4 million tv-radio-newspaper advertising campaign beginning in September and continuing through middle of October. Purpose is to promote 265-page World Series Encyclopedia, which will be offered to consumers free with purchase of Gillette razor.

Tv campaign will include four 60-second spots weekly for two-week period in selected markets across country and heavy promotion on ABC-TV's *Fight of the Week, Make That Spare* and NCAA football game broadcasts, and NBC-TV's World Series telecasts.

On radio Gillette merchandise will be featured on disc jockey programs in 100 top U.S. markets.

Rep. Mack opposes deintermixture plan

Rep. Peter F. Mack Jr. (D-Ill.), member of House Commerce Committee, has joined growing congressional opposition to FCC's proposal to remove vhf channels from eight markets.

He said proposed deintermixture would discriminate against those communities which would be reduced "to dependence upon the inferior type service provided through uhf channels."

Declaring rural areas particularly would be hurt by deintermixture, Rep. Mack specifically opposed proposal to remove vhf ch. 3 from Champaign-Urbana, Ill. He cited messages from Illinois Agricultural Assn. and Mayor of Shelbyville, Ill., as "sample of protests" he has received in ch. 3 case. (See earlier story, page 50.)

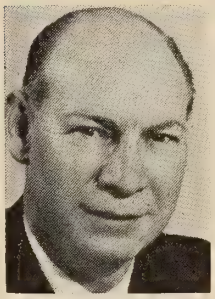
Hearing on FTC injunction

Representatives of advertising, manufacturing and business groups are expected to testify at House Commerce Committee hearings Tuesday and Wednesday on bills to strengthen FTC's regulatory hand.

One bill (HR 1833) would permit FTC to issue cease and desist order to prevent continuance of alleged fraudulent practices. Stop order would remain in effect until completion of proceeding against suspected firm.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Siegel

Simon B. Siegel, financial vp, AB-PT Inc., elected executive vp. He also continues as executive vp of ABC, division of AB-PT, position to which he was elected last month (WEEK'S HEADLINERS, July 24). According to Leonard H. Goldenson, AB-PT president, Mr. Siegel's election as executive vp is in line with AB-PT's "desire to strengthen executive management and meet the growing requirements resulting from this expansion." Mr. Siegel has been key figure in company's growth since 1953 merger of United Paramount Theatres and ABC.

J. Michael Early, New Orleans labor management expert who has been consultant to WWL-AM-TV for more than 20 years, last week was named acting manager of WWL-TV. He succeeds **Larry Carino,** who has become general manager of WJBK-TV Detroit. (WEEK'S HEADLINERS, Aug. 14). Mr. Early, prior to entering private practice, was regional attorney for National Labor Relations Board for 15th region headquartered in New Orleans.

Thomas J. White, vp, tv sales, Avery-Knodel Inc., elected director of corporation and to newly-created post of senior vp. Mr. White joined station representative in 1948 as salesman in radio department. He later moved into firm's tv division becoming sales manager for tv in New York office in 1958, and vp, tv sales in 1960. **Roger O'Sullivan** also was named senior vp. Mr. O'Sullivan joined station representative in 1947, and was made vp, radio sales of Chicago office in 1960. He remains in Chicago branch.

James Theiss, account executive with Blair Television Assoc. since 1956, appointed to newly-created post of vp and general sales manager of representative company. Earlier he had been in media department of Benton & Bowles, New York, as timebuyer on General Foods and Procter & Gamble accounts. Blair Television Assoc. represents stations in major medium markets. Blair-TV represents stations in major, large-sized markets.

For other personnel changes of the week see FATES & FORTUNES

Workers like etv, Oregon study shows

"Working class" tv viewers have a higher acceptance of educational tv than any other class except professionals, according to three-year survey conducted by U. of Oregon. Among "blue collar" workers interviewed in Eugene (site of university), 14% were viewers of educational KOAC-TV Corvallis, Ore.

Survey indicated only 4% of "white collar" workers and 9% of merchants and public officials are regular KOAC-TV viewers. Among professional people, 19% watched etv. Preliminary results showed, however, that only 2% of area tv viewers regularly watch KOAC-TV; 23% watch it occasionally, and 59% "almost never" watch. Remaining percentage either cannot tune in KOAC-TV or have never heard of it.

Those with only grade or high school education spend more time each week watching general tv than college-level viewers, survey disclosed. Survey is part of project by U. of Oregon Institute for Community Studies, which is probing nature and sources of resistance to etv. Project, which began in 1959, is being conducted under grant of $178,000 from U. S. Office of Education. Nearly $60,000 was received last month to continue study through June 1962.

Reasoner to CBS-TV show

Harry Reasoner, CBS News correspondent, has been named to handle new daytime news program starting Oct. 2 on CBS-TV. Titled *Harry Reasoner With the News* (Mon.-Fri., 11:55 a.m.-noon), program is one of three news shows scheduled to debut on same day. Mr. Reasoner also will be news reporter for half-hour series of news and features, titled *Calendar* (Mon.-Fri. 10-10:30 a.m.). Previously announced was *Charles Collingwood With the News* (Mon.-Fri, 3:55-4 p.m.).

WOOO sold: $75,000

WOOO DeLand, Fla., has been sold by Trio Broadcasting Co. to Polaris Broadcasting Inc. for $75,000. Polaris principals are S. Donald Potter, Edgar Backus, John W. Fitzgerald and Otto J. Allen. Messrs. Potter and Backus are associated at WJIM-TV Lansing, Mich. WOOO is a 5 kw daytimer on 1310 kc. Broker was Paul H. Chapman Co. with Walter Grimes as co-broker.

KTAL (TV) sets sights to go on air next month

KTAL (TV) Shreveport, La., ch. 6 last week announced tentative plans to go on air early next month, after completion of its new 1,553-foot tower near Vivian, La.

Tower was fabricated by Dresser-Ideco Co., Columbus, Ohio, and erected by the Tesco Corp., that city.

Station studios and offices nearing completion, are at 3150 North Market St., Shreveport. Cost of new NBC-affiliated station has been estimated at $1 million. Walter M. Windsor is general manager.

Fm comments reset Nov. 10

FCC Friday (Aug. 18) extended to Nov. 10 deadline for comments in rule-making which proposes major changes in fm allocations and operations. Extension had been requested by NAB and engineer and lawyer trade groups (see story page 51). Comments formerly were due Sept. 5.

Sisskind to WIBW-AM-TV

Carl I. Sisskind, news assistant to Sen. Gordon Allott (R-Colo.), Friday announced resignation, effective end of this month, to join WIBW-AM-TV Topeka, Kan., as news director.

Prior to joining Sen. Allott's staff, Mr. Sisskind was news director of KGMC Englewood, Colo.

New Collins transmitters

Collins Radio Co., Cedar Rapids, Iowa, today (Monday) unveils new line of broadcast transmitting equipment for both am and fm. New fm transmitter, 250-watt model 830B-1, includes self-contained multiplexing equipment for FCC-approved stereo system. It is push-button operated and will also serve as exciter unit for 5-kw fm installation.

Collins' new am transmitter is model 20V-3 and serves for 1-kw, 500-w or 250-w installations. Both new am and fm lines feature colorful cabinetry and easy access to all internal components.

ATAS to advise in uhf test

New York chapter of Academy of Tv Arts and Sciences has accepted invitation from New York Municipal Broadcasting System to serve as advisory and consultancy board for System's forthcoming uhf tv operation—WUHF-TV. Academy will advise on programming aspects of operation and also will provide programs for station's schedule. New uhf station, first in New York, was made possible by $2 million appropriation to FCC by Congress for test of feasibility of uhf coverage in urban areas.

BUT...
how good
are the ones
at the bottom?



Top or bottom—COLUMBIA POST-48's are your best pick!

Starting with *"On The Waterfront," "All The King's Men," "Born Yesterday," "The Caine Mutiny"*—and right on down through the list of over 200 post-48's from Columbia Pictures—you'll find one top quality feature after another.

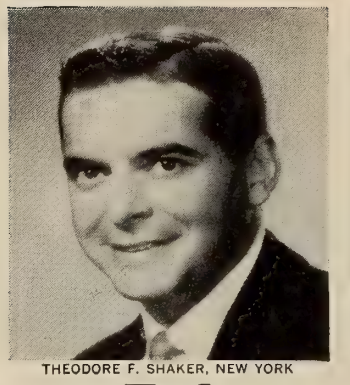
No wonder smart shoppers across the country are making this outstanding feature package their number one feature buy. So why not call us? We always enjoy doing business with people who know their onions... *or berries!*



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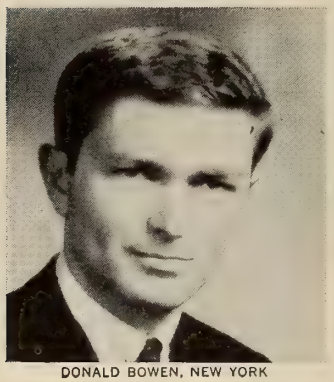
EDWIN T. JAMESON, NEW YORK

Ed



HARRISON E. MULFORD, NEW YORK

Harry



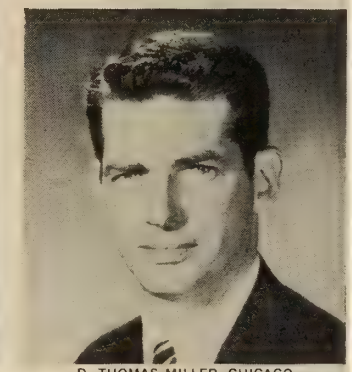
DONALD BOWEN, NEW YORK

Don



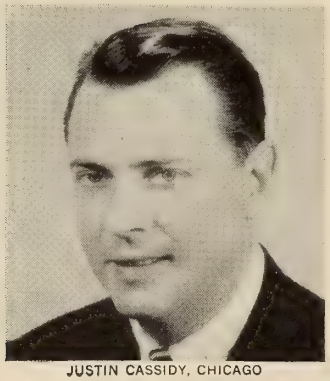
MARTIN S. POLLINS, NEW YORK

Marty



D. THOMAS MILLER, CHICAGO

Tom



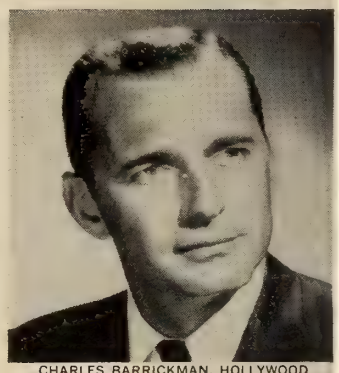
JUSTIN CASSIDY, CHICAGO

Jud



RICHARD BEESEMYER, HOLLYWOOD

Dick



CHARLES BARRICKMAN, HOLLYWOOD

Chuck

coll

1. all the info on TV's big 5 markets.

These are the exclusive reps, as of August 15, of ABC-TV's new Owned & Operated Stations sales organization.

Meaning they represent WABC-TV, New York; WBKB, Chicago; KABC-TV, Los Angeles; WXYZ-TV, Detroit; KGO-TV, San Francisco . . . the most uptrending stations in these top markets . . . and speak knowingly about the 5 markets where a healthy slice of the nation's spending money is spent.

ABC-TV NATIONAL STATION SALES, INC.

WABC-TV, NEW YORK/WBKB, CHICAGO/KABC-TV, LOS ANGELES
WXYZ-TV, DETROIT/KGO-TV, SAN FRANCISCO

ll:



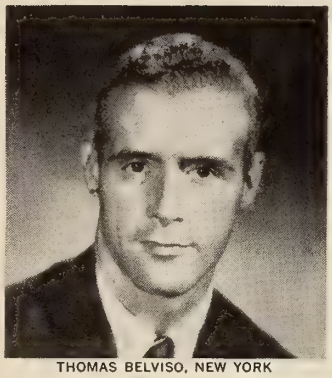
FRED NETTERE, NEW YORK

Fred



JEROME McCAULEY, NEW YORK

Jerry



THOMAS BELVISO, NEW YORK

Tom



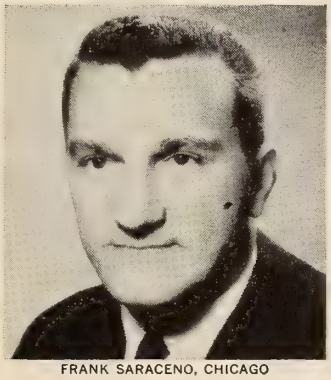
JOHN McELFRESH, CHICAGO

John



PHILIP GORE, CHICAGO

Phil



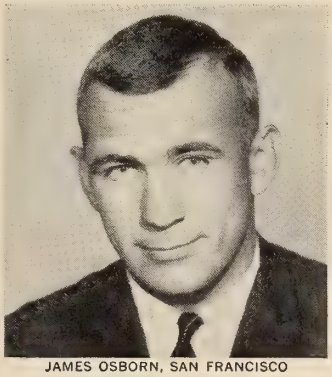
FRANK SARACENO, CHICAGO

Frank



WILLIAM HENDRICKS, DETROIT

Bill



JAMES OSBORN, SAN FRANCISCO

Jim



GRANT NORLIN, SAN FRANCISCO

Grant

ect:

2. from any of these 18 specialists.

These men know all about their business. And plenty about yours. They were hand-picked for their first-hand knowledge of the markets. They will concentrate 100% of their activities on these key markets. Whatever you want to know about the markets, research- or availability-wise, these 18 men know. Or will find out. Fast.

Call the one closest to you, geographically speaking.

663 Fifth Avenue, New York 22, New York, SUsquehanna 7-5000
360 North Michigan Avenue, Chicago 1, Illinois, ANdover 3-0800
1539 North Vine Street, Hollywood 29, California, NOrmandy 3-3311
Madison Theatre Building, 1567 Broadway, Detroit, Michigan, WOodward 1-0255
277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077

"The Big Picture, From the Big Mountain that Blankets the Big Empire!"



KXLY-TV
SPOKANE

"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . . 31
STATION B . . . 19
STATION C . . . 13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle . . Day & Wellington
Portland . . H. S. Jacobson

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

AUGUST

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—**Annual Defense Communications Seminar,** National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—**1961 Western Electric Show & Convention. Cow Palace, San Francisco.**

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—**Broadcasters Sales Management Conference,** sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

•Aug. 27-29—**Atlantic Assn. of Broadcasters,** annual meeting. Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.**

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.,** annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis

Oct. 16—Sheraton-Dallas, Dallas

Oct. 18—Hotel Utah, Salt Lake City

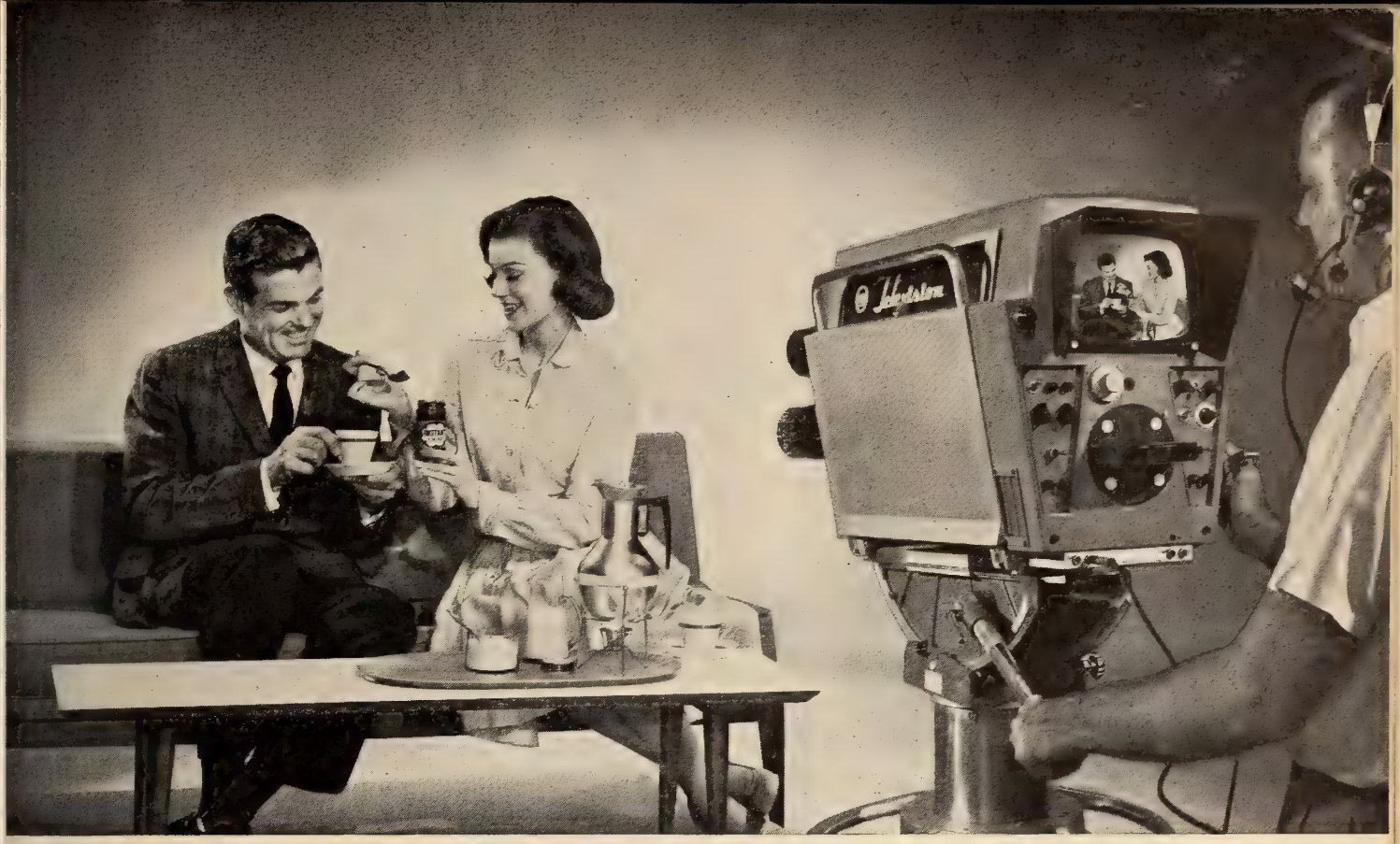
Oct. 20—Sheraton Palace, San Francisco

Nov. 10—Somerset Hotel, Boston

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis

Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.



New TK-12 Monochrome Camera by RCA Provides Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. YC-22, Bldg. 15-5, Camden, N.J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification



Improved Gray Scale to Dramatize Product Features



CRC IS MOVING INTO RADIO'S HOUSE OF SOUNDSMANSHIP

Commercial Recording Corp. is proud to announce the appointment of Richard H. Ullman, Inc. as its exclusive sales representatives.

Now CRC, one of the nation's leading creators of station jingles and musical advertising, joins other distinguished producers represented exclusively by Richard H. Ullman, Inc. Now, unquestionably, Richard H. Ullman offers radio stations the most complete, most diversified, most saleable program and production aid services available in the entire industry. Services exclusive to you in your market, exclusively from Richard H. Ullman, Inc. Truly radio's House of Soundsmanship.

Call your newest Ullman-man, Dick Morrison, in Dallas (RI 8-8004) or

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York. PLaza 7-2197

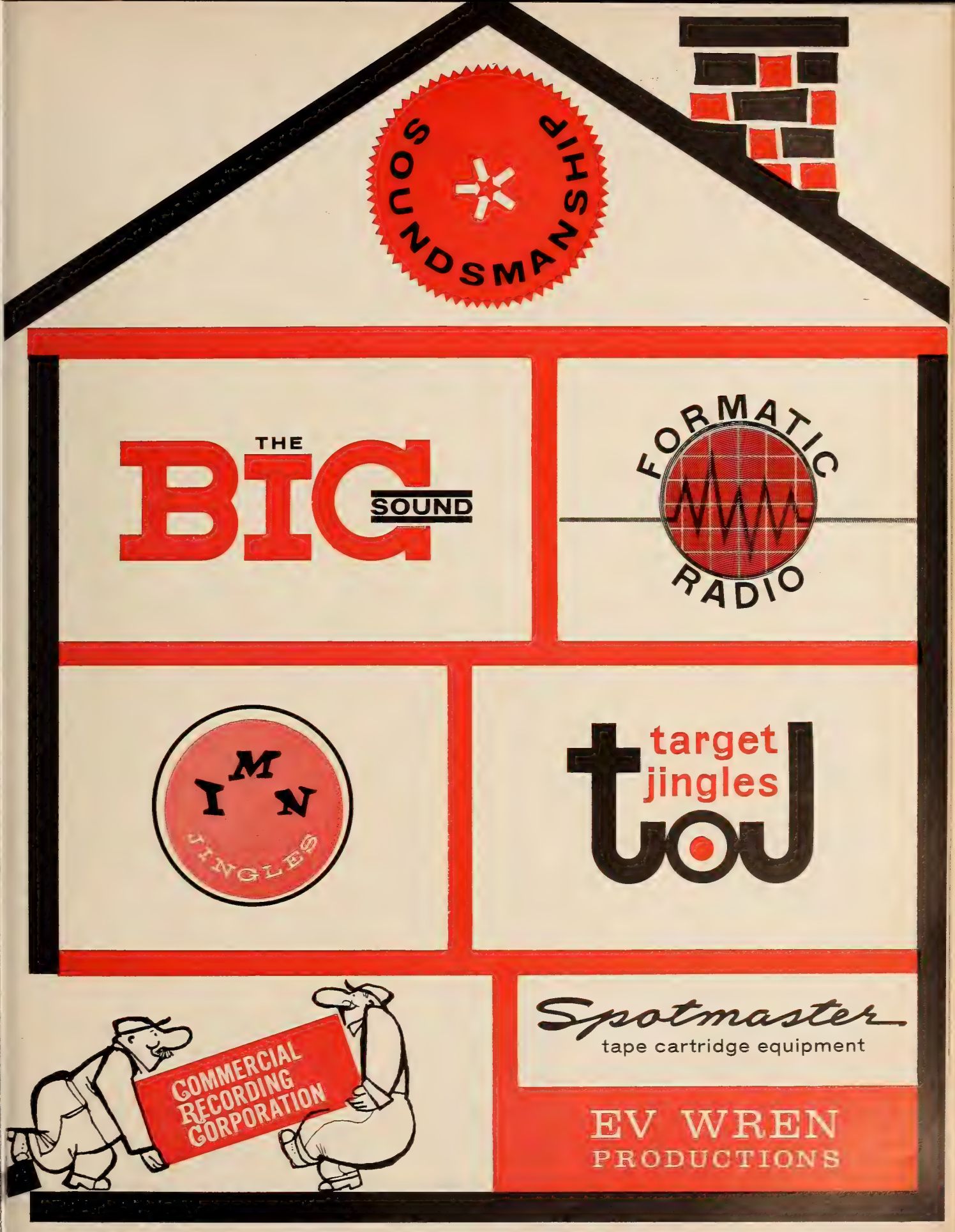
A Division of

THE PETER FRANK ORGANIZATION, INC.

Hollywood / New York



MOVING INTO RADIO'S


SOUNDSMANSHIP
THE BIG SOUND
FORMATIC RADIO
IMN JINGLES
target jingles too
COMMERCIAL RECORDING CORPORATION
Spotmaster
tape cartridge equipment
EV WREN PRODUCTIONS
HOUSE OF SOUNDSMANSHIP

MONDAY MEMO from KENNETH MORTON, Curran-Morton Co., Phoenix

A commercial should have no function other than to sell

Perhaps 15 years spent in the fields of broadcasting and telecasting, prior to becoming a partner in an advertising agency, have prejudiced me in favor of these media. I hope so. Had it not had its effect, or left its mark on me, I am sure that at least a part of those years would have been lost.

To the contrary, those years of elbow-rubbing with station, agency, sponsor and public now are standing me in good stead and, at every opportunity, I do everything in my power to see that some of this experience rubs off on the client.

The Curran-Morton Co. in four years has become one of the two top-ranking agencies in Arizona. I know that the use of radio and television in generous quantities has contributed no little to our success story.

Both radio and television have been put to outstanding use for one of our clients—a good example—Staggs-Bilt Homes. Ralph E. Staggs, president of Staggs-Bilt, one of America's largest home builders, has built 45 subdivisions incorporating more than 8,000 homes and currently is developing new projects involving some 12,000 additional homes in the Greater Phoenix area.

Investment ▪ Staggs-Bilt's advertising budget exceeds $500,000 annually. We invest more than 50% of this in radio and television, with gratifying results. I use the word "invest" instead of "spend" because we feel that every cent of any client's budget represents an investment which must net a reasonable return. In other words, we are not of the opinion that media should be a mirror to reflect and magnify the ego or vanity of the sponsor or the sponsor's wife.

We feel that the listening and viewing public of today has at least one eye or one ear focused on the news. Therefore, we are sponsoring news and public affairs programs on two television stations and one radio outlet. We also maintain a fairly heavy schedule of sportscasts.

Feeling that women motivate the family purchasing of new homes, we buy at least 30 daytime spots per week beamed at the home-loving housewife. These spots are divided about equally among the three network affiliates in this market.

At one time Staggs-Bilt was sponsoring five or six half-hour syndicated shows each week, but lack of a good available property at this time has caused us to move to a heavy, seven-days-a-week spot schedule. Results have been even greater than we anticipated. Staggs-Bilt Homes has sold more homes this year than any other Arizona builder. If and when the time comes when syndicated shows are as entertaining as their pilot films, we may return to the 30-minute segment.

With more than a half million dollars entrusted to us, it is only natural that we devote more than an ordinary amount of time, thought, talent and energy to our spot material, as well as to other media.

When we at Curran-Morton are putting an announcement together, the one word uppermost in the minds of everyone is *sell!* We dont' believe any part of a 20-, or 30-, or 60-second period of time should be wasted in an effort to entertain, amuse, educate, or be "cute." We prefer to leave this area to the joke writers.

Well aware that there exists, alas, an element of potential purchasers who will desert their screen for the refrigerator at the drop of a commercial, we try to design our spots so that at least the first or last six or seven words will be more thought provoking, more apt to cling to the average mind, than the slam of an ice-box door.

Words Must Work ▪ In brief, we waste neither words nor film on so-called "attention getters." If there is any attention to be gained or held, then it must come from the principal vehicle. As it was once so quaintly phrased, "the play's the thing."

If a spot contains no more than, say, 60 words, then it is our sober intent to see to it that as many as those 60 words as possible spell s-e-l-l! The letters may be group differently. They may say, "no monthly payments until January 1962," "your choice of built-ins," "awarded the Good Housekeeping citation," "four gracious bedrooms," or any number of intriguing and inviting little phrases, but . . . when translated, if they don't spell *sell,* then we—and more significantly, the sponsor—have emerged the loser in this greatest word game since the advent of the cross word puzzle.

We are not selling pretty girls in gorgeous gowns, not matinee idlers with bulging biceps; if we were, we would not—orally or visually—waste anyone's time in extolling the virtues of fine homes. We are, however, selling something that is also well-built and attractive—houses. We let this fact be known, in every worthwhile time slot, from one end of the dial to the other.

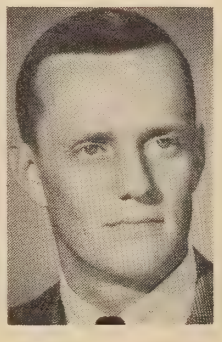
Among our agency's other top accounts are the Arizona Bank, which has been serving Arizona since 1887, and the Wright Manufacturing Co., builders of air conditioning equipment. The rest of the Curran-Morton list shows clients of similar caliber.

We feel that we are known by the company we keep, and on occasion find it necessary to decline an account we do not regard as equal in stature to our present ones.

We would also look with disfavor upon any prospective client who failed to agree with us that radio and television are the best salesmen of our time.

To sum it up—there can be little doubt that there is much room for improvement in the field of broadcasting, just as there always has been and always will be.

But, until something better comes along, it's delivering a whole lot of goods for us.



Kenneth Morton, executive vice president of Curran-Morton Co., was vice president and station manager of KOOL-AM-TV, CBS affiliates in Phoenix, for eight years prior to becoming an agency executive. At KOOL he handled all sales, both local and national, and was responsible for national sales for affiliated KOLD-AM-TV in Tucson. Now 36, Mr. Morton has spent 15 years in broadcasting. He is a member of the board of governors of the Arizona Academy of Tv Arts & Sciences.

CAPITAL TYPES #10

THE KING-MAKER

Waits till dusk
when his wife makes him go
to laundromat. Cuts self shaving
every morning due to
fascination with
reflection in mirror.
Keeps sign on desk reading
"think big" . . . a needed
reminder. Needs no reminding,
however, to listen to
WTOP Radio, the station
important to people
in the Greater
Washington area.



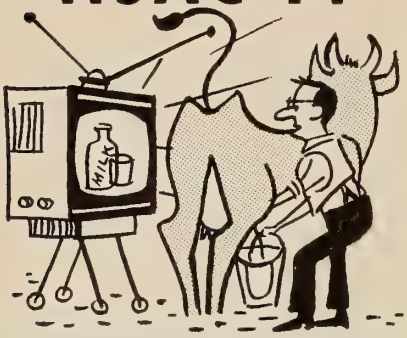
WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

What they see on WJAC-TV



THEY BUY!



You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results--and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

OPEN MIKE ®

The case for uhf

EDITOR: It was very interesting to read your lead story in the Aug. 14 BROADCASTING, "Will uhf solve tv's problems?"

I am convinced that the FCC spent a tremendous amount of time and did an extensive amount of research before the proposed rule making to deintermix eight markets. They and many other interested people are convinced that the public would be better serviced by having these mixed markets change to all-uhf markets to provide comparable and competitive outlets of local expression. Even though you are not required to give equal space, don't you think that in all fairness to the industry that the uhf performance should be given an opportunity to explain their position?—*N. L. Bentson, President, WKOW-TM-TV Madison, Wis.*

[BROADCASTING regards as newsworthy all responsible opinion in its area of coverage and certainly uhf is included. The record of issues of BROADCASTING over the years shows we have carried all shades of observations on uhf vs. vhf. Editorially we consistently have taken the position that no uhf channel ever should be turned back and that there should be a dual vhf-uhf system. Let the comments come.]

WNHC-TV explanation

EDITOR: A basic reportorial inaccuracy exists in your story re alleged non-clearance of ABC-TV's *Discovery* show by WNHC-TV (PROGRAMMING, Aug. 14). Ch. 8 . . . dislikes the inference that we were one of eight key stations to hold up this potentially new worthwhile children's programming. . . .

If you . . . wish to have additional facts . . . please feel free to call me personally. . . . —*Howard Maschmeier, General Manager, WNHC-TV New Haven, Conn.*

[Mr. Maschmeier subsequently explained to BROADCASTING by telephone that WNHC-TV did not refuse to accept the proposed ABC-TV program, but offered alternatively to carry it on a delayed basis at 7:30-8 a.m. instead of during the 5-5:30 p.m. Monday-Friday period as offered by ABC-TV. He explained that WNHC-TV already carries an "outstanding local children's program," "Admiral Jack," in the station's 5-6 p.m. schedule and that this program is important to WNHC-TV because of its appeal to local and state viewers.]

Pay tv in catv's future

EDITOR: Will appreciate five reprints of "The place of pay tv in catv's future" (THE MEDIA, June 19).—William J. *Ryan, General Manager, WNOG Naples, Fla.*

EDITOR: Would you please send us 100 reprints of "The place of pay tv in catv's future"?—*Fran Ward, Systems Management Co., Denver.*

[Since there are no plans to make reprints of this article, BROADCASTING has forwarded five tear sheets to Mr. Ryan and has given permission to Miss Ward to make reprints locally, provided that proper credits are given to the magazine.]

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EDITOR AND PUBLISHER
Sol Taishoff

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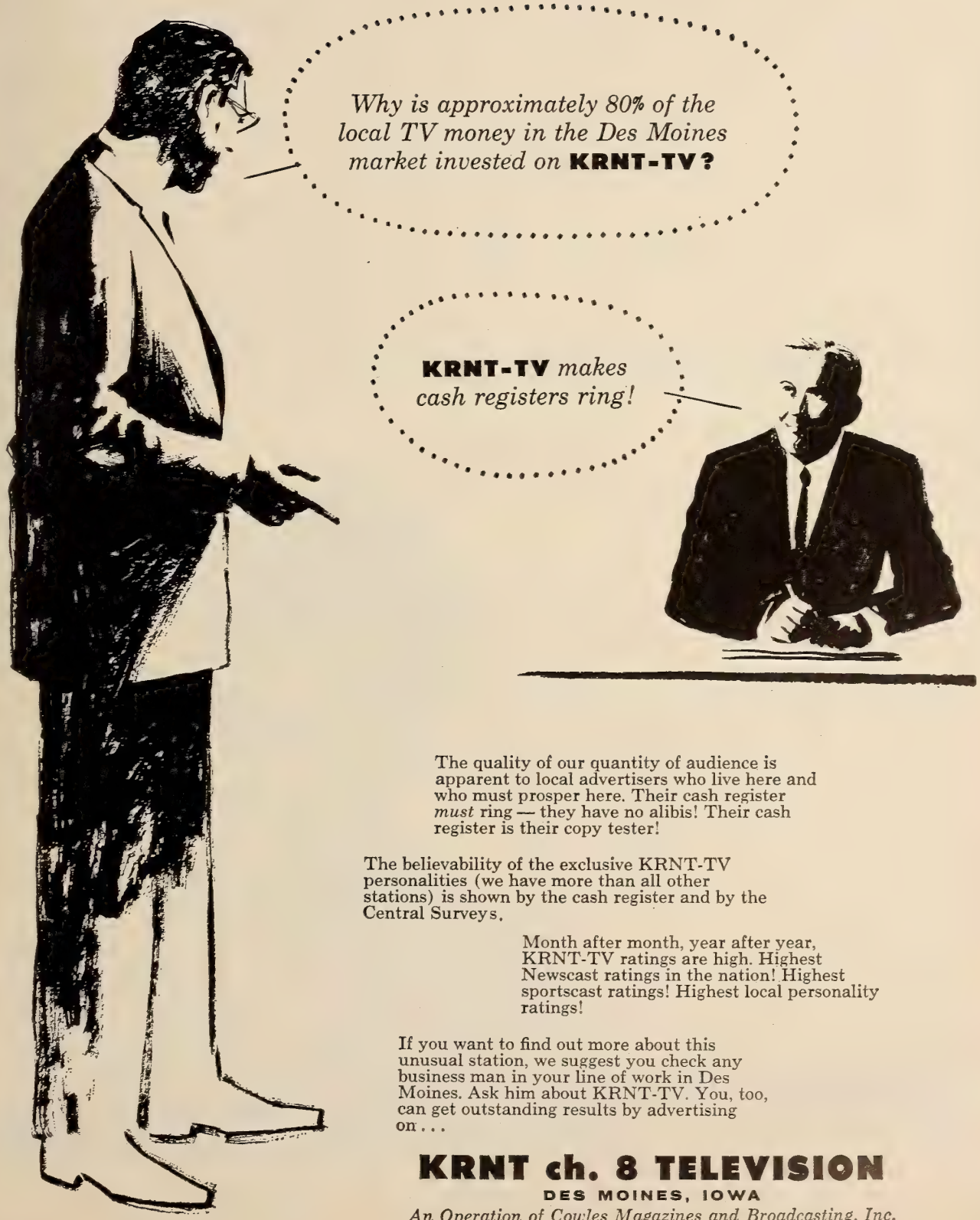
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.



The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION

DES MOINES, IOWA

An Operation of Cowles Magazines and Broadcasting, Inc.

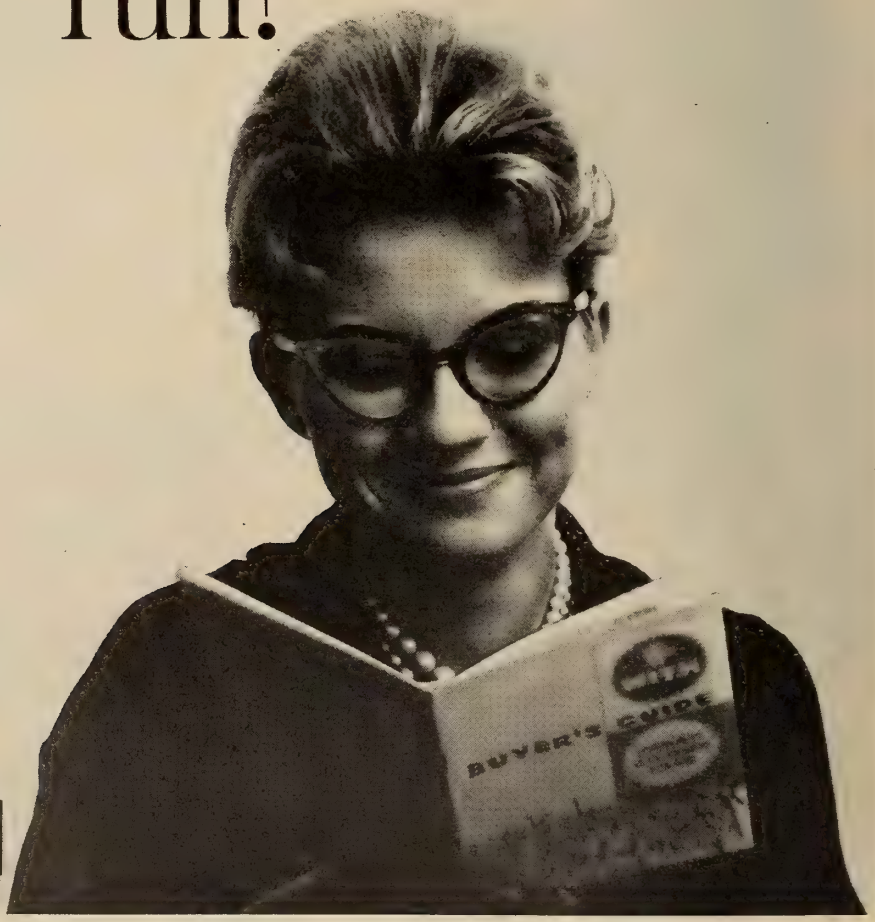
. . . and represented by The Katz Agency, Inc.

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

What makes Samantha run?



RADIO 123
WITH
PERSONALITY

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

RADIO BALTIMORE

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 21, 1961, Vol. 61, No. 8

NETWORK SPOT $3,800,000 WEEKLY

■ 1961-62 season sees minute billings at all-time high

■ Participations become dominant pattern in nighttime shows

■ 25 to 75 percent of prime time will be taken by spot buys

The minute participation in nighttime network shows will make its greatest impact in the 1961-62 season. It's conservatively estimated that the amount of time devoted to "minutes" each week in regular series next fall on all three networks represents approximately $3.8 million in gross billings (at the one-time rate).

These "minute men" advertisers are becoming more solidly entrenched than ever before in prime time periods, the estimated weekly gross billing above covering only the nighttime network schedule. (Daytime participation sales also are prevalent.)

Once the experimental form of NBC's so-called "magazine concept" as employed in the early 1950's with the *Today, Home* and *Tonight* participating programs, the minute sale in prime time has become acceptable to both the blue chips (Procter & Gamble, General Foods, Brown & Williamson among them) and the smaller advertiser.

Dominant Pattern ▪ It's effects are spreading in nighttime. A study by BROADCASTING last week shows minute selling in prime time, which started in 1957, is evolving into the dominant pattern at both NBC-TV and ABC-TV, while CBS-TV is moving more slowly along the same path. This fall, minute buys will account for approximately 75% of prime time program availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. The increases are substantial for each of the networks over last year, with comparable figures for 1960-61 estimated at 70% for ABC-TV; 45% for NBC-TV and 15% for CBS-TV.

Probable Sell-out ▪ Though networks are confident that minute buys will be sold out by the time the fall season begins, the precise amount of dollars that "minutes" will bring in over the season is indeterminable. Such buys on network shows are for varied periods—for 13 weeks, 26 weeks, 37 weeks or 52 weeks. At the end of each cycle, programs may revert to a weekly or alternate-week sponsorship, so that a full-year projection is not practicable. But whatever the contract length, minute purchases appear to the networks as the immediate answer for problems emerging out of shifting economic conditions and changing program formats.

A Schism ▪ The trend toward minutes, however, also is widening the schism between sellers of so-called "true" spot tv and network "spot carriers." Station representatives contend that so-called "minute selling" of programs leads, in effect, to "distress selling," which, in turn, brings in reduced amounts of compensation to affiliates and contributes to a downgrading of the tv medium. Representatives acknowledge that minute selling on prime network programs tend to cut into spot tv revenue, but insist that the "deleterious effect" this practice is exerting on the medium constitutes their primary objection.

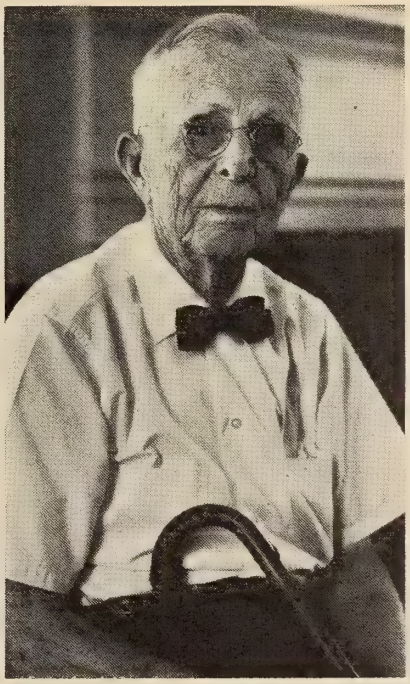
The reasons for the growth of minute selling, as outlined by network sales officials, are the following:

▪ Costs of network tv programs have risen sharply over the past four or five years and fewer sponsors can meet the expense of weekly or even alternate-week sponsorship.

▪ Minute participations in programs provide sponsors with "reach," and they have learned over the years that it's possible to obtain broader circulation through investment in a wide range of programs.

▪ With the emerging inter-network competition, there's a greater degree of safety for the advertiser in spreading an investment over a group of programs; it's an accepted fact of television life that a substantial number of programs

50 years ago Mr. Terrell was the entire FCC



It all started 50 years ago when William D. Terrell Sr. was appointed the country's first wireless inspector —a move that led eventually into the establishment of the FCC in 1934, and the appointment of Newton N. Minow as chairman in 1961.

Mr. Terrell, hale and alert, celebrated his 90th birthday on Aug. 10 and last week reminisced about his days as the government's first G-man for radio. The Florida-born telegraph messenger was appointed the first inspector of radio stations July 1, 1911 in the administration of William Howard Taft. This was after the government passed the 1910 radio act requiring U. S. passenger ships to install and operate radio-telegraph stations. He continued in this field with the Dept. of Commerce until the organization of the FCC in 1934, when he moved over to become chief of the group now known as the Field Engineering & Monitoring Division. Mr. Terrell retired in 1943. He has four grandchildren and two great-grandchildren and lives with Mrs. Terrell in a small cottage in Arlington, Va., next to the "big" house they bought in 1915.

"I was an expert right from the beginning," he said recalling his early work in radio, "because we knew next to nothing and nobody else did, either."

will become fatalities despite the most optimistic expectations.

▪ The popularity of hour-long programs has contributed to the practice of buying participations, because few advertisers could sustain the cost of underwriting such an extended time period each week or on alternate weeks (ABC-TV and NBC-TV each has 12 hour-long programs sold on the minute formula).

▪ A minute participation can be more economical for the advertiser than a comparable national spot tv buy, particularly if the advertiser can purchase a program that conforms largely to his distribution pattern.

▪ The sizable number of programs that reach late summer without being fully sponsored appears to be increasing, so that networks are more amenable to offering parts of programs on a minute basis. A striking example of this practice was the ability of Mobil Oil to buy participations only last week on 21 programs (8 on CBS-TV and 14 on ABC-TV) for next season (see story page 25).

Thomas H. Dawson, vice president, network sales, CBS-TV, in an interview last week stressed the trend toward minute buying does not sound the death knell to program sponsors. He pointed out that advertisers who require prestige and identification with programs will still keep their franchises alive with program sponsorship.

From the network point of view, he observed, there are advantages and disadvantages to selling minutes.

He said there is less loss to a network when a minute advertiser drops out, and the method permits a program to go on the air sponsored in full or with a substantial part sold. The other side of the coin, he said, is that minute buys are often short-termers and sometimes more difficult to clear. Mr. Dawson believes a combination of program and minute purchases is the "best approach" for many advertisers.

NBC-TV's Views ▪ Thomas B. McFadden, vice president, National Sales, NBC-TV, echoed the view of other network sales executives when he said: "I'm sure we would all prefer to sell programs on a straight sponsorship, rather than on a minute basis. This type of selling creates an horrendous problem in paper work. After all a contract for a minute advertiser takes as long to write and to service as one for a full-program sponsor. But like it or not, this is the way our business is heading these days."

Mr. Dawson at CBS-TV also indicated it was difficult to trace the history of the minute buys with precision but mentioned that as long as five years ago, the rising costs of the television medium led to the development of what he called the "true third" sponsorship (two minutes to a single advertiser on each half-hour show), and the "alternate thirds." A logical off-shoot of these sales stratagems, he believes, was the minute participation.

At ABC-TV ▪ Edgar J. Scherick, vice president in charge of network sales, ABC-TV, expressed the belief there are trend cycles in buying as well as in programming shows. It is Mr. Scherick's view that with the expected rise in live programming for 1962-63, there will be a corresponding rise in program sponsorship on a full or alternating-week basis. But he emphasized that minute buying has its place in network television, depending on the requirements of the advertisers. Noting that many of the large advertisers still utilize a combination of program and minute sponsorship (he cited Whitehall Pharmacal and Brown & Williamson on ABC-TV), but added: "For advertisers new to television and for those who have used the medium sparingly, the minute participation is a test for tv. And I feel that, on the whole, television has come off well in satisfying these advertisers."

Among advantages of the minute buys to the networks themselves executives pointed to:

A greater "flexibility"—and ease—in network selling.

Stronger network control over a program. (A minute participant—usually short term—can have little say as compared to the advertiser of a full hour or half-hour or even the sponsor of an alternate week.)

Many station representatives were reluctant to express their sentiments openly on the subject of minute participations. Some objected to the use of



Quick-selling series is NBC-TV's new "Dr. Kildare" which sold out its six minutes of participation advertising early this summer.



ABC-TV's "Bus Stop" is one of the new one-hour series that is moving along rapidly with the sale of minute participations.

Network spot wins $3.2 million of Mobil's advertising budget

The current appeal of the network's minute "spot" participations (see adjacent story) has attracted approximately $3.2 million of Mobil Oil Co.'s $12 million in annual advertising billings.

The oil company only last month officially became a client of Ted Bates & Co., an agency that is a prime mover in the recent trend towards advertiser sponsorship of program "minutes."

Last week, Mobil Oil, which is a division of the Socony Mobil Oil Co. and the fourth largest petroleum company in the nation, bought a heavy schedule of participating minutes on a total of 21 ABC and CBS tv shows. While most are regular weekly series, one of the buys includes minutes in 10 of the 17 American Football League game telecasts scheduled for the fall on ABC-TV.

Buying 69 Minutes ▪ It's estimated the oil company will spend $3.2 million in its minute sponsorships—$1.6 million on each network—for a total of 69 minutes spread over eight shows on CBS-TV, and a still-being-negotiated number of minutes on 13 ABC-TV programs. All of the CBS shows and 11 of the ABC shows are in prime time.

The network participations are part of Mobil's new multi-million dollar advertising campaign scheduled to get underway by early fall. Besides network sponsorship the campaign will include a concentrated schedule of full page newspaper ads in major markets across the country. They will be geared, as well as the tv commercials, to a new copy theme still to be announced (but not related to the Mobil gasoline economy run, which it sponsors annually).

The coming advertising campaign will mark Ted Bates' first efforts on behalf of Mobil Oil since officially taking over the account from Compton Advertising on July 1. Mobil announced the split with Compton in March (BROADCASTING, March 6) after an 18-year association with the agency. At the time, Compton claimed that Mobil's commissionable billings in 1960 amounted to only $7 million and not the $12 million figure given out by the oil company. Last year the advertiser spent about $2.8 million in radio and tv spot, and was not involved in network participations.

Male Viewers ▪ All of Mobil's network buys for the fall season are aimed at attracting the adult male viewer. On CBS-TV some of the participations are on alternate-week schedules, and all are effective the week of Sept. 25. They include *Frontier Circus* (Thurs., 7:30-8:30 p.m.); *Pete and Gladys* (Mon., 8-8:30 p.m.); *Ichabod and Me* (Tues., 9-9:30 p.m.); *Checkmate* (Wed., 8:30-9:30 p.m.); *The Twilight Zone* (Fri., 10-10:30 p.m.); and *The Investigators* (Thurs., 9-10 p.m.).

Mobil participations on ABC-TV start the last week in September and continue for 13 weeks through the end of the year. They include, besides the 10 AFL telecasts, *Target: The Corrupters* (Fri., 10-11 p.m.); *The Hathaways* (Fri., 8-8:30 p.m.); *Straightaway* (Fri., 7:30-8 p.m.); *Cheyenne* (Mon., 7:30-8:30 p.m.); *Naked City* (Wed., 10-11 p.m.); *New Breed* (Tues., 9-10 p.m.); *Ben Casey* (Mon., 10-11 p.m.); *Bus Stop* (Sun., 9-10 p.m.); *Roaring 20's* (Sat., 7:30-8:30 p.m.); *Ozzie and Harriet* (Thurs., 7:30-8 p.m.); *Adventures in Paradise* (Sun., 10-11 p.m.); and the new *ABC Evening Report* (Mon.-Fri., 6-6:15 p.m.).

the term "network spot carrier" because this connotes, they claimed, that networks are selling spot. The objections of representatives can be summed up this way: They believe that minute buys often are sold more cheaply than their rate cards prescribe (one source claimed that one network sold a minute for as low as $9,500, although rate cards generally prescribe a range of $23,000 to $49,000 per minute—time and talent net and commissionable. They contend that in selling programs cheaply, the networks absorb part of the production costs to get the programs on the air. They insist the result is that affiliates are "short-changed" and the whole medium as a natural consequence earns a dubious "bargain-basement" reputation.

Hurt By Minutes ▪ Many representatives agree that they are "hurt" by network minute sales, particularly at the beginning of the fall season, but contend that the values of spot—its flexibility, its economy and its weight of impressions—become more impressive to the knowledgeable advertiser as time progresses. They acknowledge that network minute buys are harmful (to "true spot" revenue) particularly to stations in markets below the top 50, in which the network programs may have had circulation and in which the advertiser may not invest because of budgetary limitations.

G. Richard Swift, president of the Tv Division of The Bolling Co., called the network's practice of selling minutes "an infringement into spot tv." He asserted that networks have "obviously failed to sell their product on its own merits and are attempting to encroach upon spot to fill their coffers, at the expense of affiliates."

Mr. Swift stated that the experience of several large advertisers in recent years demonstrates the "impracticability" of network minute buys. He cited an unidentified candy manufacturer and an electric manufacturer as having switched from spot tv to network participations, and claimed the results were "disastrous."

"The principle of 'spot' cannot be applied to 'network' for the same reason basketball is not played by football rules," Mr. Swift declared. "It was a good idea—but failed for these accounts and more than likely will fail again."

Scott Donahue, vice president, tv sales, The Katz Agency, claimed it is the advertisers—and not the networks—who are "in the driver's seat in providing network participations." He said advertisers forced the networks' hand, and insisted "his eggs be taken out of one expensive network program basket." Mr. Donahue contended the offering of network participations is "an admission" by the network that they "no longer can compete with spot with the argument that 'network program identification' offsets the values of economy, flexibility and weight of impressions that are built into the spot medium."

Mr. Donahue claimed that the strength of spot is its ability to provide flexibility and number of impressions economically. He insisted that the "less expensive form of network purchase" is only a partial answer; the next logical step for advertisers is to allocate a major portion of their budgets to pinpointed schedules in spot tv, a strategy that takes advantage of the benefits accruing from this medium.

"Thus, at The Katz Agency, we feel the networks, in trying desperately to offer advertisers an alternative to spot, are really doing an educational job for the spot medium," Mr. Donahue said.

A spokesman for Blair Tv voiced similar sentiments on an advertiser's learning the value of spot tv as compared with a network participation through initial use of the latter. He said he is convinced that many advertisers will learn that they can buy a selected group of 50 stations throughout the country for a cost that will be more

Over 200 participating minutes each week

The rule of thumb in minute accommodations in programs being sold on a participating basis on any one of the networks generally is six in the full hour show and three in the half-hour. In several cases the networks have thrown open to advertisers minutes in the alternate week of half-hour programs which have an alternate week sponsor. (Example: in *Straightaway* on ABC-TV, Autolite purchased an alternate week, leaving the program half-sold. The other half [or alternate week] is then offered to advertisers on the basis of three participations, or one and a half minutes if calculated on a weekly basis.)

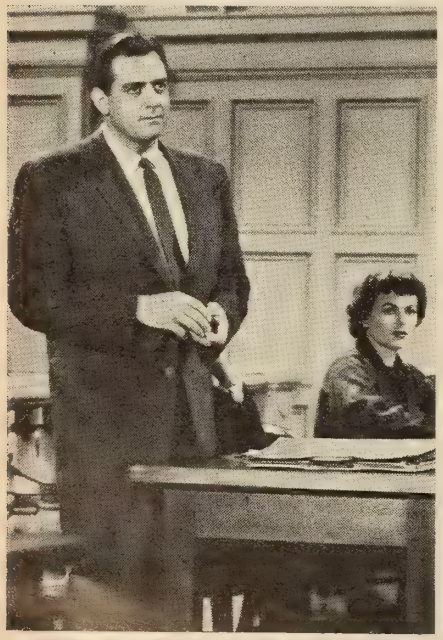
Approximate totals of minutes being sold to advertisers in the networks' 1961-62 season schedule and the shows in which about 206 one-minute participations will appear:

ABC-TV ▪ Has a total of some 91½ weekly one-minute participations in the coming season. They are in the hour-long *Bus Stop, Adventures in Paradise, Cheyenne, Surfside Six, Ben Casey, New Breed, Steve Allen Show, Hawaiian Eye, Naked City, The Untouchables, 77 Sunset Strip, Target: The Corruptors,* and *The Roaring 20's.* The half-hour programs in which they appear: *Bugs Bunny, Ozzie & Harriet, Hathaways* and *Leave It To Beaver.* The half-hour *Straightaway* has participations in the alternate week.

CBS-TV ▪ Has a total of about 40 one-minute participations in the new fall season. They appear in these hour-long programs: *Checkmate* (alternate half of the show), *Frontier Circus, Investigators, CBS Reports, Rawhide,* and *Perry Mason.* Half-hour shows: alternate weeks of *Pete & Gladys, Twilight Zone* and *Ichabod and Me;* three minutes per week in one out of four telecasts of *Eyewitness to History;* full three minutes of *I've Got a Secret,* and *Father Knows Best.*

NBC-TV ▪ Has a total of approximately 75 one-minute participations in the fall season. The hour-long shows: *87th Precinct, Thriller, Laramie, Dick Powell Show, Cain's Hundred, Outlaws, Dr. Kildare, International Showtime, Captain of Detectives, Tales of Wells Fargo.* A two-hour program sold in minutes: *Saturday Night at the Movies* (12 participations weekly). The half-hour *National Velvet* and *Tall Man* have participations in the alternate week.

economical than a network participation, and produce results that will be highly satisfactory. He indicated that the "waste" circulation of a network participation will not be lost for long upon astute advertisers.



CBS-TV's "Perry Mason" is hailed as the "most expensive" of hour-long shows on which minutes are sold and may be the grand daddy of such programs since minutes were first sold on it in 1957. Though show is beginning its fifth season as minute carrier, CBS-TV has moved more slowly than other networks in selling prime time participations, with only 25% of its nighttime schedule offered in this manner as compared to 75% for ABC-TV and 55% for NBC-TV.

NBC-TV movies sold out

NBC-TV reported last week its *Saturday Night at the Movies,* which debuts Sept. 23 (9 p.m.-Concl., EDT), is now sold out for the first quarter, with a total of 11 advertisers buying 12 minute participations. The 1961-62 season program represents a block of at least two hours of prime time sold as a "spot carrier."

Portions of the show have been picked up by Union Carbide consumer products, R. J. Reynolds, and Thomas Leeming (all Esty); Noxzema, Bulova, and Block Drug (all SSC&B); Maybelline (Post & Morr); Lanolin-Plus (Daniel & Charles); Helene Curtis (Ed Weiss); Chemstrand Corp. (DDB), and Beech-Nut Life Savers (Y&R).

Business briefly...

Nichols Industries (manufacturers of top cap pistols and guns), Jacksonville, Tex., has announced a 13-week spot campaign this fall in 25 U. S. markets through Aubrey Williams Adv., New Orleans. The commercials are being produced by Keitz & Herndon, Dallas, at Six Flags Over Texas, a Disneyland-type entertainment center which opened earlier this month on the Dallas-Ft. Worth turnpike.

Beatrice Foods Co., Chicago, will sponsor ABC-TV's new *Magic Ranch,* starting Sat., Sept. 30 (11:30-12 noon EDT). The program is devoted to hocus-pocus, sleight of hand and other magical diversions. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

Procter & Gamble Co., Cincinnati, has signed to sponsor the Academy of Motion Picture Arts & Sciences' annual "Oscar" awards show for the second consecutive year on ABC-TV. Agency: Grey Adv., N. Y.

Purex Corp., Southgate, Calif., is increasing network tv spending this next year and will sponsor eight evening specials, as many daytime specials for women and increased quarter-hour participations on regular daytime shows, all on NBC-TV. Purex scored high in past year with Irving Gitlin series of six specials on women's problems. Planned for evening shows is Don Hyatt series on *The World Of* such personalities as Bob Hope, Billy Graham and others. Agency: Edward H. Weiss & Co., Chicago.

American Bakeries Co., Chicago, will turn to tv this fall for its cake division and use about 38 children's programs in 24 markets. Firm has been using radio spots through the summer for Taystee bread. Agency: Young & Rubicam, Chicago.

Elgin National Watch Co., Elgin, Ill., will sponsor three special NBC News public affairs programs on NBC-TV between Nov. 28 and Dec. 15. With the Elgin order, NBC News' schedule of specials for 1961-62 is more than half sold. Agency: McCann-Marschalk Co., N. Y.

Rep appointments...

▪ WMNI Columbus, Ohio: Ohio Stations Representatives, Columbus, as state representative.

▪ WACO Waco, Tex.: Robert E. Eastman & Co., New York, effective Sept. 1.



PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in *both* Carolinas, and still building. □ Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen . . . add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach . . . and you come out with a real PLUM of a buy. □ South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

List of central billing service grows

THE LATEST TO FORM: BROADCAST CLEARING HOUSE INC.

A new central billing service—Broadcast Billing Co.—was formed in New York last week as a wholly-owned subsidiary of Standard Rate & Data Service Inc. (CLOSED CIRCUIT, Aug. 14).

The anouncement of the new company, which proposes to simplify and expedite paper work in spot tv buying, came two weeks after the set-up of Broadcast Clearing House Inc., which has been formed for a similar purpose (BROADCASTING, Aug. 7).

An indication that the field of central billing in the buying and selling of broadcast time—previously a vacuum—is rapidly filling is the expected formation of still another service by former Remington-Rand systems experts and an existing company.

Broadcast Billing Co. is headed by Albert W. Moss, SRDS vice president, as BBC's president; George W. Schiele, former sales vice president of Broadcast Advertisers Reports Inc., New York, who becomes sales vice president of the new firm; Richard I. Golden, previously supervisor of automated operations for the Triangle Stations, who becomes operations vice president, and SRDS President C. Laury Botthof, who also will represent SRDS' interest in the subsidiary as board chairman.

Dry Run First ▪ Letters introducing the service to stations and agencies are slated to be sent out this week, and presentations will be made. Before Jan. 1, 1962, the general "target" date for the start of the billing company's service, the firm expects to set up a "dry run" billing operation which is described as a "control period." The firm's birth was made official Aug. 14 in a meeting at SRDS in New York.

The new company, with offices at 432 Park Ave. South, in New York, plans to open operations in Chicago, and later in San Francisco and Los Angeles as the business justifies their openings.

At the outset, the paper jungle in tv will be the first area to come under servicing. Radio will be worked out at a later date. As explained last week, tv is the larger volume of business with "most dollars at stake" and more applicable for control because of the fewer stations and major agencies involved compared to the thousands of radio stations and wide spread of agencies handling radio.



The principals in the new Broadcast Billing Co. formally organized the firm on Aug. 14. At the session (l to r): George W. Schiele, vice president, sales; C. Laury Botthof, chairman of the board of the subsidiary and president of the parent SRDS, and Richard I. Golden, vice president, operations.

Warning sponsor

Sponsorship of Florida Defense Network test weather broadcasts was announced last week by Lee Ruwitch, president of the Florida Assn. of Broadcasters and general manager of WTVJ (TV) Miami.

Mr. Ruwitch said he believed this was the first time broadcasts of a state defense network have ever been sponsored. Permission for such sponsorships was granted by the FCC last year, but too late for any commercial tie ins.

The sponsor, D. W. Onan & Sons, manufactures electric generator sets for emergency use. The five-minute broadcasts will be heard daily during the hurricane season.

It was noted that the company is preparing a rate structure that most likely will be based on volume.

Background ▪ Mr. Schiele, who was instrumental at BAR in developing a tv audit system now used by several major agencies, was associated with WPBN-TV Traverse City, Mich., and later served in a publicity capacity for the WFIL stations in Philadelphia.

Mr. Golden, who joined WFIL-TV Philadelphia in 1953, developed a centralized traffic and billing system for 13 stations in the Triangle group (excluding one west coast operation—KFRE Fresno). The Broadcast Billing Co. system will use existing order and billing forms and will be patterned to some extent after that developed by Mr. Golden at Triangle.

As seen by the principals of the new company the basic philosophy for a central billing service is founded on the problem that buyer and seller have no access to each other's orders. The task of matching one order against another has developed what Mr. Schiele calls "the war of paper work" (duplication, misunderstanding, etc). The system will permit a daily check of performance and order.

How It Works ▪ Though the type of service performed will vary from client to client, it's noted, for example, that client station invoices will be prepared and submitted to both cooperating and non-cooperating agencies, and that matching and verification of invoices for client agencies will be performed from both cooperating and non-cooperating stations.

The data processing equipment will be fed all information pertinent to confirmed purchases of tv advertising with daily advance memoranda forwarded to stations as a control in preparing operations logs. Daily match lists will confirm successful performance of ordered

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

New market? Not really. Only in the sense that when Flint and Bay City-Saginaw (two long-established TV markets) were combined, they formed one large Eastern Michigan market. And this moved the market up among the nation's top 40.* It's now in the same neighborhood as Providence, Charlotte and Denver.

It's top 40 in terms of actual homes delivered, too: people watching television, not just set owners.

And it's so easy for you to reach them. For nearly all the viewers in these three heavily populated cities get their television from within the market area—on stations, such as WJRT, which have City-Grade service to all three.

If you'd like more information on the big move, the big market and how big we are in it, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



memo to:

Art Topal

WILS

DOMINATES THE LANSING MARKET

9 OUT OF THE TOP 10 NATIONAL SPOT RADIO ADVERTISERS USE WILS

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- General Motors Corporation
- Anheuser Busch, Inc.
- Liggett & Meyers Tobacco Co.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

35 OUT OF THE TOP 50 NATIONAL SPOT RADIO ADVERTISERS* WITH DISTRIBUTION IN THE WILS MARKET USE WILS RADIO

*Radio Advertising Bureau - 1959

112

RADIO WILS LANSING 1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

announcements with discrepancies prepared for agency-station renegotiation. Monthly invoices will be made from the record of performed announcements at proper rates and reflecting all discounts and credits, and including necessary data of multi-agency advertisers.

Tighter operations for broadcasters with opportunity for recovery of announcements by rescheduling within current ad campaigns, faster collection of receivables, internal cost savings, etc., are seen. Agencies obtain a "pre-reconciled, verified detailed invoice payable with no additional clerical work," it's explained, while still other costly chores and paper work now necessary at agencies also would be alleviated.

$50,000 please

Good commercials don't come easy and they don't come cheap. Stan Freberg, whose Freberg Ltd. has won prizes and plaudits for its successful broadcast campaigns for Chun King chow mein and Butter Nut coffee, revealed last week that the basic fee for the firm's consulting and creative service is $50,000. Production costs are extra, he said.

Currently in preparation at Freberg Ltd. are commercials for Chun King, *Tv Guide*, Cheerios, Nytol and Salada tea.

NETWORK BILLINGS UP 8.2%

First-half shows ABC up 23%; CBS down 3.9%; NBC up 12%

NBC-TV's 12.6% gain in gross time billings for the first six months of 1961 boosted the network more than $3 million ahead of its closest rival, CBS-TV, for the period. The three-network total of $363,869,472 was 8.2% ahead of last year's first-half total of $336,294,077.

NBC-TV's billings also topped CBS-TV and ABC-TV in each month of 1961.

This the first time in some seven years that CBS-TV has fallen behind NBC-TV in gross time billings for any length of time. NBC-TV moved slightly ahead of CBS-TV in October, 1960, and stayed there, except for one month (December of that year), through June of this year. CBS-TV edged past rival NBC-TV in 1953, according to available estimates of network gross time billings (computed at the one-time rate).

January-through-June billings totals were: NBC-TV, $136,293,905; CBS-TV, $132,939,527, and ABC-TV, $94,636,040. ABC-TV was up 23% from its first-half total last year of $76,950,570. CBS-TV declined 3.9%, from $132,939,527; and NBC-TV went up from $120,992,398.

The three tv networks had gross time billings of $59,894,527 in June 1961, an increase of 13.1% over 1960 when billings were $52,970,855.

June network tv billings, as compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by Television Bureau of Advertising, were: ABC-TV, $15,233,000; CBS-TV $21,787,201, and NBC-TV $22,874,326.

Nighttime gross time billings for the three networks are up 2.8% from the first half of 1960, $242,621,764 as opposed to $235,953,120. Daytime billings rose 20.8% over the six-month period a year ago, $121,247,708 as against $100,340,957.

Source: TvB/LNA-BAR

	June			January-June		
	1960	1961	Change	1960	1961	Change
ABC-TV	$11,948,700	$15,233,000	+27.5%	$ 76,950,570	$ 94,636,040	+23.0%
CBS-TV	22,062,832	21,787,201	— 1.3	138,351,109	132,939,527	— 3.9
NBC-TV ..	18,959,323	22,874,326	+20.6	120,992,398	136,293,905	+12.6
Total	$52,970,855	$59,894,527	+13.1%	$336,294,077	$363,869,472	+ 8.2%

Month by month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,874,326	59,894,527

By day parts

	June			January-June		
	1960	1961	Change	1960	1961	Change
Daytime	$15,844,295	$19,545,824	+23.4%	$100.340,957	$121,247,708	+20.8%
Mon.-Fri.	13,644,364	16,967,590	+24.4	82,841,803	102,034,395	+23.2
Sat.-Sun.	2,199,931	2,578,234	+17.2	17,499,154	19,213,313	+ 9.8
Nighttime	37,126,560	40,348,703	+ 8.7	235,953,120	242,621,764	+ 2.8
Total	$52,970,855	$59,894,527	+13.1%	$336,294,077	$363,839.472	+ 8.2%

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

NBC **WAPI-TV** CBS TELEVISION Channel 13 Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

ARBITRON RATINGS EXPAND

New overnight national sample with 1,000 homes to replace present seven market ratings

The American Research Bureau will expand its multi-city Arbitron Instantaneous Audience Measurement System to a full national service, starting Sept. 24 (CLOSED CIRCUIT, July 24).

ARB announced last week that on that date, Arbitron will provide overnight national ratings and audience size information for network programs from 7:30-11 p.m. for 26 consecutive weeks, ending March 24, 1962. In addition, seven weeks of daytime network ratings will be supplied. The schedule for national Arbitron after March 24 has not been completed.

The national reports will be supplied to subscribers on the day following the telecasts. Each report will consist of rating data by half-hour segments, showing program title, network identity, total number of homes reached, share of audience and sets in use. It will also show coverage factors for each network program.

Data for the national Arbitron will be secured by sampling points throughout the country. The sample will average 1,000 homes per half hour. Initially, a large percentage of sampling areas will be reported electronically by Arbitron meters and others will be covered by the telephone coincidental methods. ARB said that the ultimate objective is a complete electronic overnight national service using about 1,500 metered homes in sampling points throughout the country.

With the introduction of the national Arbitron, the multi-city reports will be suspended, according to James W. Seiler, director of ARB. They have been in operation for the past three years, supplying rating information on network programs from a sample of tv homes fitted with electronic meters in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington. The metered homes will now contribute to the total national sample size needed for the national Arbitron.

OB&M lands KLM

Ogilvy, Benson & Mather, one of at least four agencies seeking the more than $1.5 million KLM Royal Dutch Airlines account, has landed it.

The account, which only covers the North American division of the international carrier, was with Erwin Wasey, Ruthrauff & Ryan for the last four years. KLM is only a modest user of the broadcast media for advertising purposes. Last year the company billed some $300,000 in radio announcements, most of which were pegged for key, international travel cities, and little more than $20,000 in tv spots.

Florida citrus group considers six agencies

The Florida Citrus Commission has reduced to six agencies the number of applicants vying for its $3 million plus advertising account.

They are BBDO; Campbell-Ewald Co.; Grant Adv.; Lennen & Newell; Gardner Adv.; Benton & Bowles. The presentations will be heard on Oct. 11-12. B&B has handled the account the past six years.

J. Walter Thompson Co. originally was selected as a candidate in place of Gardner Adv., but withdrew last Thursday because of a company policy against "speculative" presentations where prospective ads and copy ideas are shown. Withdrawing for the same reasons were 25 other agencies.

Sam A. Banks, vice chairman of the 12-member commission, told agency representatives the presentations were set up "to be sure we are buying the best possible advertising representation for the citrus industry (11,000 growers strong). It is not anything against Benton & Bowles and does not mean that the commission is dissatisfied with its present agency."

Stations change mind on Colleens campaign

Stations which originally had accepted the placement of IDs in the Fort Worth-Dallas market for Mayfield Industries Inc. (Colleens, a new femine hygiene product) reportedly have turned down the short range test. The "campaign" was to start today (Aug. 21) for a three-day run over this week and next.

It's said the stations acted thus when informed by NAB code officials that the advertising, though not an actual violation, would appear to circumvent the intent of the code.

The NAB's apparent stand on the matter is understood to have come as a surprise to the agency (North Adv.) and to the advertiser which did not feel they had circumvented the code's intent because neither the product's name nor package appear in the tv commercials, nor is there any mention of the product and its use. The commercials point only to advertisements running concurrently in the newspapers (BROADCASTING, Aug. 14), making no reference to the product.

FACE-TO-FACE SALESMANSHIP GETS ORDERS!

National spot is a fast-moving, competitive business. You've got to be there when the buying decisions are being made. You've got to use every creative approach... every technique of forceful salesmanship... to get the order. This is sales impact. And you can't achieve it through periodic field trips, phone calls or letters.



That's why... Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

That's why... Weed hires salesmen with years of solid experience **in their territories.** In most cases, our men are native to the city in which they are based.

That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.



Wherever a buying decision is made...

a WEED man IS THERE!



Here's how to spend your ad dollars to sell the young adult. Buy "BREAKFAST CLUB," NEWS, "FLAIR," SPORTS OR SPECIAL EVENTS on ABC RADIO. You'll sell the consumer who buys more of almost everything. Federal Reserve Board statistics show that during 1960, young adults (18-44) bought *59% of all refrigerators; 62% of all washers; 60% of all TV sets.* But whether it's phonographs or food, automobiles or aspirin, young adults buy more. If you want to reach them, your best bet is ABC Radio.

YOUNG ADULTS:
BUY MORE SMALL APPLIANCES
BUY MORE BIG APPLIANCES
BUY MORE EVERYTHING

ABC RADIO
FIRST WITH YOUNG ADULTS

Hard liquor advertising on radio-tv

PUBLICKER BUYING; NAB SAYS CODE, MEMBER STATIONS NOT TAKING

Hard liquor advertising has appeared again in radio and tv, setting up a running battle involving Publicker Industries Inc., Philadelphia distiller with subsidiaries, NAB and its radio-tv codes, and two advertising agencies—Al Paul Lefton, Philadelphia, and Ellington & Co., New York.

Publicker is placing two separate test campaigns, according to agency information. One is for Old Hickory bourbon, through the Ellington agency, a campaign that started Aug. 5 on an estimated 30 stations, including two tv stations. The other is for Philadelphia White Label whiskey, a blend of Continental Distilling Co., a Publicker subsidiary, also begun Aug. 5 in over a score of markets.

NAB radio and tv code officials have been in touch with the situation. John F. Meagher, NAB vice president for radio, and Edward H. Bronson, tv code director, said as far as they knew no code stations or NAB members were taking the business. Both voluntary codes have flat bans against hard liquor advertising.

The NAB radio code office, headed by Charles M. Stone, sent out an Aug. 14 bulletin calling attention of code members to a letter sent by Ellington, a feeler asking station reaction. NAB said, "Needless to say there has been no change in the provision of the radio code which states, 'advertising of hard liquor shall not be accepted.' "

Small Stations ▪ Al Paul Lefton has been placing the White Label account in areas where the product has heaviest distribution and where there are no state regulations against hard liquor advertising. Most of the stations are described as smaller operations.

Spots are being placed at all times of the day and night, with some in the afternoon. They vary with different markets as the agency gauges reaction to the commercials. The campaign began when inquiries met with general interest and approval, it was reported. The strongest refusal, the agency indicated, was of this type, "Sorry, we personally see nothing wrong in liquor commercials but as subscribers to the NAB code we don't feel we can accept them."

Most, perhaps all the stations on the schedule are not code subscribers, it was indicated.

A year ago Publicker had put out similar feelers but at that time met with what was described as general disapproval.

The Philadelphia White Label commercials are 30-second spots. Copy is constantly changed and tested. No effort is made to hide the nature of the product. Instead the theme would indicate it's pretty good.

Old Hickory spots are scattered around the country in areas where bourbon is a big seller or where the company figures it might take hold. This, too, is experimental and the agency hopes stations won't "chicken out" on the schedule.

After 9 p.m. ▪ The Old Hickory spots are placed after 9 p.m., according to Al Paul Lefton. Recent inquiries to stations had produced "surprisingly good" response from both radio and tv, the agency said, though most of those indicating they would accept are smaller stations. Larger stations, which the agency presumed were code subscribers, expressed approval of the spots but said it might not be in their best interest to use them.

Copy stresses "unsurpassed lightness," mellowness and age of the product. The copy line suggests listeners taste Old Hickory. Tv commercials are similar to four-color ads now appearing in newspapers. They show the product—bottle and decanter—against a pleasing background, well-dressed men and women sitting around with filled glasses. They are not shown actually drinking bourbon. The spots are 20 and 30-seconds on radio, 20 seconds and a minute on tv.

At the Distilled Spirits Institute in Washington it was emphasized DSI adopted a resolution a quarter-century ago opposing use of the airwaves by its members for advertising of hard liquor. Later this was amended to specify both radio and television. The policy has been effective, according to DSI, which knows of no breach by a member. Publicker Inc. and its subsidiaries are not DSI members.

Station Representatives Assn., New York, endorses the principles of the NAB codes, said Lawrence Webb, managing director. He indicated that most member firms would not approve code violations.

At the heart of the liquor advertising problem is the fear of broadcasters that appearance of liquor commercials might lead to congressional legislation that would ban all forms of alcoholic beverage advertising on the air, including beer and wine.

Poor Mixers ▪ Radio and liquor found they didn't mix easily back in the autumn of 1958 when the subject came up during NAB regional conferences. At that time WCRB-AM-FM Boston was carrying vodka commercials on a late-night good-music program, sponsored by Federal Liquors Ltd. The station had been carrying advertising several years for two package stores.

Theodore Jones, station operator, finally agreed to discontinue the vodka account after the late Harold E. Fellows, then NAB president, criticized stations that sold their birthright for a $20 bill.

About this time WOMT Milwaukee announced it was planning to accept hard-liquor advertising. This also created a stir on the NAB conference circuit. The excitement simmered down when the station yielded to association persuasion and the NAB code.

A survey of broadcasters attending the NAB conference at Boston during the period shows 65% approved acceptance of liquor advertising by WOMT but only 9% of those surveyed said they were accepting it.

At any rate, a perennial problem has arisen again as a liquor firm tries to gain access to the effectiveness of broadcasting.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 10-16 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 10	**Untouchables** (9:30 p.m.)	ABC-TV	21.7
Fri., Aug. 11	**Twilight Zone** (10 p.m.)	CBS-TV	15.5
Sat., Aug. 12	**Gunsmoke** (10 p.m.)	CBS-TV	19.1
Sun., Aug. 13	**What's My Line?** (10:30 p.m.)	CBS-TV	23.0
Mon., Aug. 14	**Barbara Stanwyck** (10 p.m.)	NBC-TV	16.2
Tue., Aug. 15	**Thriller** (9 p.m.)	NBC-TV	11.3
Wed., Aug. 16	**Naked City** (10 p.m.)	ABC-TV	17.1

Copyright 1961 American Research Bureau





YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York



Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

Crosley Broadcasting Corporation

Tv's 'wasteland' is lack of hard-goods ads

NO COMPETITION, SO MOTOROLA PUTS MONEY INTO TV

Motorola agrees with FCC Chairman Newton Minow that television is a "vast wasteland," Edward R. Taylor, executive vice president of the Motorola consumer products division, said last week. But where Mr. Minow's wasteland is an area of tv programming, to Motorola it is in durable-goods advertising.

"Television today does not have the advertising of Frigidaire, Maytag and other producers of major household appliances and home entertainment units. There are no Norge ads on tv. Kelvinator is not represented, nor is Hotpoint, nor Hoover. True, some appliances, some radio and tv sets, are advertised on television. It is not a completely no-man's land. But the majority of durable goods advertising is going into other media," he stated.

The dearth of competition is one reason why Motorola is returning to tv this fall with its own advertising. Over $1 million, he said, over the regular budget in other media, has been allocated for sponsorship of three CBS-TV tv specials this fall. On Sept. 27, Motorola will pick up half the cost of a Jack Benny concert from Carnegie Hall, with Sara Lee Kitchens as co-sponsor. On Dec. 11, Motorola and Timex will share sponsorship of Bing Crosby's *Christmas Around the World* program. And arrangements for Motorola to sponsor *The Power and the Glory*, probably with John H. Breck Inc. (shampoos) as co-sponsor, around the first of November, are virtually complete.

These tv specials will be used to promote Motorola's overall company image, Mr. Taylor said, as well as to sell its consumer products. The September broadcast will feature the Motorola line of stereophonic record players; the November special will present the company's tv line and all products will be advertised on the pre-Christmas program. Leo Burnett Co., Chicago, is the Motorola agency.

RCA pushing color tv via NBC programming

RCA, the pioneer company in color tv (last year it made about 140,000 of the approximate 150,000 sets sold in this country), has readied the first big salvo in what should be its most ambitious sales promotion campaign in a number of years.

Raymond W. Saxon, RCA's marketing vice president, is announcing today (Aug. 21), the scheduling of three special "Color Nights" on NBC-TV this fall. The "nights" are slated to coincide with the peak periods of the fall retail selling season and are being promoted as a means of encouraging color tv dealers to offer in-store demonstrations of the sets on Oct. 4, Nov. 1, and Dec. 6. Wednesday was chosen for the color demonstrations because it was indicated that the greatest number of dealers could take part in the promotion on that day of the week. Dealers also will be asked by RCA to offer the in-store demonstrations on Saturdays. which is a naturally heavy color programming time on NBC-TV.

The first "Color Night" on Oct. 4 will actually start in the daytime with a three-hour color lineup from 10 a.m. to 1 p.m. On such shows as *Say When, Play Your Hunch, The Price is Right, Concentration, Truth or Consequences,* and *It Could Be You.* These shows will be followed by the opening game telecast in color of thWeorld Series.

The evening color schedule for Oct. 4 begins with the hour-long *Wagon Train* program at 7:30 p.m., followed in succession by the half-hour *Joey Bishop Show,* the full-hour *Perry Como Show,* and another, the 60-minute *Theatre '61* drama, the "Spiral Staircase."

The other "Color Nights," will both offer 3½ consecutive hours of color telecasts.

RCA will support the "nights" through both tv and print advertising, special displays, and mats and mailers, and a full color introductory spread in the September issue of *Reader's Digest.* NBC-TV's full-hour program *Walt Disney's Wonderful World of Color,* will carry the brunt of the promotional campaign. The theme for the promotion will be: "Every day you're missing more and more if you don't have color tv."

RCA is said to be spending about $5 million in an effort to perk up the sale of its color sets. The company belives sales of the sets this year should increase by 50% over 1960.

DuPont's Zerex, Telar set big radio drives

DuPont is set for the largest radio campaign in its history for its antifreeze and coolant brands, Radio Advertising Bureau, New York, said last week.

Zerex, duPont's permanent-type antifreeze, reportedly will get the bulk of

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

A.P.S. Inc., 6 East 46th St., NYC 17

Channel Master Corp. (Antennas), two 60s, live & semi-animation, film. Hillard A. Schendorf prod. mgr. Approx. cost $2,700.

Era Productions of Hollywood, 3459 Cahuenga Blvd., Hollywood 28

Mars Candy Co. (Three Musketeers Candy Bars), one 60, live, film. Brice Mack prod. mgr. Agency: Needham, Louis & Brorby; Ken Snyder a. e., Chris Ford prod. mgr.

Sunray Oil Co. (Boron Gas), ten, 60s & 20s, live, film. Bob Mack prod. mgr. Agency: Potts-Woodbury; Al Christy prod. mgr.

Filmaster Inc., 9 Rockefeller Plaza, NYC 20.

General Motors (AC Spark Plugs), eight 60s (color), animation, film. Phil Cook prod. mgr. Agency: D. P. Brothers; Jack Rellis Jr. prod. mgr.

Revlon (Lipstick: Touch & Glow, Contempera), three 60s (color), film. George Fenaja prod. mgr. Agency: Warwick & Leger Inc.; Warren Adams a. e., Ben Colarossi prod. mgr.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 46

Archway Bakeries (Archway Cookies), three 10s, animation, film. John Marshall prod. mgr. Agency: Norman, Navan, Moore, Marineau & Baird Inc.; Dale Gish prod. mgr.

Mars Inc. (Snickers Candy Bars), one 60, live, film. John Marshall prod. mgr. Agency: Needham, Louis & Brorby Inc.; Chris Ford prod. mgr.

UPA Pictures Inc., 4440 Lakeside Dr., Burbank, Calf.

General Electric Co. (Electric Lamps), three 60s, animation, film. Earl Jonas prod mgr. Agency: BBDO.

General Motors (Oldsmobile), two 10s, animation, film. Earl Jonas prod. mgr. Agency: D. P. Brothers; Ken Banes prod. mgr.

R. J Reynolds Tobacco Co. (Winstons), one 13, one 10, animation, film. Earl Jonas prod. mgr. Agency: William Esty Co.

Videotape Productions of New York, 205 West 55th St., NYC

Liebman Breweries (Rheingold Beer), six 60s, tape. Chuck Holden prod. mgr. Agncy: Foote, Cone & Belding; Ray Dietrich prod. mgr.

Smith-Corona-Marchant (Typewriters), two 60s, tape. Chuck Holden prod. mgr. Agency: BBDO; Ev Hart prod. mgr.

unique!



PARKER WHEATLEY, HOST OF "EYE ON ST. LOUIS"

"Eye on St. Louis" concerns itself with what's unusual, interesting and important locally—such as the 630-foot Saarinen arch being constructed on the riverfront—and has itself become unique in the process. For "Eye on St. Louis" (fully sponsored for three years) commands an average rating of 16.6—higher than the ratings of 80% of all prime-time programs, local or network, on the other three stations. This popularity, remarkable for a serious public affairs program telecast nightly (10:15 Monday-Friday), aptly demonstrates what happens when a television station has close rapport with its audience and a deep-grained understanding of local community needs and tastes. Such a station is CBS Owned KMOX-TV, first with audiences in St. Louis in every Nielsen report for more than three years.

KMOX-TV

CHANNEL 4, ST. LOUIS

the budget. Telar, all-year coolant, will use the rest.

At the same time, RAB noted Union Carbide plans to spend about $1 million in radio this winter for Prestone, a competitor of DuPont's Zerex.

RAB to study retailers in series of meetings

Radio Advertising Bureau's persistent efforts to lure the nation's big department stores into radio will take a "psychoanalytical" approach next month when RAB's series of eight regional management conferences get underway (see DATEBOOK, page 14).

RAB reported last week that top-level radio station management attending the series of two-day meetings will get a close look at the major retailers. The Bureau will use information gathered in the course of its "department store challenge" study as it "toothcombs" the store executives and "the stratified confines of the major department stores they head."

Information to be included in the retailer profile-making: duties, typical business day and business viewpoints with suggestions on how to work with and not against their opinions. Other points to be covered include the techniques of dramatizing the radio buy to store personnel and a profile of the duties, opinions and general outlook of typical store buyers.

ABC Radio reports record-breaking gross

ABC Radio grossed $1,682,469 between July 15 and Aug. 10; 90% of it in the Aug. 1-10 period, according to Jim Duffy, the network's national sales director. He said $1,382,180 of the record-breaking gross represented new business and $300,298 was renewals.

Campbell Soup Co., a new ABC Radio client, bought a $500,000 schedule in *Flair, Breakfast Club* and weekday newscasts beginning Sept. 17.

Other new accounts, each spending $150,000 to $200,000, include Miller Brewing Co., Mennen Co., American Motors and Thomas Leeming & Co.

IBA 'Spikes' to honor outstanding commercials

The second annual International Broadcast Awards of the Hollywood Advertising Club will be presented to the creators of the outstanding radio and television commercials broadcast this year anywhere in the world at a banquet in Hollywood on Feb. 13, 1962.

The date was announced last week by Kenneth C. T. Snyder, vice president of Needham, Louis & Brorby and chairman of the IBA awards committee. Mr. Snyder said brochures are being mailed to prospective competitors throughout Europe, Asia and Africa, as well as the Americas, with complete details of the competition. The deadline for entries, he said, is Dec. 31, 1961, at the HAC offices at 6362 Hollywood Blvd., Hollywood 28, Calif. Entry fees are $5 for each radio commercial, $10 for each tv spot. Competition is open to any advertiser, advertising agency, producer or broadcaster in the world. Radio entries may be submitted on tape or discs, any speed. Tv entries may be on film, 16 mm or 35 mm, or on tape.

The television competition is divided into individual categories for live action, animated art, combination and video tape, each further divided into commercials of less than 60 seconds, 60 seconds and more than 60 seconds, ID's, local-regional (for small budget advertisers), stop motion, station and program promotional spots, plus special technical awards for cinematography, design, direction, special effects, use of music and use of color.

In radio, awards will be presented for open, dramatic, humorous, musical and local-regional commercials of less than 60 seconds and of 60 seconds or longer, plus ID's, station and program promotional spots.

For both radio and tv there will be a special marketing award for the best complete broadcast-based campaign and there will also be sweepstakes awards for the world's best radio and tv commercials of the year. The IBA award is a tower rising from a metal arch, designed by Louis Liets, Hollywood artist. Since their original presentation last February at the first annual IBA awards banquet, the IBA trophies have become familiarly known as "Spikes," taking their place alongside the "Oscars" and "Emmies" of the Motion Picture and Television Academy.

$3.5 million campaign for new Lever product

Lever Bros., New York, is investing approximately $3.5 million in a campaign on behalf of Mrs. Butterworth's Syrup to introduce the product throughout the country, starting this week. A major portion of the budget will be in television, including a heavy spot schedule in daytime and evening time periods and representation on all six of Lever's nighttime network programs.

The product was placed in test markets last year and now has distribution west of Kansas City. The advertising copy stresses that the syrup contains butter and implies that the product does not require the addition of butter. The agency is J. Walter Thompson Co., New York.

Radio's BBB outlines program for the year

The recently-formed Better Broadcast Bureau Inc., New York, which will attempt to develop new business in national spot radio on behalf of station representatives and station groups, last week announced its program for the coming year.

Clifford J. Baborka Jr., president of BBB, said the organization is preparing 24 major presentations (to be known as "A" presentations), which will be "custom-tailored" for a particular advertiser who uses spot radio sparingly or not at all. The presentations offer prospective advertisers fully-produced copy platforms, special marketing research studies for each account or product, and a specific radio plan designed to meet a client's marketing and distribution strategy, according to Mr. Baborka.

BBB also is preparing 48 "B" presentations which, Mr. Baborka said, will attempt to attain one or more of the following objectives: help increase radio budgets of current users; develop new strategies for radio of current users; work with one or more station representatives on special sales projects; create copy ideas or plans, or develop specific presentations as required by one or more representatives.

To Second-Stage ▪ BBB already has made three major presentations to advertisers in the cereal, watch and pharmaceutical fields, Mr. Baborka reported, adding that "BBB has been invited in each case for the second-stage follow-through."

The organization has been retained by several station representatives but Mr. Baborka declined to name the client list at this time.

BBB's objective is to obtain for national spot radio a more equitable share of the advertising dollar. Mr. Baborka observed national spot today accounts for "less than 2% of total advertising expenditures, compared with more than 7% for the directly competitive medium of national newspapers." He added "this disparity in billings is even more glaring in the face of the greater number of radio stations (4,000 am and 850 fm), compared with newspapers (1,763 dailies)."

To support its radio sales-building effort, the BBB has retained the services of the marketing research division of George Fry & Assoc., Chicago, and the John Slade Ely Center for Health Education Research Inc. The latter organization will provide studies and material in the mass-consumed food and drugs areas to the BBB.

The BBB makes its headquarters at 16 E. 42nd St., New York 17. The telephone number is Yukon 6-9680.

Another *Completely* GATES *Equipped* Radio Station . . .

WWIL AM & FM, Ft. Lauderdale, Florida

Covering Southeastern Florida's Famous Gold Coast 24 Hours A Day

New and modern facilities, the ***leadership line*** of broadcast equipment, a fresh and appealing format, a jump from 1,000 watts to a booming 10,000 watt AM directional signal and the superior high-quality sound of FM . . . all make up the ***New Voice of WWIL AM & FM.*** From the top of the radio dial—at 1580—WWIL serves the fabulous Florida Gold Coast from Miami Beach to Palm Beach with 10,000 watts daytime and 5,000 watts nighttime power.

This modern AM and FM radio station wanted the finest broadcast equipment money could buy . . . so they chose Gates . . . from remote amplifiers to transmitters, complete with a studio installation of three audio consoles, five turntables and a Cartritape system, plus numerous audio and transmitter accessories. And, big WWIL-FM will soon install Gates stereo. ***A total broadcast equipment package for total performance!***



Gates FM-5B 5,000 watt FM transmitter, BC-10P 10,000 watt AM transmitter and directional antenna equipment installed in WWIL's new AM & FM Broadcast Center.

Colonel William A. Roberts, Owner

Write today for complete information on Gates' exclusive ***total package concept***, providing complementary equipment styling, constant engineering excellence and enduring quality.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada, CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

HOW TV 'MADE' COLOR PLUS

Fresh from successful use of tv for nail enamel, Color Plus plans similar campaign for lipstick

National tv spot and "spot" participations on the networks have formed the backbone of a national introductory advertising program for Color Plus nail enamel, which entered test markets a little less than a year ago. The product currently is estimated to have a 13.3% share of the nail enamel market's $33 million annual dollar volume.

That Lanolin Plus Inc. believes "tv did the job" for Color Plus is evidenced by the advertiser's preparations to introduce a companion product in October, Color Plus Lipstick, again by national tv spot and network participations. The new product reportedly will be packaged as a "piggy back" to the nail enamel.

Lanolin Plus and television have been growing up together 15 years and the advertiser has become known increasingly as a tv account. Joseph Chira, ad director, bases the early success of Color Plus enamel on the company's past experience in the medium. Knowing how and when to use tv, said Mr. Chira, "we took advantage of its flexibility in terms of choosing markets, selecting audiences, getting as much frequency as we could pay for, test marketing, in-store tv tie-ins, and the more sophisticated development of network spot carriers."

Summer Activity ▪ The advantages of network tv's participation buying, according to Mr. Chira, "gave us the opportunity to tell our product news in minute messages dispersed among a number of programs this summer, which gave us different audiences plus the programs' merchandising benefits." (also see story page 23 on participations). Since June, Color Plus has participated in ABC-TV's *Cheyenne, Asphalt Jungle, Roaring 20s* and *Guestward Ho,* and NBC-TV's *Michael Shayne.*

Another consideration in summer participation buying, Mr. Chira pointed out, was the opportunity for summer discounts, which made it economically feasible to test network usage for the product. In addition, participations reinforced the blanket of spot tv buys in the top 50 markets.

The Color Plus ad budget in 1961 will exceed $1.5 million, reportedly the largest ad budget for any nail enamel. Al Plaut, Color Plus account executive at Daniel & Charles Inc., New York, agency for both the enamel and the upcoming lipstick brand, said tv is allocated about 75% of the total budget.

Test Stage ▪ San Francisco and Los Angeles were the initial targets of the Color Plus barrage last September. The strategy was to reach women in their 20's to mid 40's—the group which uses more nail polish than others. The first phase of the campaign was the use of minutes to relate a therapeutic message about the enamel's lanolin content to women who have the problem of "splitting, breaking or cracking" nails, as well as those women who want to avoid the problem.

Within eight weeks, Color Plus had achieved a 26% share of the San Francisco market and a 23% share in Los Angeles. On Jan. 1, 1961, the product entered the top 20 markets, and by April it was in some 150 markets. Since the test marketing stage, Color Plus commercials and print ads (mostly fashion magazines) have alternated between the therapeutic claims and a fashion approach, which emphasizes the variety of shades. Some 10 new shades have been brought out since the original 13 were introduced on the West Coast. The added colors are in response to requests from consumers, retailers and beauty salons, all of which also asked for a matching lipstick.

Lipstick On Way ▪ Color Plus lipstick, with 35% lanolin, will be introduced in October in a combination lipstick-enamel package to retail at $1.50. Commercials are now being prepared at Daniel & Charles, which also just finished a new series of enamel commercials (see pictures). A "mix" of minutes, 40s, 30s and 10s, will be used to carry on the fall polish campaign in approximately 100 markets. Lanolin Plus also ordered minute participations for Color Plus in NBC-TV's new season entry, *Saturday Night at the Movies.*

Now that the task of informing the public of Color Plus enamel's arrival on the beauty care scene has been completed, the objective is to relate the product's "uniqueness" on a continuous, evenly-pressured level. The buying is geared to get more cumulative reach than frequency.

But the basic philosophy of Lanolin Plus product advertising remains the same. As stated by Mr. Chira: "People watch commercials for product news. The advertiser who gets his message across to the consumer will get business once the public's interest is aroused and if the product answers a need."





A New Concept in Documentaries **Packaged for Local Use**



PERSPECTIVE ON GREATNESS

GROWING! This dramatic new concept in documentaries is being picked up fast from coast to coast! Every day more and more markets join the success parade of these twenty-six hour-long specials starring such renowned figures as Lindbergh, Al Smith, General MacArthur, the Duke and Duchess of Windsor, De Gaulle, and more. Actual, on-the-scene filmed highlights in their lives, from the world-famous film libraries of Hearst Metrotone News, are skillfully augmented with new footage from Hearst Metrotone cameramen throughout the world. All brilliantly woven together by the masterful writer John O'Toole, to give a true "PERSPECTIVE ON GREATNESS." Dramatic entertainment of real prestige and stature. The kind to attract important local advertisers. Plus this practical bonus: a single, compact, easily stored source of material on famous people—complete shows to run at a moment's notice when needed.

A Great New HEARST METROTONE Production

BCG

FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N. Y. MU 7-0870

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

WEST SEES POOR AD IMAGE

WSAAA survey of media, ad men finds 70% feel advertising's public image needs improvement

A need to upgrade the image of advertising with both the general public and top business management is seen in results of the 1961 survey of western advertisers, advertising agencies and advertising media conducted by the Western States Advertising Agencies Assn., the second in an annual series inaugurated in 1960.

The survey was completed in June. Returns were received from 100 national advertisers, 165 advertising agencies and more than 170 representatives of radio, television, outdoor, newspapers and business and consumer publications in the western states, including Alaska and Hawaii.

Asked, "Do you believe the advertising business today has a poor public 'image?,' " 70% of the advertisers, 70% of media and 71% of the agencies answered "yes." This would indicate advertising's reputation has suffered rather than improved during the past year.

The agency-advertiser-media view of management's opinion of advertising is equally discouraging. Nearly two-thirds of media (63%) and well over half of agencies (54%) expressed the belief that management is not fully convinced of the importance and value of advertising. Advertisers themselves were divided almost evenly, a bare majority (51%) believing advertisers do appreciate what advertising can do for them.

The always controversial subject of agency remuneration revealed a sharp difference of opinion as to whether the 15% commission generally in use is enough for an agency to make a sound profit. More than three-fourths of the advertisers (76%) and more than half of media (56%) felt an agency can make a profit on a 15% commission. But only 19% of the agencies agreed with them, the other 81% contending this is not enough. Only 7% of the media, 10% of the advertisers and 14% of the agencies, however, felt media would tend to increase the amount of the commissions to more than 15% in the next 12 months.

Optimistic ▪ Agencies were generally optimistic about the outlook for advertising in the immediate future, 57% stating the future looks brighter, 35% feeling it will remain about the same and only 8% seeing gloomier prospects.

More than half (55%) of the advertisers responding to the WSAAA questionnaire reported the recent recession did not affect their advertising expenditures, but 45% said the recession caused changes in their ad budgets.

Licensing and standardization of qualifications for advertising agencies by the individual states was favored by a larger segment of the agencies (46%) than by either advertisers (25%) or media (39%), but only 37% of the agencies felt licensing would benefit them. Only 13% of the advertisers

THE MEDIA

COLLINS SENDS REGRETS TO GEORGIA

Won't be able to attend grass roots seminar

Miffed at NAB President LeRoy Collins' inability to accept an invitation to attend the Sept. 15 grass roots seminar sponsored by the Georgia Assn. of Broadcasters, H. Randolph Holder, WGAU Athens, Ga., president of GAB, had some tart comments:

"We know the NAB president is busy, but Mr. Collins himself suggested a meeting of broadcasters and government officials and here is his chance to get down to the real heart of our problems in a location far removed from the bigness of New York or Washington. It poses a real problem for broadcasters when their leading spokesman doesn't discuss current and critical problems in an informal atmosphere removed from the pressures of high-level conferences.

"I think it is time NAB realized that its strength comes from its small grass roots members, and it is unfortunate that Mr. Collins turned down this excellent chance to learn what really is going on in broadcasting. We hope he can be with us."

Mr. Collins could not be reached, but it is understood that he is scheduled to chair a meeting of the Dept. of Commerce's Committee on Area Redevelopment scheduled to meet that day.

The South East Radio-Tv Seminar will meet Sept. 15 in the Biltmore Hotel in Atlanta, starting at 10 a.m. It will continue through dinner that evening. Sponsored by GAB, it is intended to be a meeting of the presidents and secretaries of seven state broadcaster associations plus others (BROADCASTING, Aug. 14).

Among the topics to be discussed

thought agency licensing would benefit them to 61% who felt it would not (the other 26% were uncertain). Media voted 39% that agency licensing would help them to 41% thought it would not, and 20% were uncertain.

About half of the respondents (51% of advertisers, 50% of agencies, 40% of media) felt that the general diversification of product lines and sales divisions within many advertisers' organizations tends to create significant increases of "conflict of interest" in existing and prospective accounts. But only one-third (35% of advertisers, 36% of agencies, 33% of media) felt that these situations are actually hazardous to the advertiser.

The vast majority of all three groups said that the advertising agency system is the best method of serving their interests.

Agency appointments...

- Lake Central Airlines, Indianapolis, appoints John W. Shaw Adv., Chicago.
- Hires Bottling Co., Los Angeles appoints Cole Fischer & Rogow, Beverly Hills, as its agency, effective Oct. 1.
- San Giorgio Macaroni Co., Lebanon, Pa. (macaroni, noodles, spaghetti and other pasta products), appoints Ketchum, MacLeod & Grove, Pittsburgh.
- Automobiles Renault Canada Ltd. appoints Grey Adv. Ltd., Montreal.
- Consolidated Aero-Tech Corp., N. Y., names Geyer, Morey, Madden & Ballard Inc., N. Y., for "Redi-Spare," new puncture-sealing, tire inflating aerosol product.

will be the FCC's new program forms, government regulation, censorship and NAB's leadership. No formal agenda is planned.

Down to Earth ▪ Mr. Holder set the keynote with this observation:

"Distant experts who attend only high-level symposiums and don't have to battle the day-to-day problems of the local broadcaster just cannot speak with authority for us in national councils or make our local views known to the government. Our September meeting will be broadcasters talking about broadcast problems as they really exist, not the way some think they exist."

Among those who have already accepted the GAB invitation to the Sept. 15 seminar:

Kenneth Giddens, WKRG Mobile, Ala., president of the Alabama Broadcasters Assn.; Fred L. Beard, WJDX Jackson, Miss., president of the Mississippi Broadcasters; Lee Ruwitch, WTVJ (TV) Miami, president, Florida

talk about news!

Nothing succeeds like success, and two resounding news coups scored by WCKY in the last 3 weeks have convinced Cincinnati that Total News and Information is not just a phrase on WCKY. When the El Paso plane hi-jacking story broke, WCKY maintained an open phone line into a hanger at the sealed-off airport for 8 solid hours, giving WCKY listeners continuing, live, eye-witness reports throughout the day. UPI, using tapes fed by WCKY, claims it ran 25 minutes ahead. ■ Then, less than a week after the El Paso story, WCKY interviewed Hamilton County Prosecutor C. Watson Hover... longtime critic of Ohio Governor DiSalle. In response to questioning, Hover agreed to debate the Governor on the question of whether or not DiSalle had exceeded his executive powers in commuting the death sentence of a woman Hover had successfully prosecuted for murder. In a matter of hours, the story broke across the state... front page headlines, TV bulletins, and radio interviews. DiSalle called a special press conference the next morning, and accepted Hover's offer to debate. WCKY is presently completing arrangements for this face-to-face meeting . . . and has invited interested radio and TV stations to air the proceedings. These two incidents are indicative of why WCKY is fast becoming Cincinnati's most talked-about news station. **You** talk to your AM Radio salesman about WCKY!

wcky

50,000 WATTS • CINCINNATI

Manager Shapiro braves audience in WFAA-TV forum program

"I object to your interruption of programs for weather bulletins."

The objector: a member of the audience of WFAA-TV Dallas.

This put the station on the spot—a spot it likes to be put on during its new forum program, *Let Me Speak to the Manager.*

Every Sunday, 10:30-11 p.m., Mike Shapiro, WFAA-TV general manager, answers volunteer critics on a program that started June 18 as an experimental quarter-hour that now has been expanded to a major feature.

About the weather bulletins; here is Mr. Shapiro's on-the-air reply: "After an investment of thousands of dollars for radar equipment which is vitally important in the area because of tornadoes, we feel this is our obligation as a broadcaster and we will interrupt at any time during programs to bring this information to our audience. If we're wrong, let us know."

And they did. Tremendous mail came in, overwhelmingly in favor of continuing weather bulletins.

That one was easy. Some aren't. Like this:

"Your program *Naked City* ends with the words, 'There are eight million stories in the Naked City.' If this is true, why do we have to have re-runs?"

Real Good Point ▪ Mr. Shapiro replied frankly on the air, "You have a real good point there and we don't know the answer to it."

Mr. Shapiro speaks as manager. Questions are read to him by a staff man. The manager is seated at a simple office set and replies to questions in an easy, informal and interested manner. And he mentions names and call letters—his own and others—in giving serious replies to viewers' letters.

"We're overwhelmed by the response," he said, "We had been wanting to start such a program for a year. FCC Chairman Newton Minow's wasteland speech at the NAB convention in May triggered it and viewer mail has kept the program moving."

Viewers are happy, judging by the response. They're grateful for the chance to have their questions answered by the station manager himself. "I find it quite refreshing that you don't pull any punches about your station and your competition," a viewer observed.

The program now includes guests. The first was Bill Jones, director of advertising for Frito Co., Dallas. He voiced the advertiser's viewpoint in response to questions about commercials, using the same frank and straightforward approach featured in Mr. Shapiro's replies. PTA members and others will appear as guests, the station says.

Assn. of Broadcasters; Ken Ballinger, executive secretary of FAB; Lou Neale, WBEU Beaumont, S.C., president of the South Carolina Broadcasters; James Howe, WIRA Fort Pierce, Fla., NAB Fifth District Director. Mr. Howe will be conference moderator.

Invitations also went to FCC Chairman Newton N. Minow and other state association executives.

The seminar will be the forum for states representing 25% of all am radio stations and 15% of all tv stations in the country, GAB noted.

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
James W. Blackburn Jack V. Harvey Joseph M. Sitrick RCA Building FEderal 3-9270	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird John G. Williams JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

IBEW joins AFTRA in strike

Hollywood Local 45, International Brotherhood of Electrical Workers, at a meeting Wednesday night, voted unanimously to support the American Federation of Television & Radio Artists in its five-week-old strike against KFWB Los Angeles. The eight IBEW members employed at KFWB were still on the job Thursday, despite the AFTRA picket line around the station (BROADCASTING, Aug. 14).

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

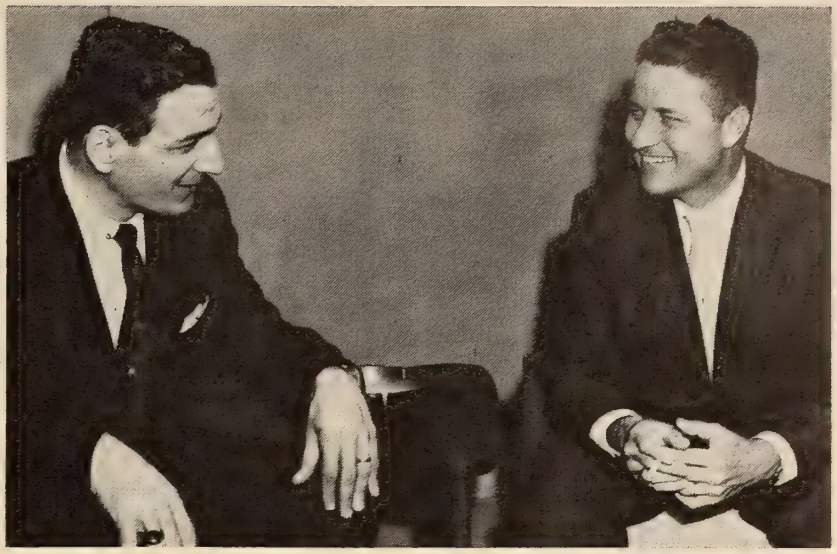
▪ KRGV-AM-TV Weslaco, Tex.: Sold by LBJ Co. to Kenco Enterprises Inc. for $1.4 million. Kenco Enterprises is principally owned by John A. Kennedy, veteran broadcaster. Stoddard P. Johnston, KTVU (TV) San Francisco sales executive, is vice president and will be operating head of the Weslaco stations. No changes in personnel are planned. LBJ Co., headed by Mrs. Claudia T. Johnson, owns KTBC-AM-TV Austin, 29% of KWTX-AM-TV Waco, and through KWTX, 50% of KBTX-TV Bryan, all Texas, and 75% of KXII (TV) Ardmore, Okla. LBJ Co. bought 50% interest in KRGV-TV in 1956 for

"I personally took offense at Chairman Minow's charge that all broadcasters had failed," Mr. Shapiro said. "I wanted to get across to the audience that WFAA has taken its public affairs obligations seriously and at the same time have the people tell us if they like what we give them. If they don't we want to know why. And we want to know how they feel about commercials and station personalities."

All Kinds ▪ Mr. Shapiro acknowledges all mail, some of it intriguing, informative and humorous; some crackpot. One problem—the questions become repetitious. "We try to solve this by using visuals, by revising the answers to include other angles, or by getting an expert to appear on the show and contribute new ideas on the same subject."

Stations around Texas, hearing about the show, have borrowed tapes. TvB has asked for a set of them.

Radio gets its share of the program. Mr. Shapiro does two five-minute programs for the WFAA radio audience. The format is similar but letters deal strictly with radio topics.



Commercials and the advertisers' obligation to the television and radio audience are covered in one of the 'Let Me Speak to the Manager' programs on WFAA-TV Dallas, by General Manager Mike Shapiro (l), and Bill Jones (r), advertising manager of the Frito Co.

$5,000 plus loan of $140,000; acquired the remaining 50% in both radio and tv in 1958 for $100,000. KRGV operates fulltime with 5 kw on 1290 kc. KRGV-TV, ch. 5, began in 1954.

▪ KXLY-AM-FM-TV Spokane, Wash.: Sold by Joseph Harris and Norman E. Alexander to Morgan Murphy interests for $3.25 million ($2.6 million for the television station; $650,000 for radio stations). (CLOSED CIRCUIT, Aug. 14). Mr. Murphy owns newspapers and the following broadcast properties: WEAU-TV Eau Claire, WLUK-TV Green Bay, WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich.; KVOL Lafayette, La. James R. Agostino, vice president and general manager of the Spokane stations, will remain in that capacity. KXLY 5 kw fulltime on 920 kc; KXLY-FM is 2 kw on 99.9 mc; KXLY-TV is on ch. 4 and began operating in 1953. Both are affiliated with CBS. The KXLY stations were bought by the Harris-Alexander group in 1954 by Ed Craney and associates for $1¾ million. Broker was Blackburn & Co.

▪ WYSL Buffalo, N. Y.: Sold by McLendon Corp. to Leonard Walk, James H. Rich and Bernard Friedman for $230,000. Messrs. Walk, Rich and Friedman own WAMO Pittsburgh, Pa. Sale of WYSL facilities is necessary because McLendons are buying WBNY Buffalo (CHANGING HANDS, July 24). WYSL operates with 1 kw daytime on 1080 kc. Broker was Blackburn & Co.

▪ KASO Minden, La.: Sold by Frederick A. W. Davis and Jimmy Hugh Howell to Harold (Boe) Cook for $50,000. Mr. Cook is former manager of KGAK Gallup, KMIN Grants, KICA Clovis, all New Mexico. Mr. Davis retains his interests in WGLC Centerville and WMBC Macon, both Mississippi, and WSRA Milton, Fla. KASO is a 250 w fulltimer on 1240 kc. Broker was Hamilton-Landis & Assoc.

EXCEPTIONAL QUALITY BUYS

WEST—Profitable daytimer servicing single station market of 40,000-plus. Attractiveness of this physical facility is exceeded only by beauty of the area itself. Good gross-cash flow record. Priced at $360,000.00 on long terms.

SOUTHEAST—Major market fulltime radio station presently billing $160,000.00 annually and capable of doing much better as previous track record indicates. Priced at $250,000.00 with $70,000.00 down and balance to be negotiated.

WASHINGTON, D. C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St., N.W
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

HAMILTON-LANDIS
AND ASSOCIATES, INC.
John F. Hardesty — President
America's Most Experienced Media Brokers
RADIO • TV • CATV • NEWSPAPERS
NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES



And now, the girls from Syracuse

It was bound to happen—a female version of NAB's annual Harvard seminar—and it did when the American Women in Radio & Television held its first Mid-Career Seminar at Syracuse U.

Eighteen members of AWRT, including past president Esther Van Wagoner Tufty, became coeds-for-a-week.

This year's experimental venture, which is to become an annual event, was produced in conjunction with the radio-tv department of Syracuse U. and the Educational Foundation of AWRT. It dealt with four main subjects: audience; programming and community needs; business of broadcasting; new look at American women. Montez Tjaden, AWRT president, termed the seminar an "overwhelming success, more than we even imagined, and something we've needed for a long time."

Next summer's seminar, the place and date of which have not been determined, will likely have a midwestern location to accommodate more AWRT members, Miss Tjaden said. The same format—panel discussions and floor debates—will prevail, she added, except that more broadcasting executives (males) will be on hand as discussion leaders.

Heading this year's male contingent were Louis Hausman, Television Information Office director; Peter Thornton, promotion director of KDKA-TV Pittsburgh; and Clifford M. Kirtland Jr., treasurer of Transcontinent Television Corp.

Pictured above are 13 of the graduates. Front Row (l to r): Betty Ross West, NBC Chicago; Esther Van Wagoner Tufty, Tufty News Service and NBC Washington; Doris Corwith, NBC New York (retired); Irma Davis, KCRA-AM-TV Sacramento, Calif.; Jane Angel, public relations advisor, Washington; Elizabeth Wright Evans, KING-TV Seattle, Wash.; Barbara Sharp, Omaha, Neb.

Second Row: (l to r): Marguerite Staples, ABC New York; Lilian Okun, New York free lance writer-producer; Wana McDole, radio-tv director, public schools, Seattle, Wash.; Margaret Mary Kearney, WCAU-AM-TV Philadelphia; Margaret Strickland Parks, National Adv., Washington; Modane Marchbanks, Corn Products Co., New York; Dr. A. William Bleum, director of the seminar.

Not available when the picture was made were Nena Badenoch, Chicago radio-tv consultant and chairman of the board of trustees of the AWRT educational foundation; Kay Bailly, in charge of public relations and radio-tv for the Junior League Assn., New York; Doris Brown, president and general manager of WKBC North Wilkesboro, and WATA Boone, both North Carolina; Virginia Pate, president and general manager of WASA Havre de Grace, Md.; Del Roberts, assistant to the director of radio-tv for the American Cancer Society, New York.

5% of C-C sales come from stations

The three radio stations comprising the Crowell-Collier Broadcasting Corp. (KDWB Minneapolis-St. Paul, KEWB Oakland-San Francisco and KFWB Los Angeles) account for about 5% of the total sales volume of Crowell-Collier Publishing Co., C-C President Raymond C. Hagel said Wednesday (Aug. 16) in a talk to a group of financial men in Los Angeles.

Advertising sales of these stations dropped slightly in the first three months of 1961, he said, but rose enough during the second quarter that the first half ended with the broadcasting division "ahead of 1960 in both sales and operating margin."

Referring to the questions raised by the FCC about the operations of the Los Angeles and San Francisco stations, Mr. Hagel said: "Within the last few days we have furnished the FCC with additional information to help them in their deliberations. We are hopeful that the matter will be resolved in our favor and that the license for KFWB, the point at issue, will be renewed in the near future. If the commission is not satisfied, it has the right to call a hearing."

"About 60% of Crowell-Collier sales volume comes from Collier's Encyclopedia, a number of other reference books and the Harvard Classics," Mr. Hagel reported. A new young people's encyclopedia is in preparation, he said. The C-C General Publishing Division includes MacMillan Co., with a general book list although 75% of its business is in the educational book field; Free Press, publisher of professional books and graduate textbooks, and a new paperback department, Collier Books, which will begin operations this fall with a balanced list. And in June, Mr. Hagel noted, C-C expanded its service to the educational market by acquiring La Salle Extension U. correspondence school.

Overall, C-C had sales totaling $27,977,000 for the first half of 1961, slightly below the first half of last year, but Mr. Hagel predicted that the year's total, excluding La Salle, will equal or exceed the $64.4 million gross for 1960. Net earnings for the first half of 1961 were equal to 28 cents a share, down from 53 cents for the first half of 1960, he said. He attributed the drop to "start-up expenses for the paperback operation and the various new encyclopedias and to the expansion taking place in editorial and marketing organizations at other points throughout the company. . . . Despite these relatively heavy outlays, we expect per-share earnings to exceed slightly the $1.35 reported last year." The financial position is sound, he said, noting that "when the agreement for the purchase of WMGM New York expired last month, $4 million became available for working capital.

Etv outlets on catv proposed for NCTA

A plan for every community tv system in the country to carry a local educational tv station where there is one to be had was adopted by the National Community Television Assn. board last week.

The board, meeting in Chicago, charged its educational tv policy committee to put the program into effect. Homer Bergreen, Seattle catv executive, is chairman of the committee, and will work closely with William G. Harley, president of the National Assn. of Educational Broadcasters; Loren Stone, chairman of the tv board, NAEB; Richard B. Leeis, director, audio-visual service, San Jose State College, and Lee Campion, technological development, National Educational Assn.

The board also:

- Named George J. Barco and Al Ricci to its executive committee. Mr. Barco is president of the Meadville, Pa., catv; Mr. Ricci, Keene, N. H.
- Authorized a study of a plan for a management institute.
- Scheduled second legal seminar on catv for December in Chicago.

NCTA President Glenn Flinn, Tyler, Tex., named the following committee chairmen:

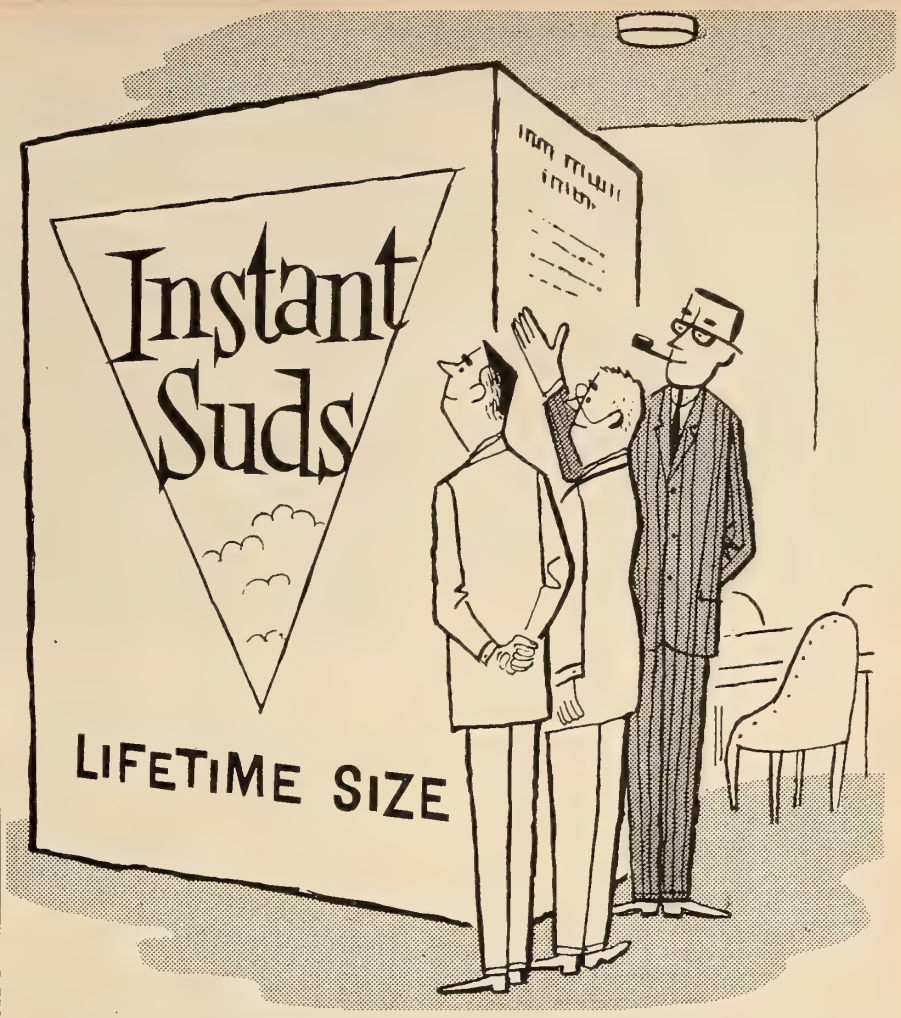
Jim Lenahan, Coos Bay, Ore., membership; Jack Crosby, Del Rio, Tex., budget and audit; Fred Goddard, Aberdeen, Wash., industry relations; Fred Stevenson, Rogers, Ark., public affairs; J. R. Willis, Granite, Okla., regional and state; Courtney Kirkeeng, Phoenix, Ariz., information; Kip Fletcher, Pottsville, Pa., standards; J. Holland Rannels, Cumberland, Md., convention host; R. L. Stoner, LaGrande, Ore., safety; Gene Schneider, Casper, Wyo., constitution and bylaws; Ed Whitney, AMECO, Phoenix, Ariz., industry advisory.

Storer chooses Zwicky For D. C. legal office

The establishment of a Washington legal office was announced by Storer Broadcasting Co. last week. Named to head the office is Warren C. Zwicky, a partner in the Washington law firm of Jones & Zwicky. The new office, which will handle Storer's Washington legal affairs, is part of the company's legal department, headed by John E. McCoy, vice president for law and finance and secretary



Mr. Zwicky



"FIRST WE'LL TEST IT IN SOUTH BEND"

Find out fast what the Midwest thinks of your new product by testing first in the South Bend market. The conditions are ideal: isolation from outside TV . . . a good mixture of employment in industry, commerce and farming . . . incomes way above average.

The per household income in South Bend's metro area is $7987, highest in Indiana. But it's only part of the total South Bend market picture. This is a 15-county market with a buying income of $1.7 billion! The people can afford your product, all you need do is tell them about it.

There's one way to do this effectively and economically . . . use WSBT-TV. From sign-on to sign-off WSBT-TV delivers 41% share of sets in use.* And this in a 3-station market. Test in South Bend with WSBT-TV. Get market and coverage facts from Raymer.

*Nielsen Survey, Feb. 20-March 19, 1961

CBS TELEVISION NETWORK

WSBT-TV

SOUTH BEND, INDIANA

ONE OF CBS' HIGHEST-RATED STATIONS

Channel 22

Paul H. Raymer Co. • National Representative

of the company. Mr. Zwicky will also work with Earl H. Gammons, Storer representative in Washington.

Mr. Zwicky, 32, has been in Washington communications law practice since 1953 when he was graduated from Harvard Law School. He is a member of the Wisconsin and D. C. bars and is admitted to practice before the FCC, the U. S. Court of Appeals and the U. S. Supreme Court. He received his undergraduate degree from the U. of Wisconsin in 1950. He is a native of Oshkosh in that state.

Robert F. Jones, former Ohio congressman and FCC commissioner, will continue his law practice in Washington.

WIRL warns listeners about dangerous fumes

The effectiveness of radio during an emergency was again proved when a line from a barge on the Illinois River ruptured, saturating the air above nearby Peoria, Creve Coeur and North Pekin with 150 tons of compressed ammonia fumes.

WIRL Peoria told BROADCASTING of its role in helping to avert a possible serious situation with a quick appearance on the scene and an equally quick series of broadcasts warning its listeners of the impending danger and urging them to remain calm.

The station's seven mobile units, cruising around the danger area, gave wind reports, directed persons to shelter areas and broadcast the word when the mayor decided to evacuate the city.

WIRL was on the air more than four hours giving reports and instructions to the community. It made more than 60 broadcasts.

Last week, Robert W. Frudeger, president of WIRL, reported that the incident has inspired a research team from the U. of Pennsylvania to document the events.



KXLY-AM-FM-TV Spokane $3.25 million sale

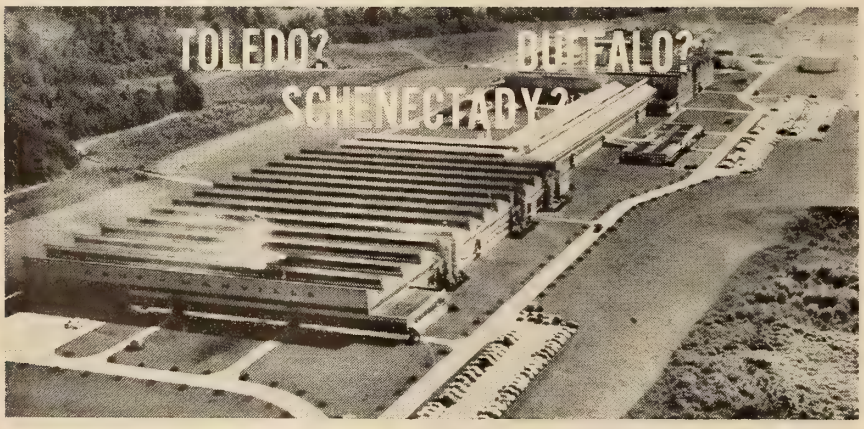
Signing for the $3.25 million sale of KXLY-AM-FM-TV Spokane, Wash., by Joseph Harris and Norman E. Alexander to Morgan Murphy, broadcaster-publisher (CHANGING HANDS, page 44), were (l to r): Sitting, Walter C. Bridges, Murphy group; Mr. Alexander; Norman M. Postles, Murphy group. Standing, Raymond Crawford, attorney for the Murphy interests; H. W. Cassill, Blackburn & Co., broker in the transaction; Arthur Stambler of Scharfeld, Segal, Baron & Stambler, Washington, attorneys for buyer; Stuart Z. Krinsly, attorney for sellers.

Accuracy preferable to speed, says Gramling

Newsmen of the world face their greatest responsibility today, Oliver Gramling, assistant general manager of the Associated Press, told the recent convention of the Texas AP Broadcasters Assn. He said the world crisis places upon broadcasters and newsmen of all types "the burden of taking a little bit more time and being satisfied with being second or third with the news, but being right."

KCRS Midland received the top news award, one of 19 member stations sharing 30 awards. A special plaque went to Herb Humphries, KCRS news director for covering the story of a West Texas farmer's murder of his four children and his suicide.

The association elected Lee Butler, KTRE-AM-TV Lufkin, president, succeeding Roy Eaton, KXOL Ft. Worth.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Manville Products Corporation plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.

Free tv fighters gather new steam

Pay tv foes, buttressed by a "substantial" financial donation from the Theatre Owners of America, plan to appeal the July 28 ruling of the Arkansas Public Service Commission. The decision directed Southwestern Bell Telephone Co. to provide rates and lines to the Midwest Video Corp., an affiliate of International Telemeter Co., for establishment of a closed circuit wired pay tv system to about 5,000 homes in Little Rock (AT DEADLINE, July 31).

The anti-pay-tv forces—Independent Theatre Owners of Arkansas, a state affiliate of TOA, United Theatres Corp., and Rowley United Theatres—all of whom are represented by attorney Howard Cockrill, announced last week they will file notice of appeal with the Arkansas Appellate Court before the Saturday (Aug. 26) deadline for such action. The movie exhibitors again will contend that the Arkansas Public Service Commission does not have jurisdiction to rule on the proposed pay tv test because it's an interstate matter.

Plans for the appeal were formulated only after the theatre owners' finance committee voted unanimously to advance the necessary funds—believed to be more than $20,000—for the court fight. The Arkansas movie exhibitors also are contributing to the legal war chest.

The appeal will mark the second pay tv battle that the movie exhibitors are waging in the courts. They previously filed a brief in the U. S. Court of Appeals for the District of Columbia against FCC's decision last February authorizing RKO General to test the Phonevision system for three years on WHCT (TV) Hartford, Conn. (BROADCASTING, July 31).

Media notes...

Tall tower ▪ The Storer Broadcasting Co. has announced the beginning of construction of what it describes as the world's tallest self-supporting tv antenna at its WITI-TV Milwaukee facility. Resting on a triangular base, the 1,077 foot high antenna is designed similar to the Eiffel Tower of Paris. The antenna is expected to be operational early in 1962.

Third quarter payment ▪ AB-PT Inc., New York, announced Aug. 14 the third quarterly dividend of 25¢ per share on outstanding common stock and 25¢ per share on outstanding preferred stock, payable Sept. 15 to holders of record on Aug. 25.

WIP move ▪ WIP Philadelphia this fall will move to new and larger studio facilities and offices in the Wellington Building, 19th & Walnut Sts.

WWTV AREA HAS MORE HOMES THAN TEN ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, *read this!*

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states*. Ratings far exceed those of any other television station in this area—and to *approach* WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM - TV - FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER ● CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

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Send to home address——

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HILL RALLIES TO SAVE V'S

Connecticut delegation, Rep. Kearns lead attack against FCC plan to delete single vhf channels

Backfires against the FCC's proposals to delete the single vhf channels in eight cities began burning last week on Capitol Hill.

▪ The entire Connecticut congressional delegation voted to fight the FCC's threat to remove ch. 3 from Hartford, the state's capital, "by all proper means, including legislation if necessary."

▪ Rep. Carroll D. Kearns (R-Pa.) pledged "all out" support in maintaining ch. 12 in Erie, Pa.

These were two of the eight cities in which the FCC proposed to substitute a uhf channel for the sole vhf there in order to make cities all uhf. The other cities: Binghamton, N. Y; Champaign-Urbana, Ill.; Columbia, S. C.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill. (BROADCASTING, August 7, 14).

Connecticut Strategy ▪ Underway in the Nutmeg State is a far-reaching citizens' campaign against the removal of ch. 3 from Hartford.

The prime lever in the project designed to arouse public opinion is a committee comprising 300 leading citizens, led by Gov. John N. Dempsey. The entire Connecticut congressional delegation endorsed the plan and accepted membership in the group.

Their endorsement was made at a war council in Washington last Tuesday, August 15.

Present at the two-hour meeting, which took place in the Capitol, were Gov. Dempsey, Sen. Prescott Bush (R), Reps. Frank Kowalski (D), Emilio Q. Daddario (D), Robert N. Giaimo (D), Horace Seely-Brown (R), Abner W. Sibal (R) and John S. Monagan (D). An aide represented Sen. Thomas J. Dodd (D) who was in Europe at the time.

Also present were Paul W. Morency, president, and Tom Easton, news editor, of ch. 3 WTIC-TV Hartford.

Congressman Kearns met last week with Arthur Ingram, general manager of ch. 12's WICU-TV in Erie, and Michael Csop, chief engineer of the station. According to the WICU-TV officials the better part of four Pennsylvania counties would lose their only Class B service if ch. 12 is deleted from Erie.

Opposes Delay ▪ WTVK (TV) Knoxville, Tenn., (ch. 26) asked the FCC last week to deny the request of the Assn. of Maximum Service Telecasters for a six-month extension of deadline for comments on the commission's proposals to deintermix certain markets and add a third vhf in others (including Knoxville) (AT DEADLINE, Aug. 14).

The station said another vhf service is "desperately needed" in that city and accused AMST of delaying tactics. WTVK claimed AMST had fully commented on vhf drop-ins at less than minimum mileage in the FCC's inquiry on drop-ins last February. The FCC has proposed adding ch. 8 in Knoxville.

WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WCIA (TV) Champaign, Ill., and WNBF-TV Binghamton, N.Y., threatened by the FCC with swapping their vhf channels for uhf, joined AMST's request for an extension and emphasized that the time allowed for comments in this proceding was slight compared with that permitted in other, less complex, rule-makings.

Taft Broadcasting Co., which owns WRBC-TV in Birmingham, also supported AMST's request for extension. In addition to Knoxville and Birmingham, v drop-ins are proposed for Baton Rouge, Charlotte, Dayton, Jacksonville, Johnstown and Oklahoma City.



Why the public would suffer if ch. 12 is deleted from Erie, Pa., is told to Rep. Carroll D. Kearns (l) by Arthur Ingram, WICU-TV general manager (r) and Michael Csop, WICU-TV chief engineer. The Pennsylvania Republican promised all-out support to keep the vhf channel in Erie.

Senate subcommittee to resume spectrum study

The Senate Communications Subcommittee, which is looking into the nation's over-all telecommunications policy, will resume hearings this week on space communications and the manner in which spectrum space is allocated between government and non-government users.

The subcommittee will hear James E. Webb, head of the National Space and Aeronautics Administration; Lee Loevinger, the Justice Dept.'s antitrust chief; and Frank Ellis, director of the Office of Civil & Defense Mobilization, on Wednesday. Philip J. Farley, special assistant to the Secretary of State, and a Defense Dept. representative will appear Thursday.

One of the matters being considered is the proposal (SJ Res 32) of Sen. Vance Hartke (D-Ind.) to create a special five-man commission to study and report on the manner in which the spectrum is allocated. The aim of the resolution is maximum use of the spectrum.

The subcommittee, which is headed by Sen. John O. Pastore (D-R.I.), began its hearings Aug. 1, when it took testimony from the FCC (BROADCASTING, Aug. 7).

ABC-TV offers financial assistance for vhf

ASKS FCC FOR SWIFT ACTION ON 3 INTERIM STATIONS

ABC-TV told the FCC last week that it is prepared to assist financially in the construction of new interim tv stations on the third vhf channels recently assigned to Grand Rapids-Kalamazoo, Mich., Rochester and Syracuse, New York (BROADCASTING, Aug. 7).

The network, in offering "thoughts [which] may be of assistance to the commission . . ." said it "regards the establishment of temporary operations . . . to be of such importance to the public and to network broadcasting that it is prepared to assist . . ." with the approval of the commission. In a letter to each of the commissioners, AB-PT President Leonard Goldenson said the network has received "a large number of inquiries" which indicate that the channels will be eagerly sought by numerous competing applicants.

Despite past efforts of the commission, it has not proved possible to expedite the comparative hearing process, ABC pointed out, with it being of first importance that interim authorizations be made in the instant cases. Effective Sept. 11, the FCC has added ch. 13 to Rochester, ch. 9 to Syracuse and ch. 13 to Grand Rapids. In each of the three markets, there now are two commercial vhf stations operating. Consequently, a full-time third network service is not now available there.

The commission has invited proposals for temporary operations in the three cities pending a final grant and, ABC said, it is apparent that most of the prospective applicants will propose some type of interim operation. "To avoid the appearance of giving any applicant a comparative advantage, a [temporary] grant to a combination of the applicants is definitely to be preferred," ABC told the commission.

Help From FCC ▪ It would be helpful if the commission would announce what type of interim proposals it would consider acceptable, the network continued. All applicants in a given city should have the privilege of participating, but should not be required to do so, Mr. Goldenson wrote. Those applicants who do participate should share equally in financing, profits or losses, and operation. "I stress the concept of equality because unless equality of participation is enforced, it is likely that some applicants will attempt to insist on a larger share and this could well lead to the breakdown of negotiations," he said.

Officers and staff of the interim station should not include any persons associated with any of the applicants, ABC stated. "This is important to avoid jockeying for position among the applicants and perhaps some comparative advantages accruing to an applicant who succeeded in infiltrating the operation," Mr. Goldenson continued.

The transmitter site and installation for the interim station should be permanent, while temporary studios would suffice, the ABC president said. If the applicants cannot agree on a site, the FCC's chief engineer should step in, the network felt.

"I hope these thoughts may be of assistance to the commission in its efforts to establish an effective interim policy and I can assure you that ABC will cooperate in every possible way with the commission and with the applicants for the new channels," Mr. Goldenson concluded.

FCC asked to extend date for fm comments

Broadcasting lawyers, engineers and the NAB last week asked the FCC for a nine-week extension of the deadline for comments in the commission's rulemaking proposing major changes in fm allocations and operations (BROADCASTING, July 3). Comments presently are due Sept. 5, but NAB, the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers asked an extension of the deadline to Nov. 10.

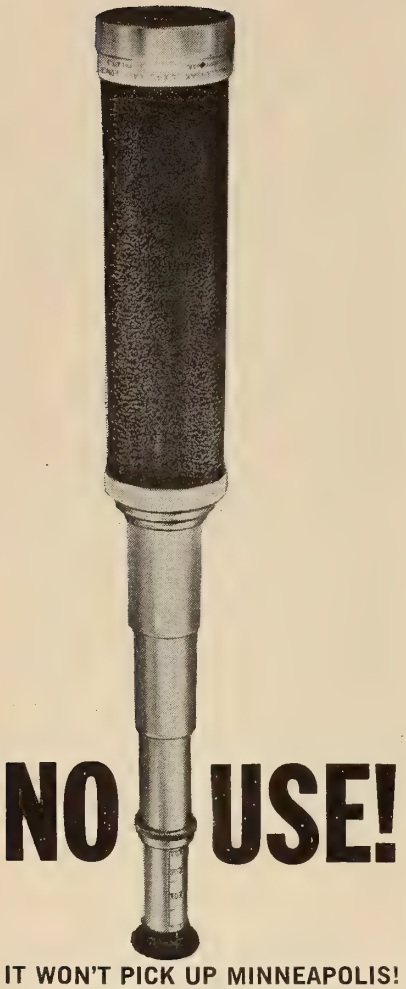
In a joint filing, the three groups said the new rules are of "far-reaching significance and raise substantial problems of a technical and legal nature." Therefore, they said, additional time is needed to prepare more meaningful comments and data to assist the FCC in reaching a final decision.

The proposed FCC rules would establish three classes of fm stations with protected service areas and minimum mileage separations. The NAB has appointed a special committee, headed by Ben Strouse of WWDC-AM-FM Washington, to study the proposal and advise the association on its comments.

At the same time the fm rulemaking was issued, the FCC asked for comments on whether the duplication of am station schedules by fms under common ownership should be curtailed. No proposed rules on this subject were issued and the FCC said none will be adopted without further proceedings.

WBEN-FM Buffalo, N. Y., also asked for "at least" a 90-day extension of the fm deadline date last week.





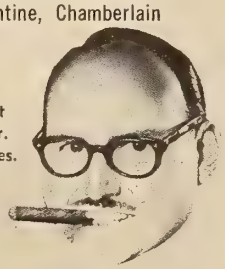
IT WON'T PICK UP MINNEAPOLIS!
IT WON'T PICK UP OMAHA!

KELO-LAND'S million-plus consumers can't see your tv commercial when projected from either of those cities. Only KELO-LAND'S own television hookup — KELO-LAND TV — brings your message into full view of all 103 KELO-LAND counties—every county, every tv home, and all at the same split-second of confirmed time! One rate card never bought you so much sell at such low cost per thousand!

CBS • ABC

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KDLO-tv Aberdeen, Huron, Watertown
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JOE FLOYD, President
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H-R National Representatives
In Minneapolis: Wayne Evans & Associates

A MIDCO Station

BILLS BACK NFL-CBS PACT

Antitrusters Kefauver, Celler would legalize group deals for pro sports tv rights recently held illegal by court

Congress' two chief trustbusters moved last week to try to free the National Football League from the bind in which it was put by a court decision which found NFL's package television deal negotiated with CBS-TV to be illegal.

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee, and Rep. Emanuel Celler (D-N.Y), chairman of the House Antitrust Subcommittee, introduced legislation to legally sanction the NFL-CBS agreement—and others like it.

Rep. Celler, who said he had been contacted on the matter by Pete Rozelle, NFL commissioner, and Ford Frick, baseball commissioner, announced his subcommittee will hold a one-day hearing on his bill (HR 8757) Aug. 28.

Ordinarily, Sen. Kefauver and Rep. Celler are more concerned with putting new antitrust laws on the books or with stricter enforcement of existing statutes. But in the NFL-CBS case, they feel the effect of the decision of Federal Judge Allan K. Grim (BROADCASTING, July 24) was unduly harsh.

The decision blocked a two-year, $9.3 million pact, from which each of the 14 league teams would have derived about $300,000 annually. This is more than any team has been able to get from television through individual negotiation.

Hardship ▪ Sen. Kefauver said the court decision, by forcing the teams to negotiate individually, "would work a hardship on many teams and jeopardize the future of organized team sports."

Rep. Celler noted that the rival American Football League operated under a package tv deal last year and had renewed its contract for the 1961 season. He added that the National Basketball Assn. and the National Collegiate Athletic Assn. have had the same type of television arrangements for many years, and that the National Hockey League operated under a similar television contract at one time.

Both bills expressly permit the NFL and other professional football, baseball, basketball and hockey leagues to negotiate group tv arrangements with the networks. Judge Grim had ruled that the proposed NFL-CBS contract violated a 1953 decision of his as well as the antitrust laws.

Rep. Celler said he had agreed to sponsor the legislation "to remove the inequity that exists" because the AFL is permitted to sign a group contract while the NFL is not. Another factor in his decision, he said, is that Commissioners Rozelle and Frick had assured him no attempt would be made to broaden the bill's coverage.

Differences ▪ Although the Kefauver and Celler bills would authorize package tv-sports contracts, they are not identical. The Kefauver bill contains a provision from one of his earlier proposals (S 168) which would prohibit major league baseball teams from telecasting their games into an area within 75 miles of a minor league game without the home team's permission. The provision would afford college football teams similar protection from professional football telecasts, except on Sundays, the traditional playing day for the pros.

The Celler bill does not contain this blackout provision. The New York Democrat believes it "unnecessary and undesirable." Football league and network officials oppose the blackout, arguing that while professional football teams now play on Sundays, they might want to schedule games on Saturday, when most college teams play.

Hill conferees agree on FCC revamp bill

SENATE, HOUSE NOW TO TAKE FINAL VOTE ON PROPOSAL

Senate and House conferees reached swift agreement last week on legislation to streamline the FCC. The bill (S 2034) permits the commission to delegate adjudicatory functions to individual members and subordinate employes and eliminates the mandatory right of litigants to review by the full commission.

In the only point of serious difference, House conferees agreed to a Senate provision permitting the parties to any dispute to seek commission review. The House bill would have allowed the commission to rule out in advance the possibility of review for certain types of minor cases.

Both versions, however, permit the commission to exercise discretion in granting review. Under the agreed-on legislation, litigants are guaranteed review only by individual commissioners or employe boards that would be created to hear appeals from initial decisions. The commission could limit the cases it would consider to those it

Lombardo finds lots of fair-weather friends

Everyone talks about the weather and now pressure is building up to get the FCC to do something about it. A freshet of protests inundated the agency last week, ranging from stormy to balmy, after a telegram from bandleader Guy Lombardo to Chairman Minow which complained that dramatic embellishments on inclement weather reports by New York weathercasters had dampened business at an outdoor show Mr. Lombardo runs at Jones Beach, L. I. (BROADCASTING, Aug. 14).

More than a dozen comments and protests were received last week at the FCC Complaints & Compliance Division and the barometer was still rising. A division staffer said he feels the FCC's jurisdiction in the matter is very limited unless the plaintiffs can prove that weather broadcasts have been deliberately falsified or broadcast with the motive of hurting the businesses that are protesting.

Repeaters ▪ Resort operators from New Jersey and New Hampshire strongly backed Mr. Lombardo's position. The Jerseyites cited radio comments such as "The sun may dry the beach, but now it looks like the Everglades swamps" and "If you're going on the boardwalk, you'd better take a coat." The New Englanders accused some radio stations of running gloomy early-morning predictions throughout the day, despite official weather bureau revisions predicting good weather. The latter problem might be settled, the FCC suggested, if stations give the time the forecast was made when broadcasting it.

Several business interests and Chambers of Commerce wrote their congressmen to complain of weathercasts. The letters were forwarded to the commission.

Two private weather-predicting firms added to the tumult. One, taking a swipe at "the high degree of error" in U.S. Weather Bureau reports, said it is asking the Dept. of Commerce to investigate radio-tv weathercasts. Another told the FCC it thinks the problem is "worth more than passing notice."

Back to Normalcy ▪ Thomas C. Orr, vice president of the Ask Mr. Foster Travel Service, wired Chairman Minow, urging that "tv weather forecasts be tempered before they arouse more tempers." He said programs originally intended to be a public service have degenerated into "vehicles for fashion models, would-be actresses and even cartoonists." He asked that the country be "allowed to return to normal" and vacationers be allowed to take their chances with the weather.

The *Auto Laundry News*, Detroit trade publication for the car-washing industry, said that broadcast weather reports seemed always to err on the gloomy side. If forecasters predict rain, people don't have their automobiles washed. The *News* pointed out.

Embroidery ▪ Robert Moses, president of the Long Island State Park Commission, wired complaints to the FCC announcing that he has requested all New York City stations to avoid "dramatic and fanciful embellishments and interpretations added to factual reports."

WPIX (TV) New York, to calm Mr. Lombardo's wounded feelings, invited him to conduct the weekend weathercasts last weekend. Which he did.

thinks are of major importance.

In another matter, the conferees agreed that functions could be delegated or withdrawn by a majority of those commissioners holding office, as provided in the House bill. The Senate version would have permitted these actions by a majority of the commissioners present and voting.

The legislation, which now goes back to Senate and House for final approval, was introduced as a substitute for the President's FCC-reorganization plan, which the House killed, largely on the ground it would give the chairman too much power (BROADCASTING, June 19).

The respective Senate and House bills which followed closely recommendations submitted by the FCC, were introduced by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. They also headed the conference committee on the bill.

Government briefs...

Set for hearing ▪ The Securities & Exchange Commission last week, at the request of Broadcast International Inc., New York, set for hearing the agency's suspension of 60,000 shares of common stock offered by BI to the public June 2, 1961 (BROADCASTING, April 10, July 10). The SEC suspended the offering June 29 on charges that the prospectus made false and misleading representations as to the clients and officers of the company and the use of proceeds.

COMING... SEPT. 3rd!

****

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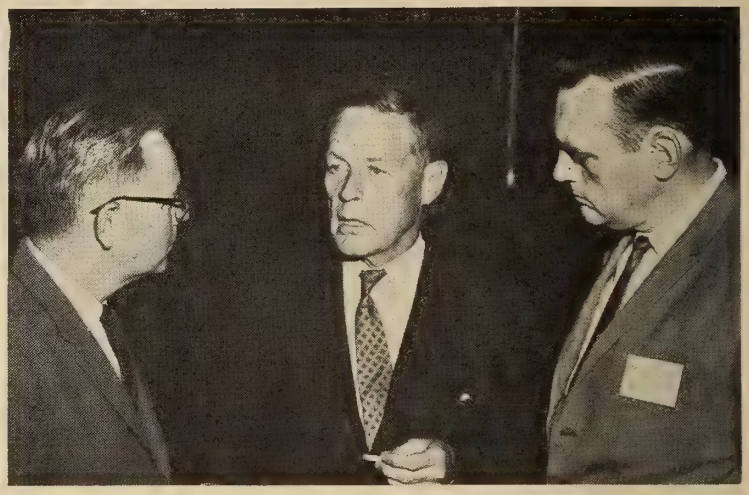
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BLAIR TELEVISION ASSOCIATES
National Representatives





Reception highlights State Department briefing

Some 350 broadcasters attended a State Dept. foreign-policy briefing for radio-tv and print-media newsmen last week. High point in the two-day affair was a reception given by Secretary of State Dean Rusk Monday in the impressive State Drawing Room, atop the new State Dept. building. In the photo at the left, Secretary Rusk (right) greets J. Leonard Reinsch, executive director of the Cox Stations and radio-tv advisor to President Kennedy. In the photo at the right, Charles E. Bohlen (center), special assistant to Secretary Rusk for Soviet affairs, chats with James Borman(left), news director of WCCO Minneapolis, and David Mohr, of WJAR-AM-TV Providence, R. I. Other senior government officials who addressed the briefing session and attended the reception for informal conversations with the newsmen were Gen. Lyman Lemnitzer, chairman of the Joint Chiefs of Staff; Foy Kohler, assistant secretary of state for European affairs; Walter P. McConaughy, assistant secretary of state for Far Eastern affairs; and Arthur H. Dean, chairman of the U. S. delegation to the nuclear test-ban talks in Geneva, Switzerland.

House committee okays aid to etv

A federal aid to educational television bill (HR 132), which had run into unexpectedly stiff opposition in the House Commerce Committee, finally won that group's approval last week.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would make $25 million in matching funds available to the states for the preparation of surveys and the installation and acquisition of educational television facilities.

In two executive sessions, Southern Democratic and Republican members of the committee had come close to killing the measure (BROADCASTING, Aug. 14). The session last week, however, was comparatively serene, as the bill was approved by a 21-3 vote.

While the bill requires states to match the federal aid on a dollar-for-dollar basis, those that pioneered in educational television would get consideration. An amendment introduced by Rep. Robert W. Hemphill (D-S. C.) would entitle states wishing to expand an existing station, to an additional grant of up to 25% of the cost of their etv facilities.

Another amendment, offered by Rep. John E. Moss (D-Calif.) specifically prohibits federal control over the programs broadcast by the etv stations. He said later he felt this was already implied in the bill but he added his amendment to ease the fears of some committee members.

Although it finally won the backing of a sizeable majority of the Commerce Committee, the bill still faces a high hurdle in the Rules Committee, where a similar bill died in the last Congress.

The Senate has already passed an etv bill (S 205), but it differs from the House bill.

Time limit set for listeners' complaints

Members of the public who have something to say about an FCC licensee must do so within 30 days after an application for renewal is tendered for filing or set for hearing.

Noting that its present rules—adopted three weeks ago (BROADCASTING, July 31)—do not clearly specify a time limit for protests from the public, the commission amended its new rules requiring local notification last week. Applicants for renewal are required to inform the public, at the time their application is tendered and again if a hearing is scheduled, that comments may be made to the commission.

The rules change was taken by an FCC "board" consisting of Commissioner Robert T. Bartley, acting chairman.

USIA's budget upped by Senate committee

The Senate Appropriations Committee last week grudgingly recommended that the Senate vote the U. S. Information Agency $138.9 million for its propaganda activities in fiscal 1962, which began last July 1. The total is $4.1 million more than that approved by the House but $12.5 million less than the administration requested.

In reporting its recommendations to the Senate, the committee said it has "serious reservations about the effectiveness of many" USIA activities. The report expressed the hope that the new USIA director, Edward R. Murrow, "will bring needed improvements and the development of a strong, competent agency which will display initiative and aggressiveness in attacking the evils of communism and telling the good things about America."

The report didn't mention the Voice of America specifically, but that operation has come through the budget-hearing process in good shape. The House approved $19 million for the Voice, and the agency considers that amount sufficient for the present. USIA, however, plans to seek an additional $2.4 million in a supplemental appropriation, of which $1 million would be used to strengthen the Voice.

—EQUIPM'T & ENGINEERING—

Shure reports gains abroad

The fear of foreign "cheap labor" electronic competition both here and abroad has been overemphasized and U. S. quality gear can beat the price phantom in the world market, H. I. Blumenthal, export manager for Shure Bros., Evanston, Ill., said last week in a report on the growth of the firm's foreign sales. Shure makes broadcast microphones and other components.

Mr. Blumenthal said that Shure sales abroad show that high quality American electronic products "are now gaining a foothold" in Asia as well as Europe, selling at prices "well above competitive foreign brands." These markets traditionally have been dominated by their own locally-made goods, he said.

ITA expands sales units

ITA Electronics, Lansdowne, Pa., last week announced an expansion of its sales activities to better serve its customers. The enlarged sales operation will be headed by A. S. Timms, formerly field service engineer at ITA.

Industrial sales will continue under Eliot S. Baker, recently elected a vice president. He will direct sales of special ITA products for industry, government and research applications.

U. S. sues in merger

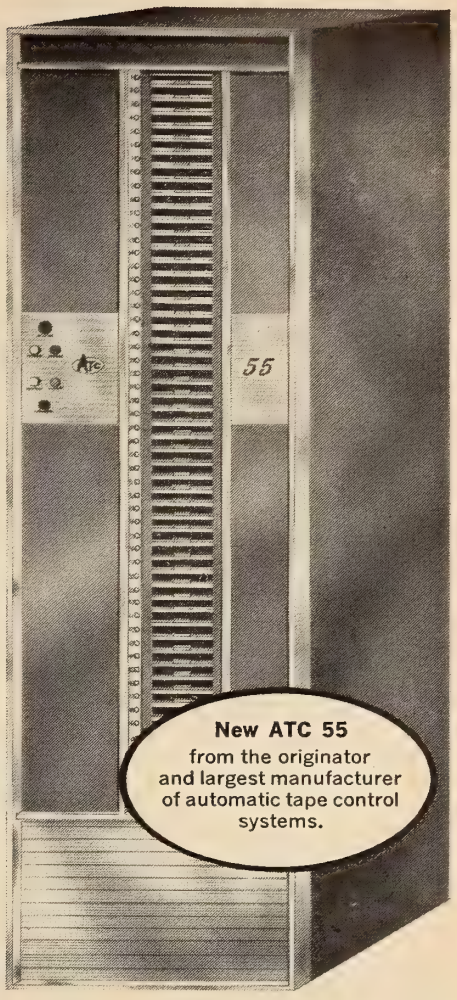
The proposed merger between Ling-Temco Electronics Inc. and Chance Vought Corp. has been attacked by the federal government. The Dept. of Justice on Thursday filed an antitrust suit in Dallas federal court. U. S. District Judge Joe E. Estes denied a government request for a restraining order and set Sept. 11 as the date for hearing on a preliminary injunction.

Technical topics . . .

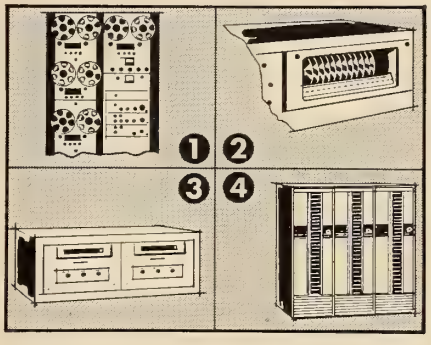
Agency appointed ▪ Federal Mfg. & Equipment Corp., Garden City, N. Y., appoints The Zakin Co., N. Y., as its agency, effective immediately. Federal manufactures a complete line of tv station equipment and other communication devices. Advertising will be in radio-tv trade and specialty publications.

Quieting amplifier ▪ The Ron Electric Co., Livingston, N. J., has developed an automatic background quieting amplifier, Gate Amplifier 40 A, designed to key itself on and off with the sound intended for transmission. The unit is designed for standard rack mounting, 3-¼" panel space required including self-contained power supply and VU meter. Further information is available from the company.

Programming center for full or part-time automatic broadcasting



Plays up to 55 tape magazines and can be used to automatically start other broadcast equipment after any magazine.



The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or reloading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 107 • Bloomington, Illinois

TELE-WEST AIMS FOR U.S. TV MARKET

Taped English-language productions cost 50% less

Tele-West Productions, a West German producing organization, is aiming for the United States market by preparing drama programs on tape in English as well as German. The company claims production costs are approximately one-half of those for a similar program produced in the United States.

Ronald Kahn, joint managing director of Tele-West, Duesseldorf, who was in New York on business recently, said he has approached various networks and producers here in the hope of arranging co-production deals. He said he has received "a great deal of encouragement" and is returning to Germany to make a report on the progress of his talks.

Made a Sale ▪ During his visit, he showed two hour-long taped programs to various networks, producers and station groups and sold one of the dramas, *A Child's Game,* to Metropolitan Broadcasting, which will present the property on two of its stations—WNEW-TV New York and WTTG (TV) Washington, D.C. Tele-West also has produced, in German and English versions, another hour-long taped drama, *Concerto for Combs.* Mr. Kahn said he thought that the production in two languages, using the same actors for both versions, is a unique technique.

Mr. Kahn is a native of Germany who lived in the United States more than 20 years and has worked with various Hollywood film companies and with Bartell Broadcasting Corp. in sales and programming capacities. He returned to West Germany last year and formed Tele-West in association with several German film and tv executives.

Mr. Kahn believes there are several factors that contribute to the saleability of programs produced in Germany for export to the U.S. He cited these: there is a substantial pool of performers who can speak English as well as German because they lived in the United States, England and Australia during the years of Adolph Hitler's rule; the production cost is about one-half of the U.S. rate because scales for actors and technicians are considerably lower; there is an adequate pool of capable dramatic writers living in Europe.

Sequences are shot initially in German; then the same sequences are shot in English. Mr. Kahn said on the first two programs Tele-West has produced, the shooting was in the film technique, with scenes edited in sequence at a later date.

The co-production transactions Mr. Kahn has been offering U.S. producers and networks involve the use of a name U.S. star and director and a German cast for the remainder of the roles. He believes there is "wonderful opportunity" in Germany because the country is now the No. 4 tv market (behind the U.S., the United Kingdom and Japan) with five million tv sets and the number of receivers is increasing each week as the country awaits a second tv network in 1962.



A scene from a West German hour-long tv drama, 'A Child's Game,' which was produced in Berlin with actors preparing English-language as well as German-language versions of the program. Initial sales on the program were to Metropolitan Broadcasting for WNEW-TV New York and WTTG (TV) Washington.

IBS signs Japanese affiliations pact

International Broadcasting System Inc., New York, last week announced the affiliation of Japan International Broadcasting System as a first link in a proposed worldwide chain of radio-tv networks to interchange programs and to interest advertisers in their sponsorship.

The affiliation was signed in Tokyo last week by John M. Keesing, IBS executive vice president, and Saburo Matsukata, board chairman of the Japanese company. The plan is to provide a clearing house in New York for production and distribution of "suitable" programming anywhere in the world.

The next link in the system, a Central American network, is expected to become IBS-affiliated within two weeks. Programming throughout the projected global system will be largely public service in nature, and it was emphasized that "everything that goes out will be paid for." Mr. Keesing candidly told a news conference in New York: "The project is altruistic, but with a selfish motive—we know money can be made."

Mr. Keesing said he will be in Europe in September to negotiate two additional IBS-affiliated networks.

The Japan IBS was formed especially to participate in the new worldwide system. It will cover the geographical area of Japan proper, Republic of Korea, Okinawa, Hong Kong, Nationalist China, the Philippines, Thailand, Burma, Singapore and Malaya.

L. Nicholas Dahlman, president of IBS in New York, reported that through the services of IBS, advertisers and tourist offices will be able to pinpoint their messages anywhere in the world in the "most acceptable and effective manner." (In 1958 Mr. Dahlman organized Broadcast Planning Corp., which is now a wholly-owned subsidiary of International Broadcasting System. Broadcast Planning performs a public interest program service for local tv stations in the U. S.)

Mr. Dahlman stated that IBS will be its own sales representative, and by November the company will be ready to announce a rate card applicable to all stations in the affiliated networks.

Official-Fremantle agree

Official Films Inc., New York, entered an agreement last week with Fremantle International Inc., New York, for Fremantle to handle distribution of five Official tv film series in various parts of the world. Fremantle will sell *Peter Gunn, Mr. Lucky, Wire Service, The Dupont Theatre* and *Yancy Derringer* in Italy, and distribute all the series except *Peter Gunn* in the French-speaking countries of Europe and all of Canada. The contract was signed by Paul Talbot, Fremantle president, and Seymour Reed, Official president.

East Germany not member

The reference to a delegation representing East Germany at the Stockholm European Broadcasting Conference (BROADCASTING, Aug. 14) was in error. East Germany is not a member of the International Telecommunications Union and, therefore, is not eligible to seat a delegation. There were East Germans attending the conference as members of the delegation representing the Eastern European Broadcasting organization (OIRT).

ABC said buying 25% of Toronto tv outlet

American Broadcasting Co., New York, is reported in the *Toronto Daily Star* as having acquired 25% of CFTO-TV Toronto, Ont., the maximum amount permitted to a non-Canadian citizen or company. ABC is said to have bought part of the 17% owned by television personality Joel Aldred, Toronto, part of the 10% owned by Ted Rogers, Toronto, and part of the 10% owned by Paul Nathanson, Sovereign Films Ltd., Toronto.

Mr. Aldred has been president of CFTO-TV since its inception early last year. The station went on the air as Toronto's second station at the end of 1960. Mr. Aldred and Ted Rogers own CHFI-FM Toronto.

No comment from Mr. Aldred or John Bassett, chairman of CFTO-TV and publisher of the *Toronto Telegram*, was available. The sale of shares is subject to approval by the Board of Broadcast Governors. ABC in New York had no comment.

Financial losses heavier than anticipated in the first year of operation are at the base of the reported sale. Mr. Aldred was removed from active management of the station in May when it showed such losses.

Similar problems have plagued CHAN-TV Vancouver, B. C. (where the management has changed in recent months), during the first year of operation. The licenses for these stations were awarded by the BBG to companies and individuals with no previous broadcast station management experience. Other second station applications in these cities by radio broadcasting stations were turned down by the BBG. In cities were second tv stations are affiliated with successful broadcast stations, no such problems have appeared on the surface.

Abroad in brief...

New agency ▪ Huxley-Irwin Ltd. has been formed in Hamilton, Ont., Can., to provide services to advertisers in the consumer, agricultural and industrial fields. The new firm is headed by Michael K. Irwin, president, and John W. Huxley, vice president. The agency is headquartered at 70 Stanford Ave., North, Hamilton, Ont. Telephone: Jackson 8-0058.

Stations boost power ▪ French-language CFCM-TV Quebec City, Que., and its English-language sister station CKMI-TV both boosted power last month. CFCM-TV jumped from 12.7 kw video to 100 kw to cover 220,000 homes from a new transmitter. CKMI-TV increased video power from 5.6 kw to 13.850 kw; using CFCM-TV's old transmitter, it covers the 156,000 homes which used to lie in the French-language station's area. Both stations are owned by Television de Quebec (Canada) Ltd.

Radio provides ▪ To test radio's power in providing leads for its agents, Prudential Insurance Co. of America recently bought five morning spots over CJRH Richmond Hill, Ont. Offer of a "Map of Discovery" drew 75 telephone callers, about three times as many as company officials had expected.

Ford of Canada ▪ Ford Motor Co. of Canada has signed a $22,000 contract for a nightly news-in-depth program over CFRB-FM. On week nights, show will not work to rigid time limits, may last a full hour when news is heavy, other times may stop after 10 minutes.

Tax imposed ▪ Tv commercials, filmed or taped in the United States for use in Canada, will have to pay a 20% duty based on cost of total production when entering Canada, under new regulations imposed following a brief from local producers. British commercials have to pay 15%. In addition, there is an 11% sales tax based on total production costs plus duty. However, tv commercials made for and used by U. S. companies, and then sent to Canada for use by subsidiary firms, are not affected by new customs regulations.

Rep appointments ▪ CJOY Guelph, Ont., has appointed Air-Time Sales Ltd., Toronto, Ont., as exclusive representative. CKNW New Westminster, B. C., has appointed Stephens & Towndrow Ltd., Toronto, Ont., as exclusive representative.

Several Canadian am's being sold to groups

Sales of a number of Canadian radio stations are underway, subject to approval by the Board of Broadcast Governors. CKRM Regina, Sask., in operation since 1926, is being sold to a group associated with CKSO-AM-TV Sudbury, Ont. It is understood this is the first of a number of stations this group plans buying.

CFUN Vancouver, B. C., is reported sold to Gordon W. Burnett, CHOW Welland, Ont.

BBG and its predecessor the Canadian Broadcasting Corp. have in the past not favored multiple ownership of stations by any one group, nor by interests outside the locality in which the station is situated. Approval of these two sales by the BBG will be watched with interest by the industry as setting a precedent for more radio and tv station sales to groups owning stations in other parts of Canada.



...in the land of Profitunity!

"Challenge" created by WFLA-TV is a continuing series of documentaries in dimension focusing on ordinary people in extraordinary pursuits — from the issue of Discrimination to Education; from Beauty Queens to Population Explosion; from Harbor to Highroad. Its purpose: to interpret to the community we serve the many activities that serve the community.

The response of the public has been tremendous — and immensely satisfying to us. And "Challenge" is only one of *hundreds* of documentary public interest programs produced on this station and applauded by the public.

"Challenge" is available to advertisers — another reason to spot your product or service on WFLA-TV. Rates and information on request.



Channel 8 delivers a rich, busy 28 county area that includes The Tampa-St. Petersburg Metropolitan Market — Florida's 2nd and the nation's 28th Retail Sales Market.

Channel 8

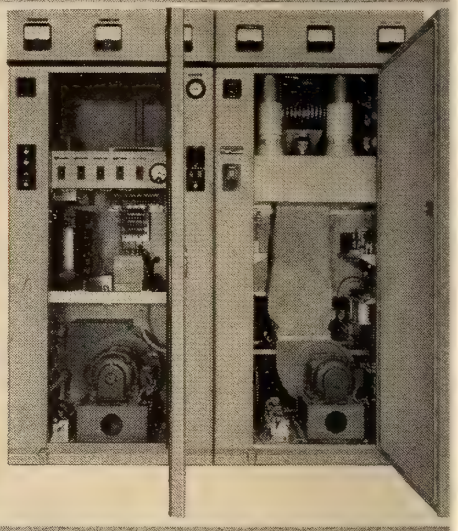
National Representatives — BLAIR-TV

wfla-tv NBC

TAMPA-ST PETERSBURG

NOW AVAILABLE

5-10 KW TRANSMITTERS WITH SILICON RECTIFIERS



UNMATCHED PERFORMANCE . . . DEPENDABILITY . . . RELIABILITY . . . MAINTAINABILITY . . . ARE YOURS IN CONTINENTAL'S TYPE 315B/316B 5-10 KW AM BROADCAST TRANSMITTER . . . **NOW AVAILABLE WITH SILICONS IN THE HIGH VOLTAGE RECTIFIER SUPPLY.** WRITE FOR FULL INFORMATION AND STRICTLY COMPETITIVE PRICING RIGHT AWAY!

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MANUFACTURING COMPANY

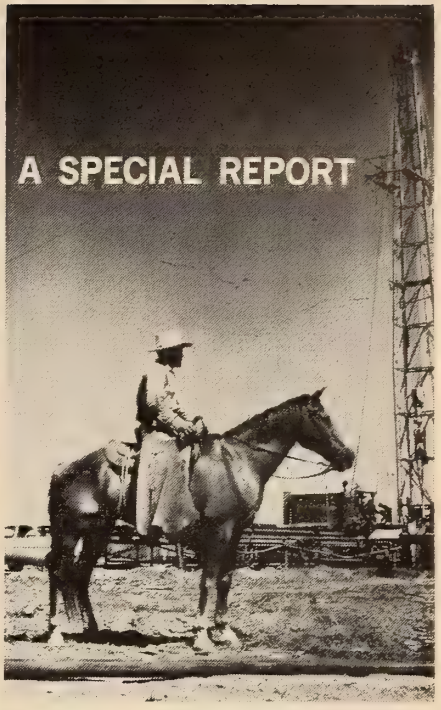
4212 South Buckner Boulevard ■ Dallas 27, Texas ■ EVergreen 1-7161 SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Designers and Builders of the World's Most Powerful Radio Transmitters











Today's Texan too busy for tall tales

SCIENCE HAS ADDED MIDAS TOUCH TO STATE'S BOUNTIFUL RESOURCES

Texas of the 60s isn't Texas any more.

It's bigger and better. Bigger as an industrial, commercial and farming complex. Better as a developing marketplace fitted with the best facilities of the astro-economic era.

Today's Texas looks little like the lusty Texas of pre-World War years. It's different from post-war Texas after the chemistry had been brought in by the military. And the last decade has seen a reshaping of its productive, distributive and cultural facade.

Big, bragging Texas has succumbed to the sweep of a population and industrial shift toward the Southwest. Its surface is studded with the tall pipes and stills of petrochemistry. The gadgetry of science is overrunning the land of the cowpoke and gusher-blessed millionaire.

Even the Texas gag is dying out, with an assist from the entry of land-superior Alaska to the Union and because of the arrival of millions of immigrants from other states.

Bragging a Bore ▪ The tall tale has become tiresome. Few Texans start off a talkfest with a whopper about this heel-kicking millionaire who had a ranch-full of pink Cadillacs and pinker blondes. Bragging has become boresome. It's being relegated to the porch rockers of mellow oldtimers who remember when Main St. was littered with buffalo bones and the sign left by a past mode of transport.

In Texas, 1961 model, the gags have given way to talk of supersonics, economics, electronics and, naturally, embryonics. Oil-gusher gossip has been joined by the jargon of petrochemistry —a multi-billion-dollar miracle that abets the rocket, clothes the body, soothes its aches, and powers as well as equips modern industry.

Texans talk today of stocks and cotton and the new plastics. Not just the millionaires—and there still are a few thousand around cities and rangeland—but the men who man the electric consoles of soup-mixing towers at cattle feedlots, the top-drawer and lesser executives in spearshaped office buildings, and the well-paid roughnecks who pierce the bowels of the earth in search of still more oil.

Changing State ▪ There are 10 million stories and 10 million people in Texas


vital buy in houston / ktrk-tv

TODAY'S TEXAN TOO BUSY FOR TALL TALES continued

of the 60s. A month and 5,000 miles on the trail will reveal a few of the stories and permit contact with a few hundred business people.

Today's Texas is changing. Five years ago BROADCASTING took a look at the Texas economy (BROADCASTING, July 23, 1956). What it saw was good, but nothing bearing resemblance to the tall tales. Texas was still talking it up back in 1956, but a change was taking place.

The rapid rise of Texas into one of the nation's important industrial states —fastest growing in the U. S.—somehow didn't fit into the pattern of thigh-slapping whoppers about oil and cattle barons.

Texans don't know how to brag, the 1956 Texas analysis contended. They ignore the transition of the people and wide open spaces into an important market blessed with the fruits of the nation's highest farm income and the balanced economies stimulated by industrial expansion supported by more mineral resources than any other state.

In five years there have been important changes, most of them favorable. But there is a stark, conspicuous exception—oil.

Oil the Exception ▪ Oil! More oil, much more than anywhere else in the United States. "Oil is sick," a Texas oil man said. That's an extreme view.

Production has been cut by state rationing to eight days a month. "Eight lousy days, yet they keep pumping 16 even 20 days in other states," he added (see oil-gas-petrochemistry, page 62).

The story sounds and is painful. It's not pleasant for those who live off oil and oil production, but not as gruesome as it sounds for Texas produces well over a third of all U. S. oil.

It's a petroleum paradox, however. Texas has achieved an economic miracle in the last few years. It has survived a blow in the oil-enriched belly that might have crippled a weaker business structure.

Business Better ▪ Right there is living proof that Texas is tough. Business, except oil, is better than ever. There's plenty of oil to feed the refineries and petrochemical plants. And there's gas to feed the same industrial structure. Oil production will hold its present level, many top oil men say, and it may increase.

In the period of its oil miseries Texas can offer this evidence of business durability during the five-year period 1956-61. In the half-decade these trends are noted:

- Manufacturing production up 15%.
- Population up 8%.
- Personal income up 21%.
- Per capita income up 12%.
- Farm income up 23%.

All around Texas are signs of economic maturity. The hotter boom areas are leveling off in many spots, still climbing at a startling pitch in others. Statewide the trends are healthy, commanding the attention of those in the business of selling goods and services.

Five years later, a month-long look from the Panhandle to the Rio Grande, from El Paso to Orange, reveals an area that throbs with commercial vitality.

End of Feud ▪ Dallas can't tell where it ends and Fort Worth begins; the latter is shedding its Cowtown monicker. And this is breaking up a delightful municipal feud.

Houston may start piercing the subtroposphere if its skyscraper binge continues.

The Gulf Coast is tube-and-tank happy—the greatest petrochemical industry in the world, a golden crescent of processed mineral wealth.

East Texas is growing trees faster than it chops them down for paper, and keeps adding to its oil-gas-chemical facilities.

A ribbon of new industry and business stretches westward from Abilene, in west central Texas, to Midland and Odessa.

El Paso's central city more than doubled in the 1950-60 decade.

San Antonio's military foundation base is supporting a growing populace.

Corpus Christi is pacing the Gulf growth.

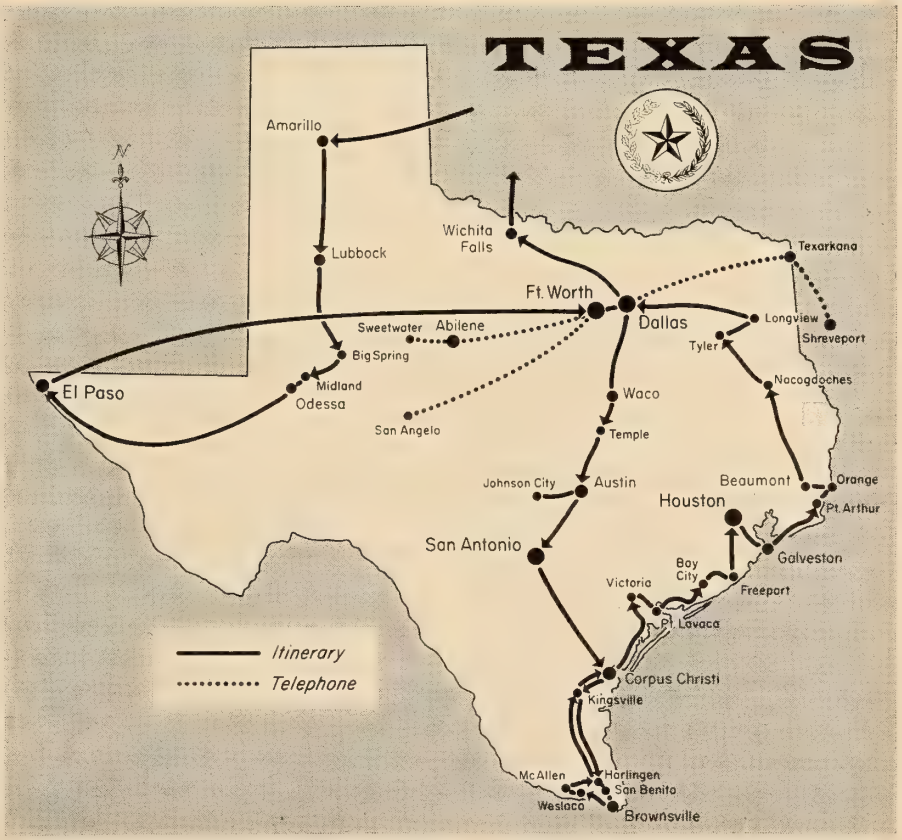
Lubbock maintains its fancy pace.

Amarillo is having a gas, helium and chemical splurge.

Wichita Falls is in a building boom.

Waco and Austin are benefitting from the shift of population and industry.

Big Spenders ▪ The 10 million people comprise a consuming market that is stimulating the transition from a raw-material toward a fabricating state. Advertisers find Texas a good place to



The basic contours of Texas are the same but the markets aren't. This itinerary, consuming the entire month of July, plots the air and highway route taken by J. Frank Beatty, senior editor of BROADCASTING, in search of the story of the new Texas.

Five years ago he traveled a similar trail, describing the entry of the Lone Star state into industry and commerce, replacing and/or supplementing the basic oil-cotton-cattle income of the past.

The remaking of once-howling Texas can be understood only by on-the-scene inspection. This review of the new Texas market is based on nearly 5,000 miles of travel, hundreds of personal interviews, research into the files of local enterprises, and the extensive facilities of the U. of Texas Bureau of Business Research directed by Dr. John R. Stockton.

This is one of a series of regional and major market reviews by BROADCASTING.

advertise. The people spend a larger share of their pay than is the case in most states, apparently because of the fast growth, the relatively young populace and the spirit that prevails in a market that's on the make. After all, only three states gained more people in the 1950-60 census returns.

Many economists are coming to the new definition of a market as the area covered by a good television signal. Texas has plenty of these—two score of them, reaching out from West Texas into New Mexico, Kansas and Oklahoma, with the help of community boosters; from Wichita Falls into Oklahoma; from east Texas into Arkansas and Louisiana; from border states into improving Mexican markets.

Along with the tv stations are 300-odd radio stations. Fm lagged in most parts of Texas but caught fire in Houston which has as many fm as am stations.

Leaders Are Young ▪ Young blood, some of it from pioneer families, now leads the march of Texas. The fast millions are no longer made in oil. Instead the growth is paced by industry—big firms and little firms. The money comes from Texans and from East and West (see business story page 68).

"Distance ceases to be a Texas problem," said Dr. John R. Stockton, director of the U. of Texas Bureau of Business Research. And Todd G. Cole, executive vice president of Delta Air Lines added, "Commercial aviation has moved Texas to within a few hours of the nation's financial and governmental centers." Delta was awarded new flights this summer to the West Coast and Las Vegas. They're at 60% capacity already.

Speed and energy loom in the future of Texas. The aeronautics center around Fort Worth and Dallas, where the 1,400-mile-an-hour Hustler (B-58) bomber was sired, is hoping to build more Hustlers and is quietly working on the 2,000-mile plane of the future.

Energy Center ▪ Energy is Texas' dish. It supplies nearly a third of the 42,000,000,000,000,000 (or quadrillion if figures baffle you) units of energy (BTUs) used up by the United States in a year.

"Texas is adjusting to the oil slowdown," Dr. Stockton said. "Personal income is up. Gas has increased 15%. Minority groups are improving their economic status. Growth is substantial and healthy. Texas must get new industries, fabricating plants that process oil, gas, food and other resources into finished goods.

"We will have 10 million people before year end. Retail sales are now $12 billion a year. Chemical industries will grow. Manufacturing will determine the shape of the future Texas."

Add it all up—No. 1 petrochemical state (650 plants), half of the nation's synthetic rubber, two-thirds of its polyethylene (basic chemical and plastic material), one-third of U. S. oil output, half of U. S. oil within pipeline reach, half of U. S. gas reserves, ocean and barge transport to all the nation and a network of pipelines—add all that and Texas promises to make more exciting economic history in the 60s.

Petrochemistry boosts oil, gas profits

NEW INDUSTRY PROSPERS THOUGH PRORATION CUTS PETROLEUM OUTPUT

American life in the 60s, mobile and teeming with gadgetry, supports one of the world's notable chemical complexes —the tall plumbing that protrudes all over the Texas landscape and the oil and gas industries on which this petrochemistry is based.

When mom takes a box of brand-name detergent to wash baby's waterproof panties and rompers in a plastic sink dish, everything but mom and the baby is synthetic. Baby's aspirin plus the bottle it came in were products of Texas' underground wealth. One of these days even the water may be fresh water converted from the sea.

The thousand or more products made out of oil and gas support the Texas petrochemical industry, the nation's largest and likely to remain the largest for decades to come. The basic crude and natural gas from which these products are made provide the greatest source of power, heat and chemicals.

Raw Materials ▪ Texas exploded out of its original cow and cotton economy when oil was discovered. It started to become an industrial state when oil and gas supplied the raw stuff for plastics, synthetic fibres, rubber tires, detergents, pharmaceuticals, machinery—the list of products runs on endlessly.

As long as Americans live well, dress neatly and keep moving there will be a prosperous oil, gas and petrochemical economy in Texas. Texas provides nearly a third of all fuel energy used by the U. S.

But all is not well with oil, even though Texas has produced 24 billion barrels—close to a billion barrels in 1960 alone.

The sad fact remains there is too much oil coming out of the world's underground. Imports from newer fields in the Near East and other areas could flood international markets if not controlled. That's why the average Texas well is now a dribbler instead of a gusher, averaging maybe 12 barrels a day under eight-days-a-month proration. Texas wishes other oil states would curtail production as sharply. Behind this severe proration is vivid recollection of the 3-cent-per-barrel oil early in the century when East Texas fields were booming and gushing. In the 30s oil prices dropped from around $8 to 10 cents a barrel; now it's about $2.50.

Present production schedules run a fraction of those a decade ago. A third of Texas wells are exempt from proration limits because they are shallow or starting a new life with the help of water-flooding or gas pressure-builders.

Not Too Gloomy ▪ The oil story is gloomy, but not too gloomy. The miracle, of course, is that Texas' economy has risen steadily in the last five years during petroleum's troubled times. After all, petroleum supports a third of the Texas manufacturing-mining employment. Jobs in the oil and gas industry have dropped 23,000 in a decade. Drilling continues at a lower rate and suppliers of oil-field equipment and materials have suffered heavily.

"Oil has reached a level," according to Dr. John R. Stockton, director of the U. of Texas Bureau of Business Research. "The plain fact is we have more oil than we can sell."

As oil settles down to this less boomy level, gas and petrochemicals take up the slack easily and point the way to a new prosperity. Gas, it's realized, is doing to oil what oil once did to coal. A cheap fuel, gas can be used without processing though actually it's stripped of rich hydrocarbons to feed a share of the petrochemical industry. Of all natural fuels, gas is the only one on which the price is controlled by public agencies.

Supplies Much of U. S. ▪ Extensive underground networks of pipes take Texas gas to three-fourths of the states, providing half of all the gas consumed in the nation. Although there's too much oil for a peacetime world, the gas supply isn't at all inexhaustible. Half of the gas in the Carthage Field of East Texas has already been removed, according to those who deal with the problem. The production in Texas is rising over the 5 trillion (cu. ft.) yearly mark.

TEXAS ECONOMY, 1956-60*

Compiled for BROADCASTING by Bureau of Business Research, U. of Texas, from its own data and federal, state and private industry sources†

	1956	1957	1958	1959	1960
INDUSTRIAL PRODUCTION					
Total industrial production, index	166	169	159	170	173
Total manufacturing production, index	187	195	192	207	216
Total durables production, index	215	231	223	242	249
Total nondurables production, index	174	178	178	190	200
Total mineral production, index	146	144	127	135	131
POPULATION					
Population estimates on July 1 (in thousands)	8,906	9,120	9,314	9,453	9,617
INCOME					
Personal income (in millions)	$ 15,422	$ 16,556	$ 17,129	$ 18,041	$ 18,683
Per capita income	$ 1,732	$ 1,815	$ 1,839	$ 1,908	$ 1,943
Ratio of Texas per capita to U. S. per capita	87.7	88.6	89.1	88.4	86.7
ELECTRIC POWER					
Total electric power consumption, index	312	341	337	377	404
Industrial electric consumption, index	331	360	331	373	388
CONSTRUCTION					
Total construction, index (1957-59=100)	78.4	86.8	104.1	109.6	105.5
Total residential construction index (1957-59=100)	66.7	79.1	111.3	110.8	90.6
Total nonresidential construction, index (1957-59=100)	95.8	95.8	95.4	108.2	130.7
EMPLOYMENT—Wage and salary workers only (in thousands)					
Total nonagricultural employment**	2,412.2	2,472.2	2,441.8	2,512.7	2,541.5
Total manufacturing employment**	471.9	483.8	480.9	488.8	490.0
Total durable goods employment**	228.6	239.0	229.1	234.4	232.5
Total nondurable goods employment**	243.3	244.8	251.8	254.4	257.5
FARM INCOME					
Farm cash income, index	91	87	121	117	112
Farm cash income (in thousands)	$1,773,903	$1,701,993	$2,360,207	$2,281,531	$2,174,442
RETAIL SALES					
Census of retail sales (in thousands)	1954—$9,032,371		1958—$10,412,737		
Total retail sales (in millions)	$ 10,043	$ 10,554	$ 10,739	$ 11,456	$ 11,508
Per capita retail sales	$ 1,128	$ 1,157	$ 1,152	$ 1,212	$ 1,198
MISCELLANEOUS BUSINESS BAROMETERS					
Texas bank debits, index	217	229	234	260	270
Crude oil runs to stills, index	148	144	136	143	147
Crude oil production, index	131.8	129.1	111.2	115.4	109.1
Cement production, index	187	160	185	197	168
Miscellaneous freight carloadings in the Southwestern district	93	83	77	81	78
Texas business activity, index	190	195	197	218	226
Natural gas production, index	184	185	185	197	205
Sales of ordinary life insurance, index	285	356	379	409	416
Gasoline consumption, index	174	171	182	178	176
Newspaper advertising linage, index	158.4	163.6	160.2	176.7	172.8
Value added by manufacturers—total (in thousands)	1954—$3,501,706		1958—$5,036,858		
Value added by chemical manufactures (in thousands)	1954—$ 722,056		1958—$1,063,313		

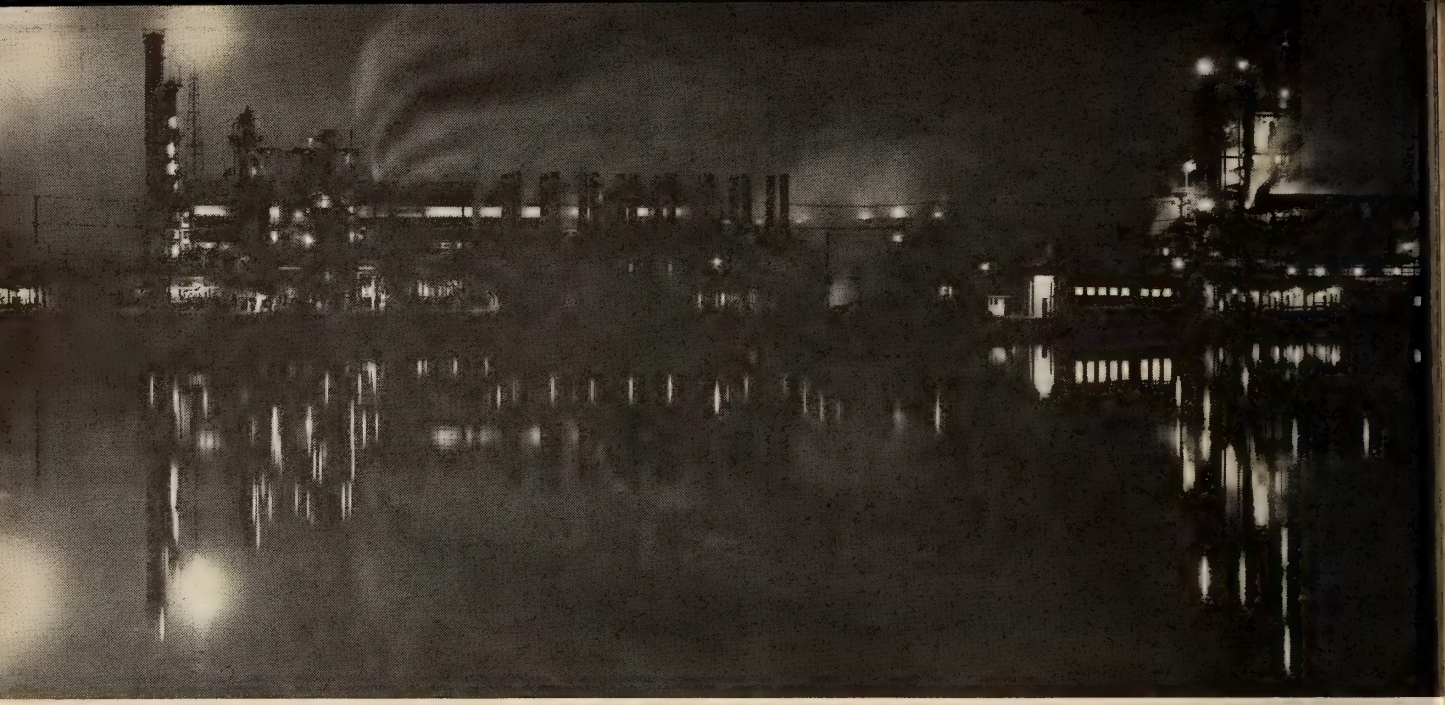
*The base for all indexes is 1947-49=100 unless otherwise specified.
**Data prior to 1958 is not comparable to later data due to changes in the Standard Industrial Classification Code.
†Total and per capita retail sales from "Sales Management."

Gas, by the way, introduced the word "trillion" into Texas economics.

The magic word in petrochemistry is "on-stream," the opening of a new plant. A $25-million Mobil ethylene plant went on-stream in July in the Beaumont-Port Arthur-Orange complex. It's now at capacity, turning out high-purity ethylene from which many intermediate plastics come later to become food wrappers or greenhouses, bottles or shirts and suitings.

To the westward 600 miles, Rexall is winding up work on a tube-and-tank neighbor to the huge Odessa plants of El Paso Natural Gas Products Co. and its best customer, General Tire. El Paso makes the basic products used in synthetic rubber for tires; General Tire converts it into tire material for fabrication elsewhere; Rexall will make tiny pellets that will be sent east to Holyoke Mass., or west to Los Angeles, the main ingredient of squeeze bottles and plastic dinner dishes and such.

Plumber's Paradise ▪ A petrochemical plant is mostly plumbing and a few hundred people can run a $100-million complex. But that's only the beginning. Over 1,500 people have been working on the Rexall plant, getting it ready to go on-stream. Less than a third that many will be needed to keep it running. But with all the satellite and corollary functions, the Rexall plant eventually will mean an increase of several thou-



This night scene is typical of dozens of Texas cities where refineries and petrochemical plants operate around the clock. This plant, with its own reflecting pool in the foreground, is located in East Texas.

sand people to booming Odessa.

Pay is high in petrochemical plants, just as in the oil fields. Even a roughneck in a drilling crew gets $800 a month.

The greatest concentration of petrochemical plants is found along the Gulf Coast and inland to Beaumont and Houston. Freeport, Corpus Christi and Brownsville have smaller clusters. Big Spring and Odessa in west Texas have others. They're all around, plant investment adding up into the billions. Then there are refineries all around, from Wichita Falls in the north to the Rio Grande Valley farthest south.

Big Names ▪ The petrochemical industry is built around such names as Monsanto, Phillips, Dow, Humble, Texaco, Diamond Alkali, Tennessee Gas, Celanese, El Paso, Sinclair-Koppers, Texaco Firestone, U. S. Chemical, Goodyear, Cosden, Suntide—a rollcall of chemical, oil and gas giants. Most are adding big units to step up capacity.

Texas has everything on its side. The oil and gas are there. The Gulf and Intrastate waterway provide cheap, efficient transportation for these high-volume products. Water abounds above and below the ground. A government water conversion plant at Freeport is producing in a new distillery good water from the Gulf at a rate of a million gallons a day, with Dow providing the live steam that's needed. Lime (from oyster shells), sulphur and other ingredients are everwhere.

Connecting pipelines feed basic products into plants that turn out semi-finished pellets and other liquids used by fiber, plastic, chemical and assorted industries.

"This industry could explode into Texas' main source of revenue," Dr. Stockton said.

New Industry ▪ All this from an industry that didn't even exist two decades ago. Actual petrochemical production added $1 billion to the value of chemical products in Texas, according to the U. S. census of manufactures, a jump of 47% in a few years.

Intermediate chemical plants are developing. Finally the processing of the intermediates into finished goods is expanding. Already Houston has 18,000 chemical workers earning $100 million a year; Beaumont-Port Arthur-Orange has 5,000. The finishing industries are becoming more important, spurred by the increased consumption of chemically based finished goods as the Texas market develops.

DIVERSIFIED INDUSTRY KEY

Electronics, aircraft, food processing, apparel among many non-petro manufacturers in state

Earlier in the year Houston's petrochemical experts "gasped," according to the *Houston Chronicle,* when Monsanto Chemical Co. announced it would build a new complex with the world's largest ethlyene plant and several somewhat smaller units in nearby Brazoria County. This whopper may run up to $100 million.

Other Industries ▪ Petrochemical plants come in big, costly spreads. But Texas also has important non-petro industries, and they're getting more important every year. The state ranked first among all states last year in the petrochemical report of *Industrial Development & Manufacturers' Record.*

A good part of the industrial and population growth occurred in four counties — Harris (Houston), Dallas, Bexar (San Antonio) and Tarrant (Fort Worth). Electronics plants are expanding and new ones are being built as diversity in the state's economy continues. Food production and apparel manufacturing are developing. The aeronautics industry, facing competition from missiles, had 38,500 employes at year end.

Temco Aircraft merged with Ling-Altec Electronics to form Ling-Temco Electronics, with diversified output including refrigeration. Chance-Vought abandoned the word "aircraft" and included electronics, automation gear, mobile homes and trailers in its diversified line. It then joined Ling-Temco to form Ling-Temco-Vought. The big Texas Instruments and Collins Radio Co. have expanded. Carling announced a $20 million brewery in Fort Worth and Falstaff expanded in Galveston, where Continental Can Co. will operate a plant to make beer cans.

Growth in Food Processing ▪ Food processing grows and grows. Corn Products Co. installed a new sugar plant in Corpus Christi, using milo grains (sorghum). United Fruit entered the frozen shrimp business in the lower Rio Grande Valley. Holsum Baking, Frito, American Beauty Macaroni, Pillsbury and others are listed by



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Out of the depths

TEXAS HAS:

48% of U. S. known oil reserves (18 billion barrels).

46% of natural gas reserves (120 trillion cu. ft.).

30% of all U. S. petrochemical plants.

Nation's top rank in oil-gas chemical production.

60,000 miles of oil pipelines.

68,000 miles of gas pipelines.

57 refineries processing 778 million bbls. of crude yearly; over fourth of U. S. capacity.

Nearly 200,000 oil wells in 6,800 fields.

Out-of-state gas sales of quarter-billion dollars a year.

14% of total world oil production.

60 million acres (third of state acreage) under oil-gas lease.

All-time oil production record—23 billion bbls. in less than century.

the Texas U. Bureau of Business Research.

From airplane and auto, the industrial picture around the major cities and the Gulf Coast will flip the eyelids of a wandering observer. Obviously Texas has made fantastic progress in the last few years. Why shouldn't it, with all its natural blessings?

There's a curious side to this industrial growth. Florida, South Carolina and dozens of other states spend big money to lure new industry. Yet mighty Texas, with over $350 million tax income from petroleum and gasoline, operated up to 1958 without an industrial promotion fund. And Texas knew, but didn't seem to care officially, that 10 factory jobs create 75 jobs in other lines including service, 112 new households, 296 people added to the area, 107 autos, 70 telephones, retail stores, $360,000 gain in retail sales and $590,000 increase in personal income.

Old Law Repealed ▪ Finally an old 1878 law designed to keep out carpetbaggers was repealed and Texas had the chance to promote. So what did Texas do? It appropriated a tiny $23,000 to bring in new industry. It upped the figure modestly this month in the new appropriation bill.

"We send $2¼ billion out of Texas every year for things we can make ourselves," said Walter E. Dickerson, chairman of the states Industrial Commission. "We have fuel, labor, resources. Eventually we will get a lot of new industries. The chemical plants, for example, feed each other. They make a product and sell it to another plant. Then they sell the scraps left over to someone who combines them with something else."

One of these days Texas will get the promotional message. Luckily its banks, investors, railroads, utilities and manufacturers have the go-get-it spirit and have done privately a job neglected by the state. Mr. Dickerson began doing this very sort of thing for Central Power & Light Co. in Victoria three decades ago, helping bring Pittsburgh Plate Glass and American Cyanamid to the coastal bend.

Other Industries ▪ Texas industries include cellulose from pine trees and the fuzz on a cotton seed (linters), bromine-magnesium extraction from salt water, chemical processing, solvents (sulphur), transportation equipment, electrical machinery (mostly electronics).

But Texas has a long way to go in the fabricating business. Dallas and Fort Worth are developing their production of finished goods. Alcoa has an aluminum plant at Rockdale, using lignite as fuel, and another on the Gulf at Port Lavaca (Point Comfort), burning gas. These plants, convenient to bauxite supplies and fuel, turn out pigs and ingots. Reynolds has a gas-burning aluminum plant at Corpus Christi.

The two Alcoa smelters have a capacity of nearly 300,000 tons of ingot a year. They employ 2,300 people with a $16 million payroll and spend about the same amount for materials, goods and services. Alcoa owns its Point Comfort gas wells and is building a deep-sea channel to the adjacent Gulf to provide a turn-around basin for large ore boats.

Unluckily for Texas, most of the aluminum is shipped outstate for processing—a situation the state hopes to correct as its industrialization continues.

Iron and steel production mostly comes from the Lone Star Steel Co. in East Texas, where there are ore deposits. Armco has its expanding Sheffield division on the Houston Ship Channel. Their combined output is 2.4 million tons a year.

Texas needs more semi-finishing and fabricating plants to provide jobs and new income for its swelling urban population.

"Here lies the future of Texas," Mr. Dickerson said.

Larger industries

MANUFACTURING:

Transportation equipment, 52,700 employes

Chemical, allied products, 43,800

Electrical machinery (electronics), 20,200

Oil refining, 41,700

Food products, 79,200

Apparel, textile products, 35,500

Fabricated metal products, 29,600

Machinery (except electrical) 37,900

Printing, publishing, 29,600

NONMANUFACTURING:

Oil, gas production, 114,300

Mining (mostly oil, gas), 128,300

Construction, 155,700

Transportation, utilities, 226,000

Railroad, 40,300

Public utilities, 41,700

Retail trade, 503,700

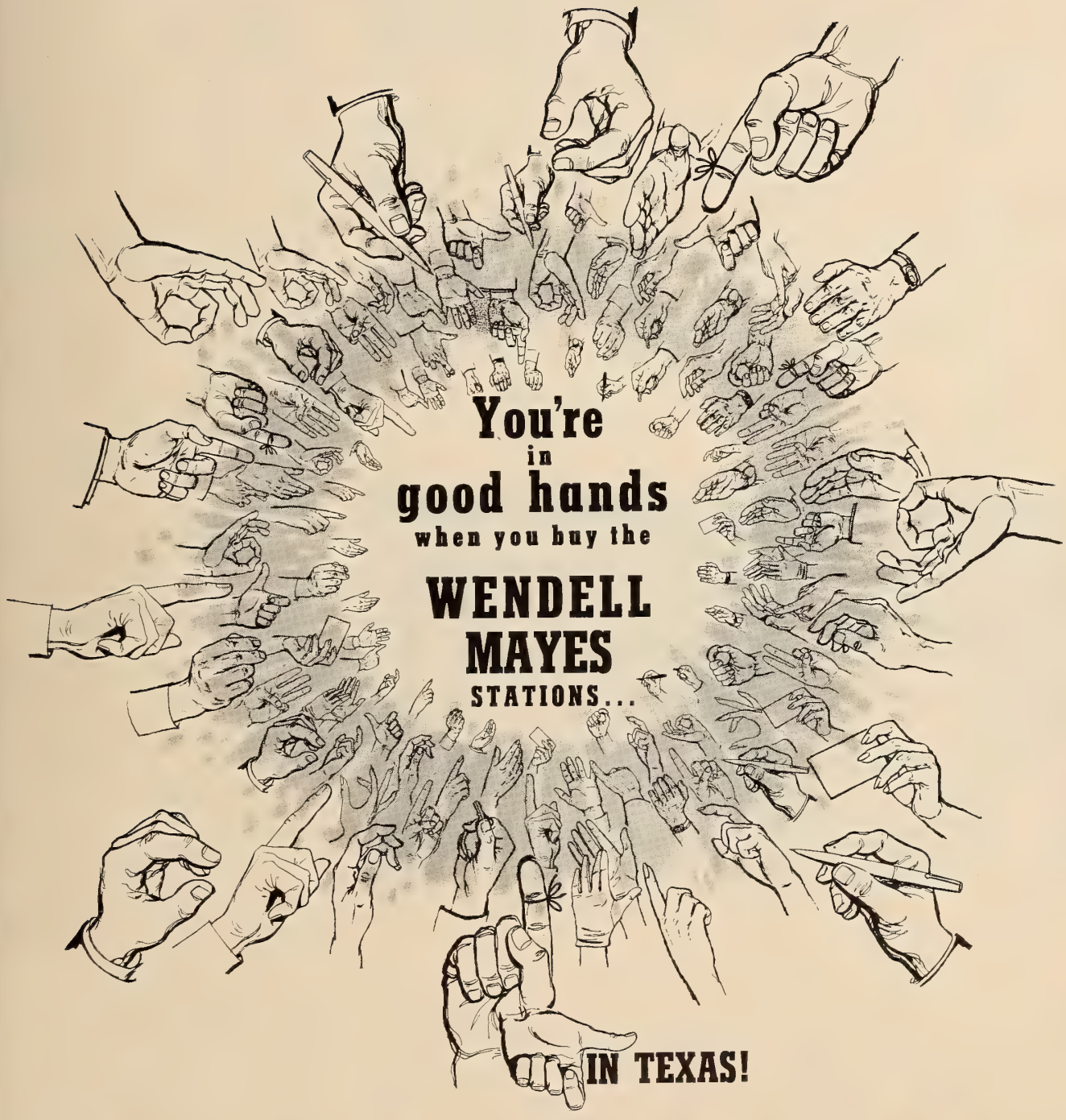
Wholesale trade, 169,300

Service, 310,400

Finance, insurance, real estate, 120,000



Shell Chemical Corporation manufactures glycerine for hundreds of uses in this modern plant near Houston. About 20% of the nation's supply of this vital chemical is being manufactured in this unit.



KBWD Brownwood | KNOW Austin | KXOL Ft. Worth | KCRS Midland | KSNY Snyder | WACO Waco

Texas' LARGEST Radio Group

New leaders wear old Texas names

YOUNGER MEN CHANGE STATE'S FACE AND TIES WITH REST OF U.S.

The stunning commercial facade of Texas, deeply impressive despite its dispersal, is a tribute to the hardy pioneers who shaped a diversified economy out of their cattle and oil earnings.

Monuments to the shapers of a new commercial and industrial structure on the southwestern plains abound in Texas cities. But they are practical monuments — tall, impressive office buildings and less attractive industrial complexes that symbolize their faith in the future of the land of the longhorn.

Familiar Names ▪ The names are familiar—Jones, Belo, Carter, Murchison, Stewart, Thornton, Hough, Ware, Dealey, Maedgen, Dobie, Joiner, to mention only a few. The list could go on for pages.

Their wheeling and dealing moved from cattle through oil into the sophisticated industries of the '60s—petrochemistry, electronics, supersonic aviation.

Now second and third generation descendants are directing the destinies of Texas. They operate quietly. Few wear wide Stetsons except possibly on ceremonial occasions. Their decisions are based on the reports of accountants, lawyers and electronic computers.

The spirit and courage of early Texas still course through their arteries but their methods are mature and scientific.

Bankers generally aren't as stuffy as their eastern counterparts.

Take a Chance ▪ They're more likely to ride along with a customer in temporary trouble. Texas was built on the sagacity and risk-taking of its bankers, who helped finance the upgrading of herds, the ventures into cotton and sorghum, the search for oil and, more lately, the processing of raw materials into semi-finished and finished products.

The wheeling-dealing men of a few decades back were often rip-snorting, rugged operators who employed primitive methods in a primitive economy.

But Texas is changing, and so are its business leaders. Despite the juicy rhetoric of some latter-day historians, they're normal and average men. They aren't running around in levis and diamond-studded chaps. They don't buy their dog a boy, as suggested in a recent effort to revive the tall tales of Texas. And they don't keep a Piper Cub in the living room for quick hops to the patio.

The people of Texas have changed, and so have the ties with the rest of the United States.

Good Communications ▪ There's a blessing that Texas is enjoying to the hilt—fast and efficient communications. The vast spaces—900 miles from tip to tip—once were a problem that encouraged the state's bubble-gumish lore of rip-snortin' people who made a million bucks before breakfast. The exaggerations helped rationalize the state's built-in handicaps.

But economic and social miracles have happened. Half of Texas' 10 million people had never seen the state a decade or two ago. The vast distances have been cut down to working size by highways— and they are the best. They were cut by the piston plane and now the whine of the jet is everywhere. The supersonic jet will bring Calcutta, India, as close to Dallas as pre-war Shreveport, La., a city near the northeastern state line that has strong Texas ties.

Financial Center ▪ Wall Street has come to Texas. And vice versa.

The economic evolution was dramatized early in the summer when the Dallas Murchisons—John D. and Clint Jr.—took over control of Alleghany Corp., an empire-building trick that caught worldwide attention.

They're under 40, these two (John 39, Clint Jr. 37). But in Texas business life has begun long before 40, and it often continues another three or four decades.

The Murchisons symbolize the new era of youth in the state. Bank presidents under 40 are a dime a dozen. They're full of fire, energy and a commercial pioneering spirit reminiscent of the older oil and cattle barons.

"Young men could once come to Texas and make a quick killing in oil," John Murchison recalled.

Changing State ▪ "But all that has changed. All Texas has changed. The competition for young men is tougher but the opportunities are great in management, manufacturing, industry, technical fields and the professions."

"It's tougher to build big individual enterprises," said the man whose family will live in the history of big individual enterprises. "A lot of Texas' industrial growth has been built by big industry, not individuals. Heavier manufacturing is here. People are moving out of the country into the city. That's important, and it will continue.

"We're starting to process our own raw materials. In Lubbock the Lewters feed lot is fattening Texas cattle for market. These cattle formerly were shipped to Kansas City and other cattle-finishing centers." The lot is said to be a Murchison enterprise.

Field is Broad ▪ But the key to the spectacular post-war growth of Texas is traced by Mr. Murchison to communications. "There's interplay among important markets," he explained. "Texans are looking for business opportunities in New York, San Francisco, Los Angeles and Chicago. They're seconds away on a telephone, three hours on a jet.

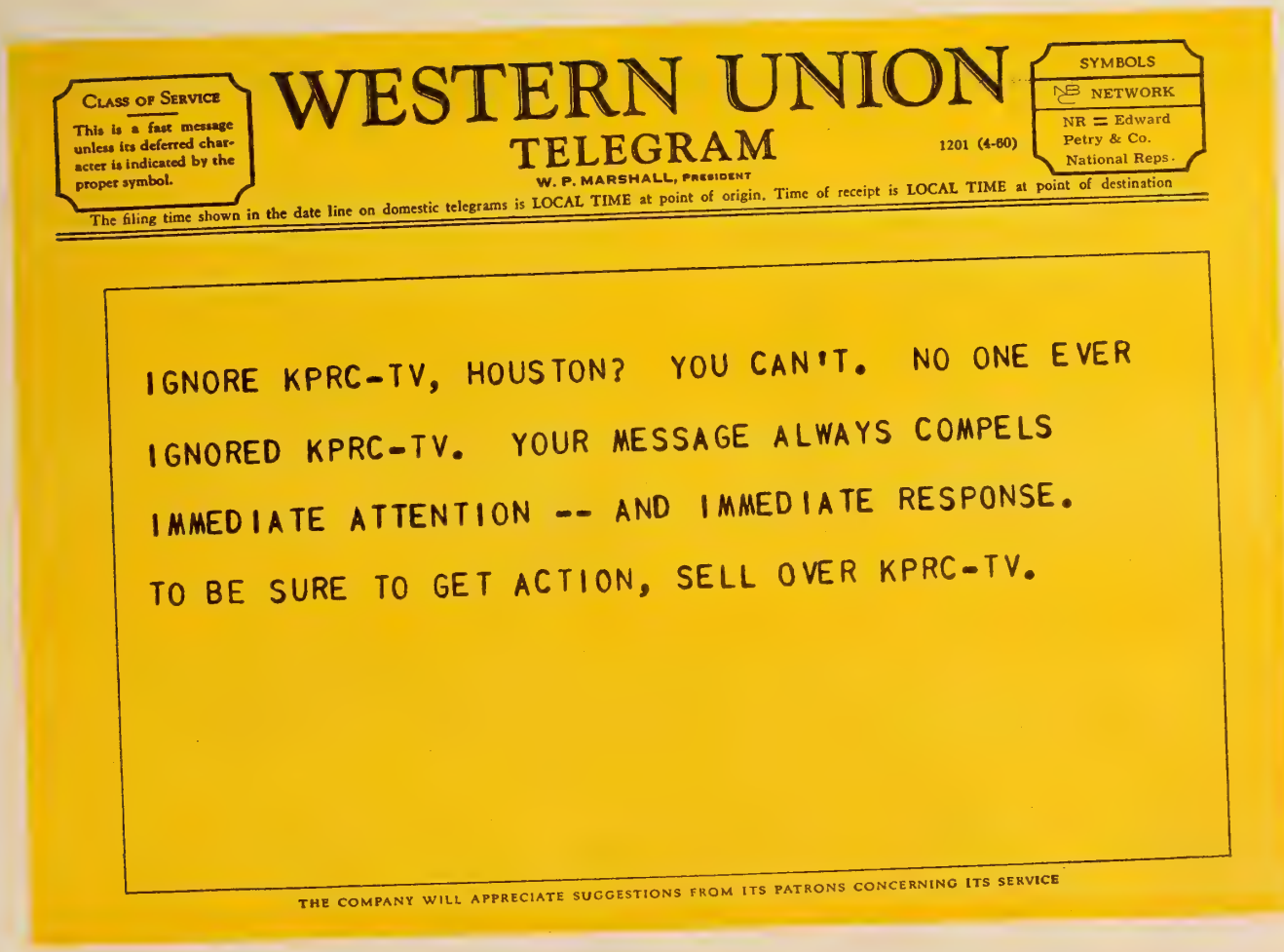
"Texans really aren't spectacular characters. There aren't many millionaires, despite all the tall tales. And these tales are fast dying out. Texas businessmen have always felt these tales were hurting the state."

This soft-spoken, relaxed empire builder is the antithesis of the fictional and tall-tale Texan. He quietly answers



The Murchisons, John D. (left) and Clint Jr., startled the financial world when they took over control of the Alleghany Corp.

Ignore it



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COURTESY OF WESTERN UNION

questions, listens attentively, and asks his own questions of the interviewer. He and Clint Jr. occupy an unimposing two-story building at 1201 Main St., almost hidden by nearby skyscrapers.

Own Dallas Cowboys ▪ The Murchisons' interest in broadcasting is secondary—the impact of antitrust decisions on one of their teams, the Dallas Cowboys of the National Football League. Interest centers on the federal court ruling upsetting the plan to telecast games, a decision affecting the Cowboy's exchequer.

They promote enterprises to make money, these amazing brothers, but they allow sentiment and civic spirit to subdue the profit motive in this new and losing enterprise.

The spirit of old Texas is there, too —Lamar Hunt Jr., also a wealthy second-generation Texan, is pouring money into the American Football League's Texans. It makes little financial sense, but it's great fun for these competitive entrepreneurs, and for the football-loving fans of central Texas.

Banks Bigger ▪ Getting back to more serious economics, Mr. Murchison said, "Banks and insurance companies are getting bigger. Dallas has become an important financial center. Its importance in the nation will grow."

"Isn't there any chance for a young man to make a killing here?" he was asked again. "Yes, but bring money, if it's a quick million you're after," he said. Murchison the elder, Clint Sr., got his start in the east Texas oil boom.

The Murchisons both believe and practice diversification. Their holdings include insurance, construction, oil, utilities, transportation—name it, they're in it.

Older Texans have cheerfully stepped aside for their brash, younger successors. Robert L. Thornton, known up and down and across Texas as Bob, celebrated his 81st birthday last Aug. 10. This was just three months after he had stepped down as eight-year mayor of Dallas. He is chairman of the board of Mercantile National Bank, whose sky-piercing tower can be seen 30 miles out. It's the third ranking bank in the city ($320 million deposits, and there's no chain banking in Texas).

Feet on desk and sucking a cigar, this healthy pioneer with his blend of vitamins and horse sense had a quick answer to the reasons for Texas' growth. "Manpower made Dallas and Texas grow," he said, "men who could think and have the courage to execute. Without the latter, a man's a dead pigeon, no good."

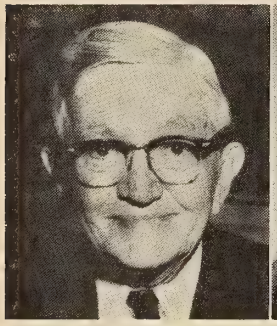
Great Opportunity ▪ "We don't really have many millionaires," he said. "We're building a stronger Texas and building it fast. Young men have the greatest opportunity in history right here in Texas.

"This is a growing area that creates unlimited opportunities. But you've got to go git it.

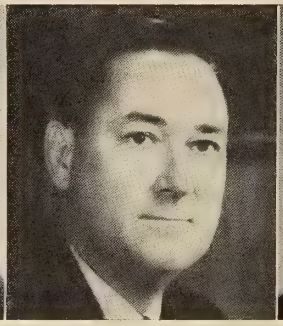
"We're building Texas agriculture in a diversified economy. There are more cattle than before and they're better through scientific feeding and breeding.

"I started in the banking business Oct. 14, 1916, with a private bank loaning money to jitney drivers on their tin lizzies. Often I'd chase them down Main St. to get their payments. Banking is very simple—get deposits, loan out the money, get it back.

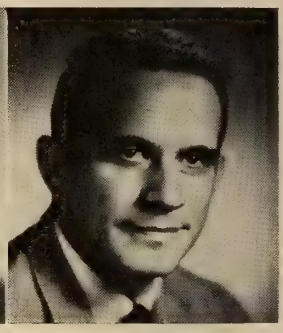
Helped in '30s ▪ "We've financed a lot of Texas growth. In the '30s we rode along with businessmen in trouble,

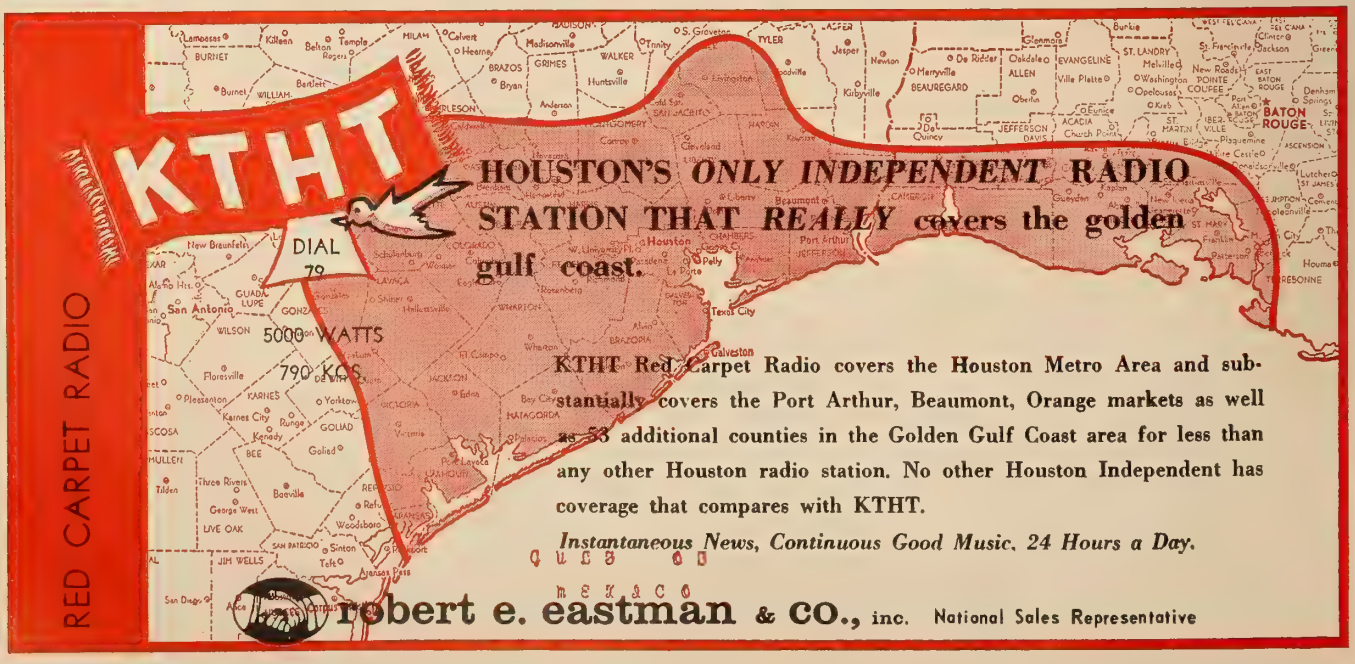

Mr. Thornton


Mr. Stewart


Mr. McNeese


Mr. Elkins


Mr. McLean



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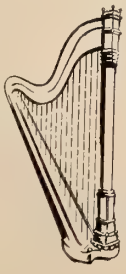
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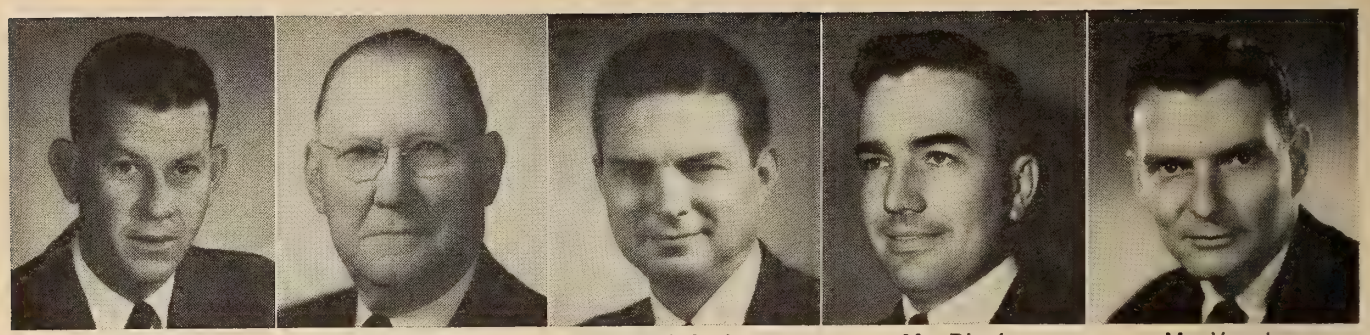
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NEW LEADERS WEAR OLD TEXAS NAMES continued

helping them keep their equity."

In a thoughtful mood, he observed, "If there's any trouble, we're getting too smart. We're fighting among ourselves." He made this prediction: "Dallas County, I figure, will reach 2 million people by 1975."

In another imposing building, a younger banker thoughtfully discussed the state's elemental economics. "Oil isn't up to five or ten years ago—it was spectacular then—but it's still big business, accounting for $100 million of our loans or a fourth the total," said Robert H. Stewart III, president of Dallas' largest bank though still in his early 30s.

"A lot of big corporations are setting up headquarters or important regional facilities in Dallas. Haliburton Oil Supply Co. is moving in from Oklahoma. Hunt Oil, major independent, and others are headquartered in Dallas. Southwestern Life, Southland Life and Republic Life headquarter in Dallas."

Work Together ▪ What's to come? Agreeing with most other Texas businessmen, he observed, "Diversity assures the future of Texas and Dallas. We have a good labor supply, not highly unionized. Our banks team up on big loans that might otherwise go to New York or Chicago. We have the largest banks between Chicago and the Pacific Coast."

The softness in oil is mentioned by all financiers as they survey the blooming economy but all emphasize that oil's still a basic money maker and supports satellite as well as processing industries.

A. G. McNeese Jr., at 50 president of Houston's Bank of the Southwest, is concerned about residential construction industries as well as oil in that market. But he's "generally optimistic" about the trade area's future.

Petroleum Will Solve Problems ▪ The residential lag will be overcome automatically and the petroleum industry will solve its problems, he believes. And new consumer goods industries will support large numbers of employes per investment, bring payrolls that will expand the per-capita income and incidentally stimulate the purchase of new homes.

Houston's expansive economy has attained the expected recovery from the recent depression, according to 42-year-old James A. Elkins Jr., president of First City National Bank, largest in the area. Expenditures for capital improvements and construction tend to offset the lower level of the oil and gas industry, he said, a statement vividly verified by a fast look around the central city and outlying industrial clusters. At last count (early July), First City National had $665 million in deposits.

Water Resources ▪ Of special concern to J. W. McLean, president of Texas National Bank, is the area's water resources. Any time, any place in Texas, water is a favorite topic. While Houston is blessed with rainfall, surface resources and underground resources, "the vibrant industrial growth between the Mississippi and Rio Grande" promises to create vastly expanded needs for water.

"This region will rank first in the country in use of industrial water before this century ends, if the present growth rate prevails," Mr. McLean said. "A zone of 75-mile radius around Houston is the hub of this burgeoning industrial complex. About 1.8 billion gallons of water daily are available within this zone. Reservoirs to be built by 1966 will add another 1.5 billion gallons daily to the supply. Still other planned reservoirs on four different rivers will increase the total supply to over 4 billion gallons daily by the end of the century. This insures a surplus of some 700 million gallons daily above the highest estimated needs for the year 2,000 and allows for a doubling of demand in the next five years alone."

Engineering Study ▪ Texas National recently conducted an engineering study of the water subject, coming up with what Mr. McLean called "an intriguing story for the nation's industrial leaders." His local pride prompted this postscript, "Houston's population is expected to double the 1960 census figure (1.2 million) by 1970. The growth immediately ahead of us appears to be terrific and I am convinced the water resources will be a chief contributing factor."

In some parts of Texas where water isn't so plentiful—the plains and Permian Basin, for example—the people know how to utilize and conserve their resources which often are underground rather than surface.

Tol Ware, vice president of Amarillo National Bank in the Panhandle High Plains, reminded there are vast underground water supplies augmented by new surface ponds that dot the region. In the works is a Canadian River Dam. "This visible water supply will impress easterners who scoff at the countless ponds and are skeptical about the immense underground reserves," he said. And of course it will bolster the water supply.

C. E. Maedgen, chairman of the board of Lubbock National Bank to the south, summed up the water problem this way: "We have 9 million acres of fertile land, irrigated by underground water and there's little sign this hidden resource will dry up. We've been irrigating since the mid-30s."

Lubbock had 3,500 people when Mr. Maedgen arrived in 1917. "I figured a city would be built here," he said, "and I bought a 25-foot lot for a bank. It was built. It's growing and Lubbock National is growing with it. We have financed a lot of this growth and we'll keep growing." The bank is housed in a 12-story building decorated with mosaics and murals. There's a snazzy chrome-plated fire plug outside for the benefit of lovers of chrome-plated fire plugs, a symbol of Lubbock National's pride.

Achievement ▪ An ex-mayor of Houston, lawyer and broadcast investor, (KTRK-TV Houston), Roy Hofheinz, oozes optimism as he contemplates the past of Texas and looks ahead. "Texas is going through a transition from enthusiasm to achievement," he said. "A lot of eastern capital is moving into Texas real estate.

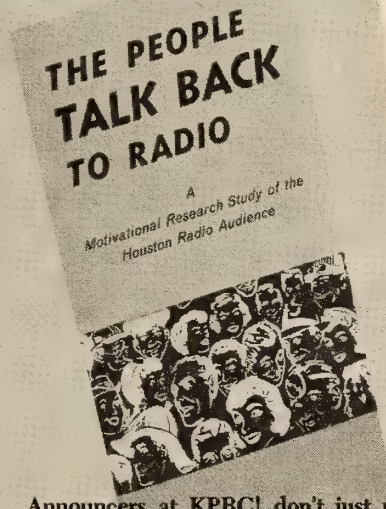
"Texans once had trouble raising money in the East. Now the Murchisons and others can get money. Texas is on the march.

"Everybody's getting away from tall

Houston's most interesting radio station because its

Key People Really Care!

KPRC, Houston's first radio station, isn't just another jukebox with a transmitter and tower. Its *K*ey *P*eople *R*eally *C*are about listeners and clients, and do everything possible to make the listening pleasant, meaningful, interesting, and resultful. They also insist upon truthfulness and good taste, and as a result, KPRC! has thousands upon thousands of loyal listeners, hundreds of sales-happy clients. It all started years ago when KPRC! engaged Dr. Ernest Dichter's organization to make the first motivational research survey in Houston's radio history to find out what Houston radio listeners wanted from radio. Following the findings in this survey, KPRC! started making the necessary changes, and today you'll find more and more Houstonians listening to KPRC! for its



1. Interesting News! Announcers at KPRC! don't just read releases off a news ticker or machine. KPRC! maintains a staff of 11 newsmen. They go to the scene of the news, witness it, write it, and in most cases, report it themselves on the air. Since they live the news they know the news . . . and, KPRC! news is most interesting!

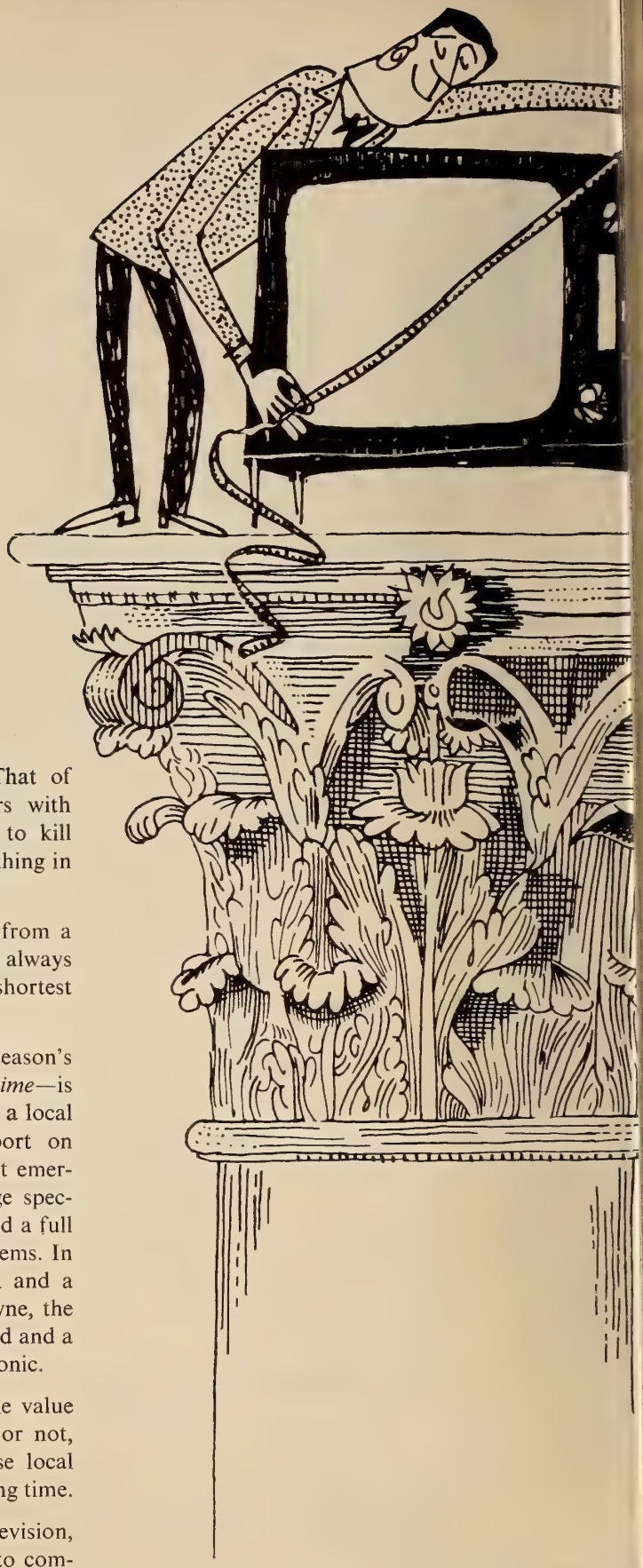
2. Interesting Music! The records heard on KPRC! aren't the records KPRC! thinks ought to be heard—they're the records listeners indicate they want to hear by their purchases at record stores, by the records they play in public places, by what they say in conversation to KPRC! people and their friends.

3. Interesting People! The voices on KPRC! are friends. The voices belong to real flesh and blood people like Tim Nolan, Bob Byron, Johnny Edwards, Jack London, Gordon Smith and Ken Fairchild. They are companionable people, intelligent people, friendly, interesting people.

AS A RESULT, KPRC! IS MOST INTERESTING, MOST BELIEVABLE, MOST RESULTFUL, BECAUSE ITS

Key People Really Care!

950 on all Houston area radio dials--Edward Petry & Co. Nat'l Reps.



How Do You Measure Television?

On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of tv critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season's local affairs programming—*in prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.

Responsibility in Broadcasting

THE CORINTHIAN

FOUR MAJOR TEXAS MARKETS

Here is the growth record of four major markets in Texas, based on figures compiled by the Dallas Chamber of Commerce. The figures, except bank deposits and employment, cover the first five months of 1961 and 1960, unless otherwise indicated.

	DALLAS	HOUSTON	SAN ANTONIO	FORT WORTH
BANK DEBITS (in millions)				
1961	$15,132	$13,235	$ 3,133	$ 3,896
1960	14,394	12,854	3,018	3,854
BUILDING PERMITS (add 000)				
1961	$91,305	$97,607	$21,029	$25,578
1960	55,806	85,084	24,314	22,768
BANK DEPOSITS (Dec., in millions)				
1960	$2,672	$2,512	$691	$782
1959	2,471	2,320	654	712
NON-FARM EMPLOYMENT				
1961 (May)	444,400	512,800	204,970	153,013
1960 (May)	437,170	503,370	203,210	149,321
FACTORY EMPLOYMENT				
1961 (May)	97,570	93,950	24,820	51,964
1960 (May)	95,340	96,050	24,990	54,140
POSTAL RECEIPTS (add 000)				
1961	$12,643	$8,389	$3,525	$3,821
1960	11,423	8,227	3,432	3,637

SOURCES: Bank Debits, Federal Reserve System; building permits, Dun & Bradstreet; bank deposits, published by banks at time of bank call; employment (1960 revised, 1961 preliminary), employment security agencies; postal receipts, postmasters of cities.

tales and bragging. They're working hard instead.

"Texas is growing up in the auto age. Its cities are building for the automobile and the jet. The east was designed for the horse and buggy. Texans can move about swiftly and easily. The economy is diversified and getting more so. Yes sir, Texas is on the march."

Oil Companies Books ▪ William Black, vice president of Bank of the Southwest, added that many major oil companies are moving back to Houston. "Humble, Texaco and Gulf began in Texas," he said. "They moved east because of the financial market. Now they're coming home where they can live close to their production, marketing and refining. And they will cut administrative costs."

Humble is moving all its staff into a cloud-high building and all but a few Gulf officials will be moved from Pittsburgh to Houston.

The last five years have been good to Bank of the Southwest, its capital surplus doubling since 1956 and its deposits almost doubling to $390 million in the 1950-60 decade.

Young Financeer ▪ Another successful Texan with broadcast holdings is Jack C. Vaughn, who took over his invalid father's extensive oil and business holdings in 1947. Still in his early 30s, young Vaughn owns the near-30-story Vaughn Bldg. in downtown Dallas as well as imposing new structures located in Midland, Corpus Christi and Amarillo.

"Texas has only begun to grow," he said. "We're riding the impetus of the last decade and we'll keep going.

"The future of Texas is unlimited. We have right-to-work laws and true free enterprise. We have decent government. The future of electronics and petrochemicals is beyond our dreams.

"We in Texas should make heavy equipment and sell it out over a wide area. We should fabricate our products and sell them to the Far West, Southwest and South instead of letting the business go to Detroit, New York, New Jersey, Chicago and other cities.

"We should manufacture Fords, not assemble them."

Widespread Interests ▪ Young Vaughn's interests are spread over 17 states and foreign countries. He's interested in construction, helicopters, cattle, owns Spartan National Life Insurance Co. 100% and is a banker. Television holdings include KROD-TV El Paso; KOSA-TV Odessa and KVII-TV Amarillo.

These are a few of the thousands of successful, aggressive Texas businessmen who have taken part in the growth of Texas, 1961 model, and who are shaping the future.



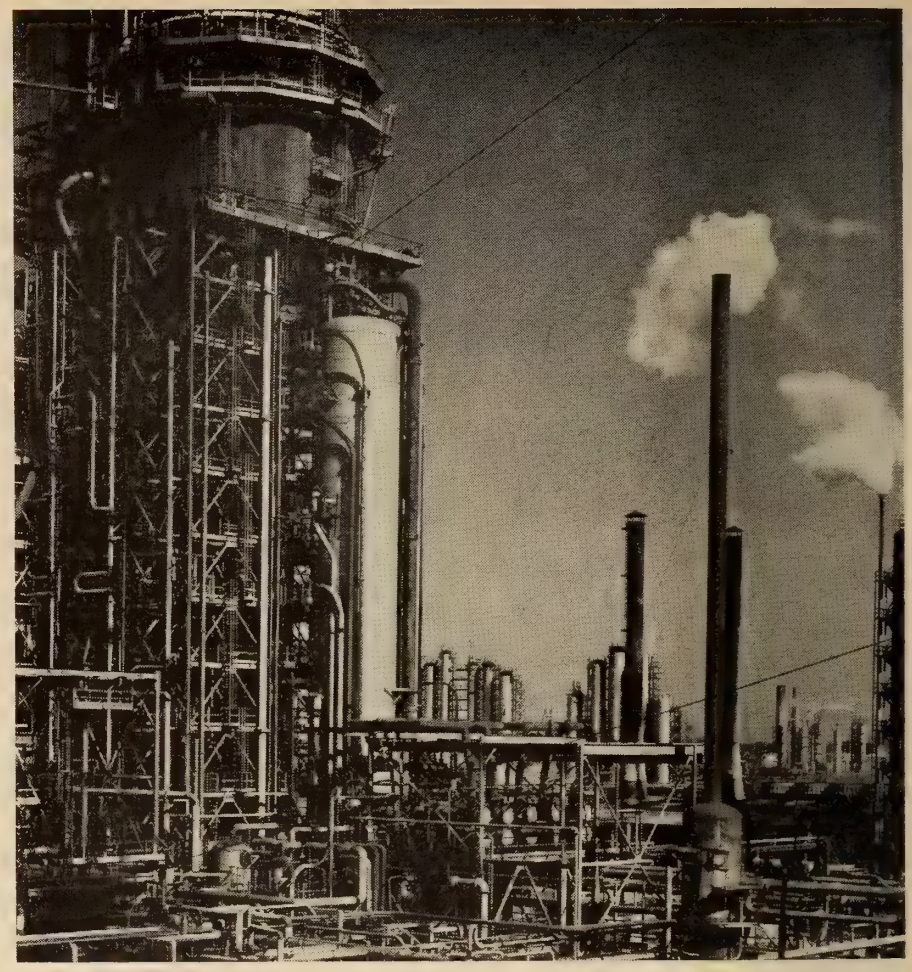
KOTV TULSA
KHOU-TV HOUSTON
KXTV SACRAMENTO
WANE-TV FORT WAYNE
WISH-TV INDIANAPOLIS
WANE-AM FORT WAYNE
WISH-AM INDIANAPOLIS

Represented by H-R

STATIONS

1ST IN HOUSTON FM
KHUL
pronounced "COOL" | means refreshing radio
1st with • news • 24-hour programming • and now with Stereo
95.7
For top audience data, see Pulse April-May, 1961, Circulation Study.

STILL
FIRST
BY A LONG
SHOT
N HOUSTON
KILT
610 IN HOUSTON
8.2% All-Day Average
IRST every quarter hour
IRST every half hour
IRST every hour, FIRST
very day, FIRST every month
April thru June 1961 according to
E. HOOPER, INC. . . . First In PULSE
McLendon STATION
Member of Texas Triangle, Inc.
OHN BLAIR & COMPANY
National Sales Representative



A panoramic view of the Baytown Refinery near Houston with a piping maze of Cat Cracker #2 in the immediate foreground.

HOUSTON GROWS 5% YEARLY

Huge plants line 50-mile sea channel; boosters point to prospects for future

An innocent question, "Just how big is Houston?" can bring a loaded answer from any member of the tops-in-Texas cult that has grown up at the headwaters of the Big Ditch.

Asked a few hundred feet above average terrain in Houston's formidable skyscraper center, the question is apt to—and did—inspire this forward-gazing reply: "Two-and-a-half million in 1975."

They talk that way in Houston when the conversation gets around to the essential economics of this ocean-tied miracle—and don't try to imply the metropolis is anything short of super terrific, or anything as ordinary as Dallas.

50-Mile Channel ▪ Houston's Big Ditch is a 50-mile ship channel to the Gulf, 100 yards wide at the narrowest point. It's fondly described as "The Port of Houston's Fabulous Fifty Miles." There are three ways of seeing it—by air, water and auto. From above, the view is beautiful. Aboard the sleek *Sam Houston,* a city yacht used to enlighten visiting industrialists, the channel view is impressively functional. By auto the clusters of tanks and tubes can be glimpsed in hundred-million dollar bits.

At one bend the visitor aboard the *Sam Houston* will watch this collection of plants unveil: Stauffer Chemical, Signal Oil, Lone Star Cement, Continental grain elevators, Southwest Sugar, more Signal Oil, Koppers—and they're all on one side. Across the channel are Tennessee Coal & Iron, Ideal Cement, Mayo Shell, U. S. Gypsum, Gulf Oil, Armco Steel, Tenn-Tex Alloy, Todd Shipyards.

This 20th Century spectacle goes on and on. It's getting so crowded they're figuring out a series of finger ditches to make room for more industry. "Houston is on the threshold of the largest chemical complex in the history of the world," said Roy Hofheinz, lawyer and ex-mayor. "It has a combination of cheap fuel, water, water transport, adequate land and mild weather."

Statistical Proof ▪ For number lovers, Houston has stacks of tables, charts and

statistics that tell one of the exciting stories of American city progress. Here are some of the current numbers: 544,000 in May labor force with 518,000 at work—match that if you can, Dallas; 92,375 in manufacturing; nonresidential construction contract awards totaling $134 million in the first five months of 1961 and $288 million in the 12 months of 1960; doubled bank debits in a decade, $14 billion to $28 billion; almost doubled bank deposits, $1.3 to $2.6 billion; more than doubled postal sales, $8 to $20.6 million.

But getting back to the original question, "Just how big is Houston?" the answer is 1,234,158 people in 1960 compared to 806,000 in 1950, according to the U. S. Census (metropolitan area, Harris County). A fast pass at a slide rule will suggest a 1961 mid-summer population of 1⅓ million. The growth rate is running over 5% a year.

Million Mark Jubilee ▪ Some years ago Houston set up six months in advance a rousing July celebration as the city attained the million-people mark. This miracle of the data-processing arts was based on honest planning fortified by intense promotion. Nobody ever proved the million mark was reached earlier in the year, or a few weeks later. Anyhow The Fete of a Million People called world attention to the city's numerical achievement and industrial progress.

The basic economy of Houston is supported by $3 billion worth of oil and gas plants, the 50 miles of ship channel plants devoted to a wide assortment of other industries, 125,000 cows (tops for any Texas county), enough docks and a turning basin to justify the proud claim Second U. S. Port, assorted farm products and such basic facilities as freeways, the international airport and the geographical-geometric achievement—a harbor for ocean commerce and a full 360 degrees in which to spread.

Plentiful Resources ▪ A thoughtful Houston businessman will account for the growth this way: To a major extent the growth in the Texas Gulf Coast area, especially Houston, must be attributed to the incomparable natural resources, the geographical location of the region and the mass production industries—notably oil refining, chemicals and metals — which have been built upon them.

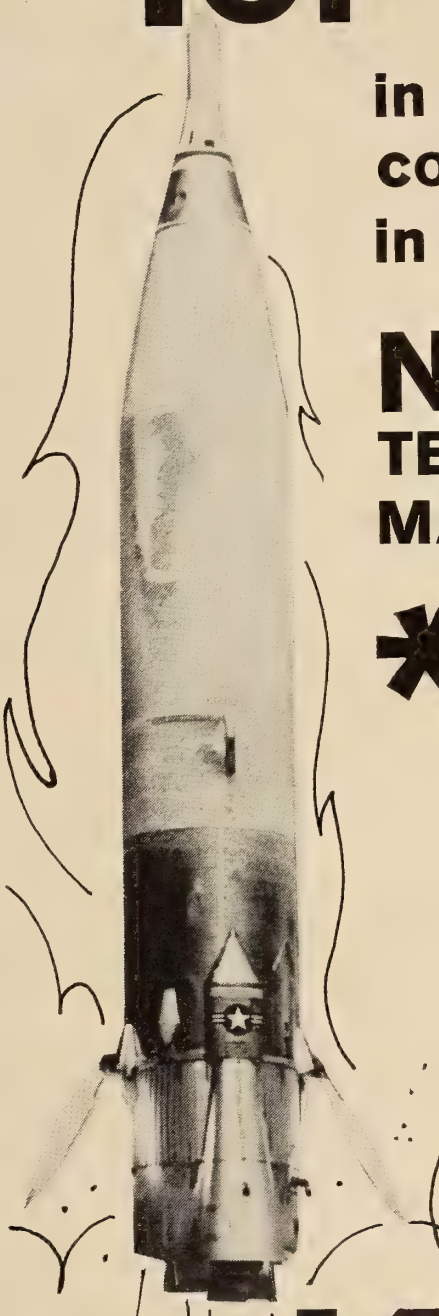
And the future? The prospectus goes: Booming Houston increased 54% in the last decade, according to the 1960 census, and population analysts are predicting an even faster increase in the years to come. Growth of the port and city go hand in hand, with business and industry moving ahead at full throttle, looking to a dynamic future.

Interlinking of oil and gas throughout

TOPS

in NEWS coverage in HOUSTON...

NO. 1 TEXAS MARKET



6 MOBILE NEWS UNITS!

HOUSTON'S TOP AWARD WINNING NEWS STAFF!

A. P. WIRE SERVICE

BIG CITY WIRE

1st WITH THE MOST

KNUZ

THE LEADER IN HOUSTON — 24 HOURS
Affiliated with K·QUE — Houston's TOP FM STATION
MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

THE KATZ AGENCY, INC.
National Representatives

Station KPAC-TV

Beaumont-Port Arthur

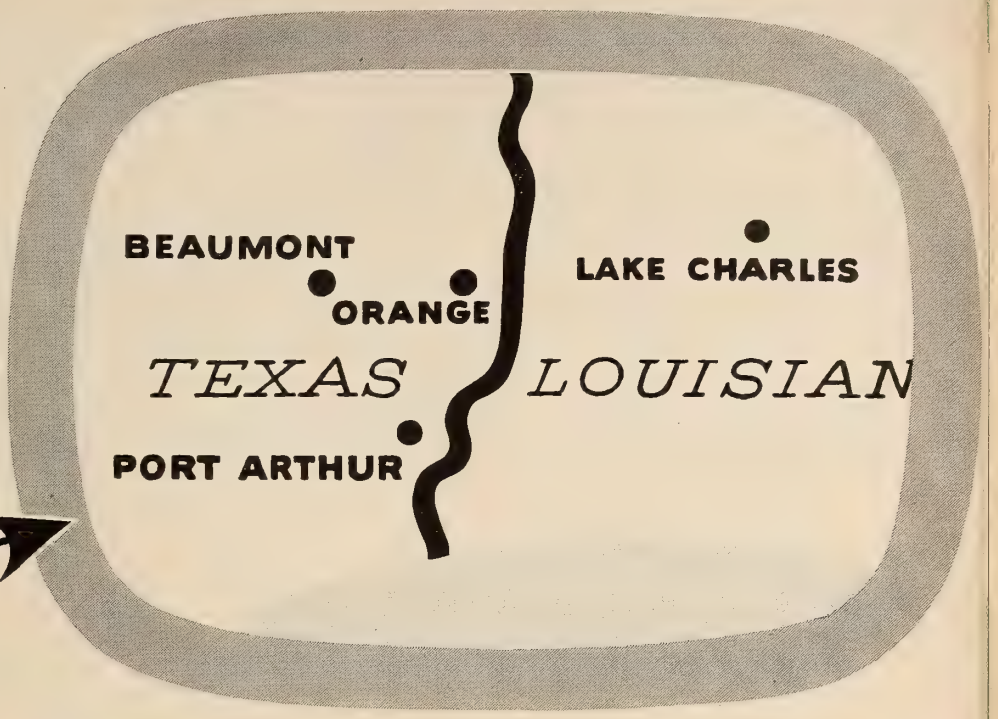
has appointed

Blair Television Associates

as national representative

effective August 14, 1961.

for good business look here



Here at Beaumont-Port Arthur is where America's big blue-chip companies make a lot of their blue chips, in petrochemicals—companies like:

Allied Chemical	DuPont	Koppers
Bethlehem Steel	Firestone	U. S. Rubber
Olin Mathieson	Goodrich	U. S. Steel

These blue-chip payrolls build business in four thriving cities—Beaumont, Orange, Port Arthur and Lake Charles.

Remember one station, and only one, delivers all four markets:

KPAC-TV

Channel 4 NBC

NEW SUPER-TALL TOWER—To give still finer service to this growing market, and bring Lake Charles well within its Grade A zone. KPAC-TV is putting a new-super-tall tower into operation early this fall. Rising more than 1,000 feet above average terrain, the new tower is estimated to bring more than 25,000 additional TV homes within the service area of KPAC-TV—a substantial increase for the station that already reaches more homes than any other in the market.

TIME FOR ACTION—Check with your nearby Blair office for complete data on KPAC-TV and its great Gulf Coast market.

TEXAS GOLDCOAST TELEVISION, INC.

BLAIR TELEVISION ASSOCIATES
National Representatives

the main types of manufacturing is significant, according to a Federal Reserve Bank review. Oil and related industries account for over 150,000 employes and over $1 billion in personal income, the bank said—and that was two years ago.

Inland Waterway Too ▪ Besides the heavy ocean traffic Houston is tied into the inland waterway system with access to the entire Mississippi Valley and Great Lakes region. The total traffic of its port exceeds 60 million tons. Nearby Beaumont and Port Arthur have 49 million tons, split about 50-50 with Beaumont having an edge.

The younger generation is taking hold in Houston just as in Dallas, Fort Worth and other Texas cities. These businessmen are behind new physical, cultural and educational facilities.

A $38-million pond, Lake Livingston, will bury 80,000 acres on the Trinity River, including the village of Kickapoo, some good roads and pipelines.

U. of Houston, second largest in Texas, has 13,000 students. Like Rice U. it was founded by a local philanthropist. The symphony signed Sir John Barbirolli as conductor; local grand opera plays to full houses. There are a number of museum and art galleries.

Covered Stadium ▪ A new $22-million stadium with a protective dome will provide weatherproof football and baseball. The Houston Oilers were the American League champs in 1960. The new Colts baseball team will join the National League next year. The stadium will seat 53,000 for football, 46,000 for baseball and 66,000 for sports less demanding of ground area. It will have $8 million in needed facilities and a $1 million standby stadium for use next year while the dome project is being completed.

This recreational tidbit isn't unusual in Houston. A review by the local Chamber of Commerce listed these Houston rankings in the Southwest—first seaport, first in population, first industrial market, first in retail sales, second in wholesaling, first in value added by manufacture, first in factory payroll and first in factory capital expenditures.

National Rankings ▪ Nationally Houston was ranked this way—second seaport, seventh in population of incorporated area, 16th in metropolitan area population, 14th industrial market, 15th in retail sales, ninth in new manufacturing, 18th in value added by manufacture and 20th in factory payroll.

Retail sales, according to the U. S. Census Bureau, rose 90.4% from $811 million to $1.54 billion from 1948 to 1958. And value added by manufacture rose in four years, 1954-58, from $869 million to $1.17 billion.

Houston recently spent $3 million on its international airport. New air routes to both East and West Coasts have opened. Airlines contribute over $10 million a year to the economy. The $120 million Texas Medical Center is expected to be one of the world's greatest medical concentrations. Baylor U. College of Medicine and U. of Texas Dental Branch are located on the 163-acre tract.

"No other city in the world has on its doorstep such a wealth of natural resources," the Chamber of Commerce has proclaimed. No other city has refuted the claim.

Science increasing Texas farm profits

1960 INCOME TOPS $2 BILLION; LEADS IN LIVESTOCK, MANY CROPS

As elsewhere, Texans can't keep them down on the farm after they've seen Big D, Houston or other modern cities.

But the decline in the Texas farm population to a little over 10% has been in inverse ratio to the income from its agriculture. Last year's cash income to farmers totaled $2.2 billion (see table).

Texas is full of farming firsts. It tops the U.S. in cotton, cottonseed and grain sorghum. And it has the largest harvested acreage of any state—24.1 million acres. Texas is generally around top place in the rice standings.

Fancy Cattle ▪ It's superfluous to observe that Texas is first in livestock. There are over 9.2 million cattle—fancy breeds suited to the state's assorted climates and pasturage and looking little like the fabled longhorn. Cattle supremacy is now tied to Texas' top position for grain sorghum, blended with cottonseed meal, molasses and other goodies to fatten range-reared cattle for market. At the Lewters feed lot in Lubbock they fix a mechanized supper for up to 30,000 cattle at once, a do-it-at-home function once handled at Kansas City and other centers.



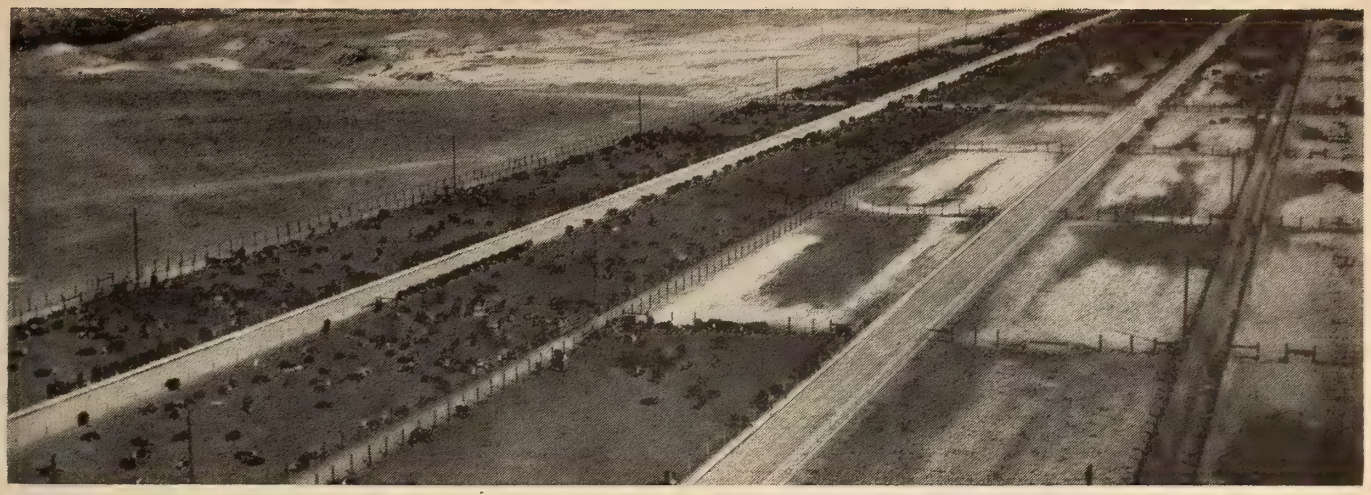
Truck farming is a big industry in the Rio Grande Valley. This protograph of an irrigated field was made in the McAllen area.

Texas agriculture naturally utilizes the latest in farm machinery. Farms are big and getting bigger. Of importance to those who sell goods and services to Texans, the rural living standards are rising steadily as they keep pace with urban trends.

More Cows in the East ▪ It startles outsiders to hear there are more cattle clustered on lush East Texas pastures than on the West Texas range. Fancy grasses have been planted there and water is plentiful. Harris County (Houston) has a heavier cattle population than any other county.

And those unfamiliar with cotton are often startled to learn that a by-product of the average bale of cotton is 800 to 1,000 pounds of cottenseed worth $45 to $90 a ton. Once dumped, this product is worth up to $100 million yearly to Texas ($56 million last year). It's used for stock feed after the oil has been extracted. The oil finds its way into shortening, salad oil, other foods.

Texas is learning how to conserve its



Acres of beef cattle are shown in this aerial view of Lewters feeding pen, Lubbock. Production and processing of beef is becoming increasingly important to the economy of this section of the state and elsewhere.

water supply, a boon to irrigation in the arid farm areas. Dry-farming methods have been improved where water isn't available. Irrigation is found all the way from the Rio Grande Valley to the Panhandle, much of it based on conservation techniques. In the valley most of the water comes from the river; in the plains from vast underground sources.

Supplies Demand ▪ This ground water supply manages to keep up with the plains irrigation but experts can't agree on how long it will be available. Thousands of ponds built on the plains are collecting runoff that, farmers hope, will trickle down into limestone caverns to replenish the supply. At least half the state has underground water. It's sinking slowly, studies show, but there isn't any sign of exhaustion. Many cities once dependent on ground water are now developing surface water sources.

The rich soils of vast plains and humid flatlands produce over $2.2 billion a year in agriculture products, with livestock producing $1 billion and crops the rest. Naturally the price of cotton is a key factor in determining the success or failure of a crop year since this crop accounts for a little over half the farm income. In 1960, for instance, cotton farmers received $565 million for their crop. This was $107 million or 15.9% below the amount received for this crop in 1959.

Temperamental Cotton ▪ Cotton is grown from the Sabine river in the east to Lubbock in the west. It's temperamental, this little bush with the fuzzy fruit. In the Rio Grande Valley they raise fast-maturing strains because of parasites and pests; out on the western plains they produce different types. Careful selection of strains, pest control, irrigation and mechanized harvesting of fields defoliated by airplane spraying have kept Texas in the front of cotton-growing states.

The second grain crop is sorghum, a dwarfish sort of corn-like plant with tassels of tiny, oily kernels. This grain will produce $200 million in a good year ($195 million in 1960). The discovery that it is 98% as efficient as corn for cattle fattening is perhaps the main reason Texas is now finishing its own steers. Nearly 7 million acres were planted to grain sorghum last year, topping the nation, with another 800,000 acres planted to other types for silage and forage.

Wheat, Too ▪ It's not often anyone thinks of Texas as a wheat state, but last year farmers received $135 million from their crop. It was a good wheat year. Wheat acreage ranks fifth in the nation, practically all of it winter wheat. And Texas ranks one-two-three-four with Arkansas, Louisiana and California in its rice crop, wihch brought the state $56 million last year.

Fruits and vegetables produced $89 million for farmers. The Rio Grande Valley is raising better types of oranges and grapefruit as the killer-frost damage of a decade ago is forgotten. Its red and pink grapefruit are the world's finest, the valley boasts.

The famed Texas cattle bear no resemblance whatever to the longhorns of legendary grazing days. The vast King Ranch, with headquarters at Kingsville, 25 miles from Corpus Christi, has its renowned Santa Gertrudis strain with a tickproof hide bred in from Brahman cattle. This is the only American-developed strain. Whitefaces dominate the herds but there is a growing percentage of Black Angus and other types. Cattle ranchers got over a half-billion dollars for their animals last year.

Scientific Ranching ▪ A drive around famed King Ranch headquarters provides a quick course in scientific agriculture. Cattle breeding has been raised to a form of high art. Fancy quarterhorses and racers (two Kentucky Derby winners—Assault, triple crown winner in 1946, Middleground in 1950) are bred and trained but ogling tourists are kept at a distance because these thoroughbreds are temperamental. Every spring about 50 two-year-olds are shipped to major tracks to start their racing careers.

The ranch consists of 823,400 acres. It was founded before the Civil War by Richard King, a native New Yorker, with the present-day ranch operated by a corporation of which Robert J. Kleberg is president and general manager. Other ranches are operated in Kentucky, Pennsylvania, Australia and Latin countries. Experiments cover the range of land utilization, breeding, feeding, and wildlife conservation.

FARM CASH INCOME*

	1960 (add 000)	1956 (add 000)
CROPS		
Cotton	$ 564,636	$ 716,529
Cottonseed	56,288	83,161
Sorghum (grain)	194,968	92,623
Wheat	135,475	37,278
Fruits-vegetables	88,844	70,714
Rice	56,341	68,610
Total	$1,199,024	$1,129,158
LIVESTOCK		
Cattle	534,634	310,877
Dairy products	128,645	109,424
Calves	98,285	94,829
Poultry	74,430	62,199
Eggs	60,369	66,115
Hogs	42,338	58,143
Sheep-lambs	23,418	22,745
Wool	21,167	16,859
Mohair	18,782	12,939
Other Livestock	8,127	—
Total	$1,010,195	$ 754,130
ALL COMMODITIES	$2,209,219	$1,883,288

*Does not include government payments.

DALLAS IS BIG BUSINESS

Battling Houston for top population Big D claims Ft. Worth's 600,000 as part of its trading area

In Dallas they hang two favorite tags on the metropolis—"Big D" and "Business Hub of the Southwest."

Both are descriptive. And both are accurate, judging by convincing statistics telling one of the great stories of American civic achievement.

Any time Big D gets an argument from Houston about who's biggest—Houston has more people—it has an economic ace up its sleeve: Fort Worth. The combination is unmatched in Texas. The combined population is equaled in only eight or nine other American markets. Dallas has over a million and Fort Worth is about 600,000; Houston, 1,243,000 (U. S. Census). That's 1,600,000 for Dallas.

The historical rivalry between Dallas and Fort Worth is disappearing from the market along with the chaps and horsey scent of a half-century ago. This rivalry was fanned chiefly by Fort Worth. At least, that's the way they tell it in Dallas where the calmer civic-minded business leaders point out that the younger element in Fort Worth is trying to shake off the city's long-promoted legend—"Where the West Begins." (See Fort Worth story page 86.)

Sell The Market ▪ These two major markets are a logical demonstration of the power of broadcasting in modern economics. Their tv stations and radio sell the market during Madison Avenue sales forays on the basis of Dallas and Tarrant Counties plus dozens of perimeter counties within range of the signals.

A tv signal can't split the market into two separate units. Nor can an outstate observer, plodding highly developed Route 80 between Dallas and Fort Worth, escape thinking of them as one, or at least as Siamese twins. And an air view shows two big cities moving toward each other, merging their facilities and commerce. A turnpike has cut the bus trip to 35 minutes.

Guess again. It's not Wall street or a view of the Chicago Loop but Akard street in downtown Dallas. The city has two of the nation's largest banks.



Dallas has assumed many of the economic aspects of New York, with its commerce, finance and industry. It's newer, cleaner and more efficient, lacking mainly a seaport. Someday, Dallas enthusiasts say, they'll have a 400-mile canal along the Trinity River to Galveston. A survey is under way. Anyhow, it's a cheery dream and it just might come true.

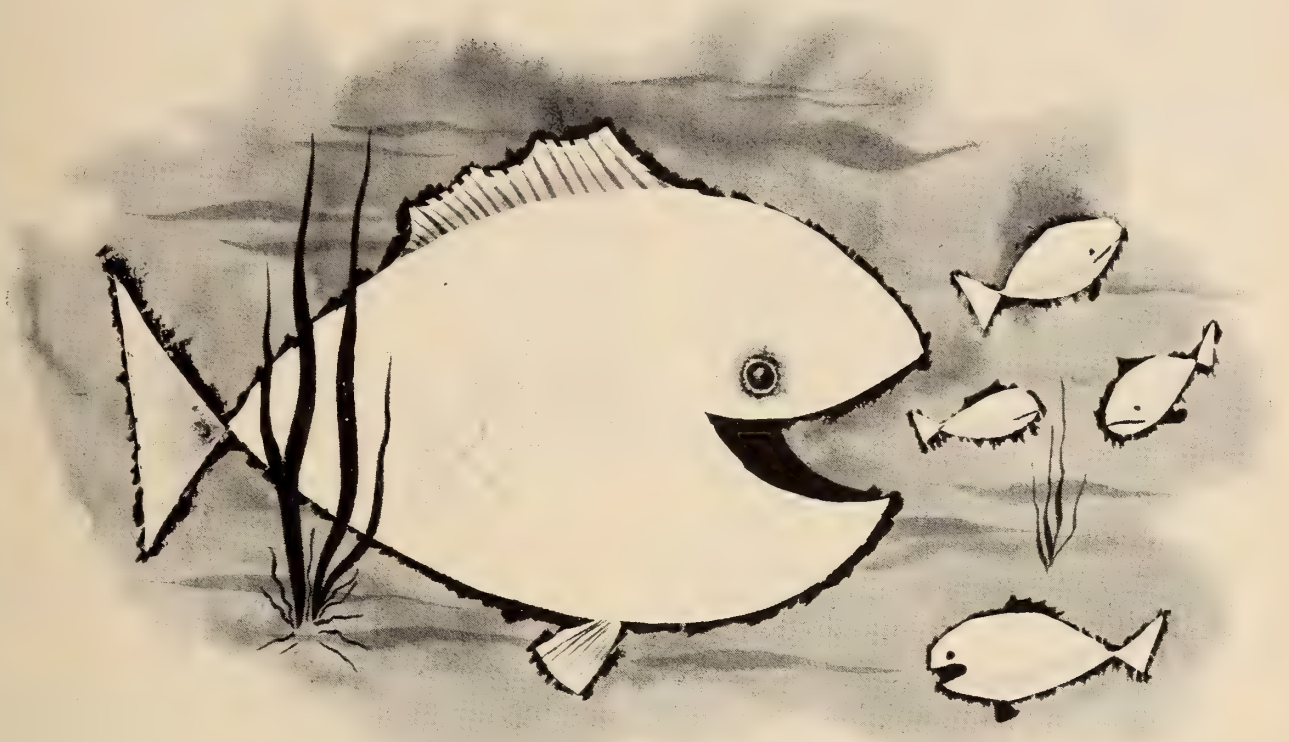
The Dallas Federal Reserve Bank put it this way: "Dallas and the neighboring cities of Fort Worth, Arlington, Grand Prairie, Richardson, Irving and Garland—as well as others in the Dallas and Tarrant County areas—are steadily drawing together into an economic unit which ultimately will know only political boundaries."

Big D Booms ▪ Big D is big, beautiful and booming. It's apparent as an airplane glides into Love Field, as a cab plies a few minutes along a modern freeway into downtown and as the residential and industrial sections are inspected. Above all, Dallas is exciting as its civic and business leaders tell stories—not about millionaires or oil barons, but about universities, culture, construction, banks, outstanding communications and general progress.

Dallas has its water supply under control. Five years ago during a drought they were peddling drinking water at 50 cents a gallon bottle. All that has changed. New lakes have been developed. One lake alone, Tawakoni on the Sabine River to the east and outside the Dallas watershed, is near completion and will double the present enlarged supply. Dallas now boasts it has a lot more water than it needs and will have no future worry.

Impressive Growth ▪ In the last five years Dallas has grown impressively. Only New York has built more office space, Dallas boosters insist. Main and Commerce streets are true skyscraper canyons, with new buildings going up at many spots. Downtown shopping is holding its own; giant suburban shopping centers abound. And they still come from thousands of miles to shop at famed Nieman Marcus, a modest but plush store that can provide a vast assortment of usual and unusual items from trinkets to luxuries.

Dallas now has two pro football teams, Cowboys (National) and Texans (American) that siphon Murchison and Hunt money, an expensive hobby these financial families seem to tolerate and even enjoy. The city has been after a big league baseball club but even the well-heeled financiers haven't yet been



Buy Channel 4 . . . Buy DOMINANCE

of the Dallas-Ft. Worth market . . .

In every metropolitan area one station dominates the market — in the Dallas - Fort Worth area, KRLD-TV is that outlet. *Average Quarter-Hour Homes Reached, 9 a.m. to Midnight, Sunday through Saturday, shows Channel 4's dominance of this incredibly rich market. Consult your Advertising Time Sales representative or KRLD-TV direct. *ARB – June '61

Reach the Dallas-Fort Worth market EFFECTIVELY with Channel 4

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.



able to swing it. Houston gets a National League baseball club in 1962.

Long an industrial community, the factory aspect is shifting from aeronautics to the newer sophisticated industries that serve the missile age (see Dallas Electronics story, page 86). But an intensified defense crisis could bring back some of the dwindling aeronautic activity.

Income High ▪ Personal income more than doubled in a decade, according to government figures, wages-salaries going up about 120% and other labor income 2½ times. Living standards are high; there's minimum unemployment and the city has tooled up its physical facilities for fast expansion in the 60s. Bank deposits in Dallas were up $310 million in mid-summer over a year ago.

Dallas isn't exaggerating when it boasts of financial prowess. It has big banks, big insurance companies, big business, big financiers and big wheels —the Murchisons (Alleghany Corp.), for example (see story, page 68). Their influence is felt all over Texas, the U. S. and around the world.

Big Banks ▪ It has two of the largest banks in the nation—Republic National Bank with nearly $1.2 billion in resources, and First National Bank in Dallas, with just under $1 billion. Combined, Dallas banks have over $3 billion in resources and there is no such thing as a branch bank in Texas.

A score of Dallas-based insurance companies have over $9 billion insurance in force; the city is one of the four leading U. S. Insurance centers. There are 19 members of the New York Stock Exchange, ascribed to its proclaimed role of "leading securities center of the South." Merrill, Lynch, Pierce, Fenner & Smith has 100 employes in its two Dallas offices and is in a big expansion program.

The city is a transportation center, dominating southwestern traffic. Mexicana Airlines last April started international service. Delta has just added new service to Las Vegas and the West Coast; Eastern to New Orleans and Miami. Two-score truck lines have terminal facilities, averaging $200,000 a day in freight clearings as 1,200 trucks head in all directions. Some 1,800 Texas communities rely solely on trucks for shipping service.

Style Leader ▪ With its crossroads location, Dallas has assumed a dominant position in the apparel and dry goods industry. Its styles have become pace-setters. Dallas Fashion Manufacturers Assn. members, employing 11,000, have a $30 million annual payroll. Over 6,000 garment buyers go there four times a year. Sales comprise 80% of the state total.

Industrial districts are prettied up in the modern manner. Brook Hollow along the freeway is described locally as "the most beautiful entrance to any city in America." It houses 200 firms with $75 million plant investment and includes such names as GE, RCA, Abbott Labs, Insurance Co. of North America and Parke Davis. There are a score of other districts plus another 17 industrial areas. The new 16-lane Stemmons Freeway runs along Trinity District, an industrial center with 1,000 firms and $100 million in buildings located on a 1,500-acre plot.

Many Conventions ▪ Conventions and trade shows numbering about 200 will bring the city $75 million this year. The Merchandise Mart of Dallas was set up in 1952 and a furniture mart was added in 1957, the largest outside Chicago. In mid-July there were 10,000 furniture buyers in Dallas for the summer show. Other marts are devoted to decorative, home furnishing and gift wares. A new building, with a million square feet is devoted to gift wares. Hotel space doubled in the 50s, including large Hilton and Sheraton facilities.

Industrial payrolls last year totaled $1,785 million, up $77 million in a year. Principal sources were manufacturing, $457 million; retailing $237 million; wholesaling $224 million; service, miscellaneous $193 million; government (including private education) $186 million; transportation, $120 million; construction $104 million.

Bank deposits were up 8.1% in 1960, payrolls 4.6%, bank debits 10.1%, electricity use 10.7%, number of telephones 5.9% and postal receipts 7.7%—all that in one year.

Wholesale Center ▪ Over 3,000 wholesale firms did a business of more than $4 billion, leading the rest of the state and ranking 12th nationally. Leading items were autos, machinery, groceries and farm products. Metropolitan Dallas has 28% of the Texas wholesale business compared to 11.3% of the population. Houston is second-ranking wholesaler with $3.6 billion.

But where Dallas really gets exciting is in its office, industrial and highway facilities. The city set a local building permit record in the first quarter of 1960, its $57.6 million ranking third in the U. S. Among current projects are an upcoming First National Bank in Dallas building, Praetorian Bldg., Southwestern Bell, Glidden Co. plant at Carrollton, Republican National Bank tower, Southwestern Life, more freeways, St. Paul's Hospital, $3 million Medallion department store, Montgomery Ward, $50 million shopping center and 10,000 homes (1961 total). The city is becoming an important building supply center.

Post-Graduate Study ▪ In the future is a post-graduate study facility, Graduate Research Center of the Southwest. It's in limited operation now and a

Says John Hopkins:

General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts' Vol. I and II because

YOU CAN'T HAVE TOO MUCH OF THE BEST.

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's". . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



JOHN HOPKINS

campus will be developed. Southern Methodist U. will have what is described as the largest capacity research center of any U. S. campus when Remington Rand completes an addition to its joint SMU project. U. of Dallas, started in 1956, now has 750 enrolled. A drive is underway to raise $3 million for a new Dallas Baptist U.

Newest business-getter is Six Flags Over Texas, a brand new frontier version of Disneyland. It's located 17 miles west of Dallas on the 30-mile Dallas-Fort Worth turnpike and is a Texas-style superdooper.

Big D has ideas, expansive ideas about the future. As the population shift moves toward the South and Southwest, Dallas confidently plans to be ready with modern physical facilities, an ample skilled labor supply and an intense desire to be the biggest center in the South and Southwest.

Dallas electronics production center

The most spectacular factor in the growth of Dallas industry is the production of electronic items and associated research. Blessed with skilled engineers, these firms are neck-deep in the Minute Man, Saturn, Nike-Zeus, Sergeant, Thor, Atlas, Hawk and all the magic names of the missile era.

By yearend these firms will have turned out electronics products with a total value of $263 million, according to a compilation by the Dallas Chamber of Commerce. The industry employs around 17,000 persons with a payroll of $100 million—17.4% of all Dallas factory workers.

Doubled in Three Years ▪ Nobody's much excited over the growth rate, but for the record it must be stated that Dallas electronics employment doubled between 1958 and 1961. And this is just the beginning, according to a recent statement by James J. Ling, board chairman of the new Ling-Temco-Vought combine (a merger of Ling-Temco Electronics and Chance Vought Corp. that will be wrapped up by the time these lines appear).

Ling-Temco-Vought covers the gamut of electronics, radar, tv, missile and industrial electronics. It has a backlog of $300 million. A subsidiary, Continental Electronics Mfg. Co., built the most powerful transmitters in the world. They include a 2,000 kw job for the Navy and superpower gear for Voice of America. Continental developed radar for the Nike-Zeus antimissile-missile system and many types of space equipment. A Polaris sub system was developed in collaboration with Alpha Corp., a Collins Radio subsidiary.

Largest of the Dallas electronics firms is Texas Instruments (18,000 employes worldwide, 11,000 in Dallas County; 1960 billings of $233 million). TI is a leading manufacturer of transistors and other components. Last year it spent $38 million on engineering alone, about half supported by other firms and the government.

Collins Plant ▪ In Texas, Collins' Dallas headquarters directs operations that employ 3,000 (including the subsidiary Alpha Corp.). It has an $1.8 million addition. The Texas division is devoted to single sideband communication, airborne navigation, flight control, broadcast and space equipment. Alpha handles space surveillance, integrated land-sea-air systems and instrumentation switching facilities.

Electronic Corp. makes low-cost tv stations and automated fm gear. It has proposed a commercial tv service (uhf) for Dallas businessmen, providing visual-audio news, market data and weather. Varo Inc. provides power supplies, components and other electronics items.

HST Division of Dresser Electronics designs and makes magnetic components and electronic sub-systems for missiles and rockets, radar and television. In all there are 14 Dresser Industries divisions. Among Dallas electronic firms are Geotechnical Corp., Space Corp., General Electrodynamics, Airborn Inc. and dozens of others.

WRR

DALLAS METRO

FLASH!

Check Metro Pulse

April-May '61

WRR #1 good music station

and now in top 4 of Dallas

57%

Net Unduplicated Radio Homes

TOTAL DAY—WEEKLY CUME.
PULSE Cumulative Feb. '61

5000 watts **WRR** 1310 KC

Dallas Texas

Represented by
GILL-PERNA, INC.

FT. WORTH INDUSTRY GROWS

Cowtown label fading as new plants multiply; stockyards and packing houses still important

Some of the oldtimers hate to admit it, but those who measure markets with slide rules instead of sentiment can state a good case on behalf of the claim that Fort Worth is losing its beloved "Cowtown" reputation. For Cowtown has gone modern.

Of course some western flavor persists, especially in world-famed Amon G. Carter Museum of Western Art where it apears in high concentration, but a curious pedestrian who talks to a hundred or so of the natives will find they're more interested in the chance of reviving the Hustler (B-58 bomber) as a key defense weapon or the state of business at Sun Chemical, the shift of Great Southwest Corp. headquarters from Dallas and the building plans of Carling's beer, Crown Cork, General Foods and Sears Roebuck.

The late Amon Carter knew Fort Worth when it was a trail crossing. He observed and sparked its growth into a modern city as publisher (*Star-Telegram*), broadcaster (WBAP-AM-TV), and civic leader.

Industrial Parks ▪ Major industrial parks house much of Fort Worth's industry. The city and environs are the second largest aircraft production center in America. The Hustler is the fastest manned weapon in the U. S. arsenal but production at General Dynamics, with 16,000 employes, has been hit by Washington indifference, an attitude that is starting to feel the pressures of international crises. Bell Helicopter, selling aircraft in 50 countries, is keeping busy and employs 3,000. Carswell air base has B-52 bombers.

The cattle industry, which drove Fort Worth into business prominence, is still important. The $30-million investment in packing houses and stockyards provides work for 10,000 and a $30-million annual payroll. About 3 million animals are handled annually, a business that grosses $200 million a year.

Grain storage capacity, 72 million bushels, is fifth largest in the nation. Flour and feed mills are important.

Forth Worth likes the tag "Detroit of American Boats," the industry having $14 million in annual sales and a $4.6 million payroll. There are 400 concerns directly connected with the oil industry. Life insurance and fire-

FORT WORTH - DALLAS

TEXAS

WBAP Land

6th U. S. MARKET

Sales Management, July 10, 1960 . . .

WBAP-TV

NBC — 5

. . . tops in news, weather, color

WBAP-820

50,000 WATTS — NBC

the sociable station —
gay & interesting talk features

WBAP-570

5,000 WATTS — ABC

radio refined where music
does the talking

WBAP-FM 96.3

non-duplicated schedule
of work-along music

WBAP REACHES
1,086,600 people in
FORT WORTH - DALLAS



. . . an outstanding record of public service

WBAP • AM • FM • TV

FORT WORTH — 3900 BARNETT . . . DALLAS — 1900 NORTH AKARD

Ask any Colonel: Peters - Griffin - Woodward, Inc.



Here is the Ft. Worth "Mixmaster" highway system with the downtown section of the city in the background. The roadway has four levels.

casualty companies based in Fort Worth have assets over $200 million.

Transformation ▪ All this tends to clash with the "Cowtown" label, excepting the livestock industry. Fort Worth is undergoing a marketing transformation. By itself it is an important market of 600,000. But tieing Fort Worth into the area covered by its tv signals brings an entirely different story. At this point Fort Worth becomes part of a market area approaching 3 million persons in 53 counties served by Dallas-Fort Worth tv stations.

The older generation isn't happy about the merging of Fort Worth into other marketing groups. Yet a survey of the city will show it expanding eastward toward Dallas as Dallas expands toward Fort Worth.

Times and Fort Worth are changing. The traditional motto, "Where the West Begins," has been modernized by younger business people to this version, "Fort Worth—Where Modern Living Meets the Hospitality of the Old West."

This draws a fast reaction from oldtimers, who stick to the original version. "The spirit of West Texas remains," according to Harold Hough, WBAP-AM-TV vice president-director. "Many of the ranchers live here. We're the marketing center for West Texas. Ranching and oil are still important." He conceded Fort Worth has become more modern with its aeronautic and scientific industries. Then he added, "Many of the people who work at Convair live as far west as 100 miles."

Industrial City ▪ "Don't swallow those yarns about our Cowtown atmosphere," another business official stated with a suggestion it would be better if he remained anonymous. "Fort Worth is an industrial city, with close Dallas ties. Everybody goes back and forth so much over the turnpike and old Route 80 that it's getting to be a joke—except when you mention Amon Carter airport and Love Field." Carter airport is 19 miles from downtown Fort Worth. A diligent right-of-way purchase, 16 miles long and 50 feet wide, brought it into the Fort Worth municipal boundaries. But Love Field, 15 minutes from Dallas hotels, dominates the traffic movement despite the fond hopes of Mr. Carter.

Medium-size cities have sprung up between Dallas and Fort Worth. Tarrant County has 53,500 employed in manufacturing, 128,000 in construction, 53,700 in retail trade, 24,200 in government. With assorted other lines, the county has 219,000 employed compared to 455,000 in Dallas county, according to late figures of Texas Employment Commission. Wages and income rose 139% between 1948-57 and the pace is still brisk. Food and related products are big employment sources. Candy is an important item.

Shopping Center ▪ Fort Worth continues to be the shopping center for much of northern and western Texas, southwestern Oklahoma and eastern New Mexico, according to a Federal Reserve study. The city leads in work clothes manufacturing in the Southwest and has a number of furniture plants. Lennox Industries is the Southwest's No. 1 producer of air conditioning equipment. Value added to manufacturing, all products, tripled in the 1948-58 period. The low work-stoppage record is claimed to lead the Southwest.

Looking ahead, Fort Worth hopes for a million population in the mid-70s. Its bank debits (individual accounts) doubled from $4.7 billion to $9.3 billion from 1950 to 1960.

Whether it's Fort Worth, Dallas-Fort Worth or 53 counties, Cowtown is living, spending and thinking like other Texas cities which are mostly thinking like other American cities.

THRU THE SAME DOOR . . . FOR 21 YEARS!

Since 1940, GEORGE ERWIN has been the friendly "waker upper" . . . the big selling force in Fort Worth morning radio.

Other voices, too, have become KFJZ trademarks . . . PORTER RANDALL, 21 Years . . . DAVE NAUGLE, 15 years.

POSSIBLY this is why you can expect better results . . . why Hooper says we lead in all time periods for three straight reports*!

*May —June '61
June—July '61
July —Aug. '61

KFJZ
"The Voice of Dependability"
since 1922

Advertisement

Tall Towers Re-Shape Marketing Strategy

BIG STICKS DELIGHT TV USERS, DISMAY COMPETING STATIONS

Television's potential as a sales tool has taken on new dimensions in a handful of U. S. markets.

Each of these areas boasts one of those unique engineering achievements usually dubbed "The Tall Tower." A lofty tribute to someone's ability to "think big," this utilitarian giant sends TV's selling signal booming out to consuming masses that competing media can only dream about reaching.

Experts Re-Evaluate ▪ The result: experts in every phase of the marketing function find they must re-evaluate these markets to take full advantage of this unusual video impact.

No longer valid is the old concept of covering only a metropolitan market. Outdated, too, is that favorite of print media, "the retail trade zone." Even the more modern idea of regional marketing via TV has to be expanded in Tall Tower markets. Any lesser approach passes up a golden opportunity to use the most muscular of all mass media, Tall Tower Television.

New Sales Support ▪ An advertising manager, for example, finds a Tall Tower supplies solid TV sales support for trade areas that never before enjoyed such help. Obviously, retail activity can be stepped up without any increase in overall advertising investment. This is a development that is not likely to bring gloom to any board of directors.

And what about the effect of this Tall Tower on the company's co-op advertising program? The smaller dealer — who traditionally has moaned "When are you going to do some advertising in my town?" — is finally willing to agree that the company's schedule on a Tall Tower station really reaches local customers. Participation by more distributors of this type cuts the amount that each must pay, so co-op campaigns become more welcome, more frequent and, hence, more effective.

Media Analysis. ▪ While the advertising manager has been becoming pleasantly acquainted with Tall Towers, the media analyst at his advertising agency also has made interesting findings.

This expert notices that some TV stations are pushing back the horizon, adding a dozen or more counties that competing channels do not penetrate to an effective degree. In the San Antonio Television market, for example, the 1960 ARB Coverage Study credits WOAI-TV (the Tall Tower station with the greatest coverage) with 52 counties — compared to only 39 for the VHF with the shortest tower.

The media authority recognizes, too, that a Tall Tower station's greater potential audience makes it possible for each schedule to reach a larger unduplicated cume, a benefit that is vital to the sales strategy of many advertisers.

Homes vs. Ratings ▪ Everyone performing the time-buying function for an agency is made conscious of Tall Towers by sales presentations stressing "Total Homes" — supplied by stations fortunate enough to be operating from a big stick. Conversely, pitches by competing channels show a strange fondness for metropolitan rating points and are apt to speak disparagingly of extended coverage that delivers "windmills and jackrabbits."

The real oddity in this difference of emphasis is that some of the most vocal supporters of the glorious rating point have quietly applied for permission to build their own Tall Towers! Clearly, continuing market research by agencies and advertisers has firmly established the importance of delivering people rather than percentage points.

And an increasing number of 1961's fourth quarter schedules are going to Tall Tower stations solely on the basis of potential. With many of their commercials slotted in or adjacent to wholly untested program fare (which describes the prime time line-up in any market), time buyers and their clients reason that they are reducing the risk by choosing a channel which, sign-on to sign-off, delivers more than its fair share of the audience.



Advertisement

in Texas,
the Crucial Hour
comes at
HIGH NOON



and, as always, that's when
KTSA
OUTDRAWS EVERY STATION
IN THE SAN ANTONIO MARKET
NO. 1 NOON TO 6 P.M.
MONDAY-FRIDAY
according to June-July C. E. Hooper Report
A McLendon STATION
and part of the tremendous
TEXAS TRIANGLE
KILT ★ KLIF-KFJZ ★ KTSA
Houston Dallas San Antonio
Represented Nationally by
JOHN BLAIR & COMPANY



San Antonio's skyline is impressive as seen from one of the modern expressways which lead into the city. The look belies its historic past.

BASES BOOST SAN ANTONIO

Old and new blend to give southern Texas center unusual, but prosperous, economy

In San Antonio, where the old and new live in prosperous harmony, they "Remember the Alamo" every time there's an excuse for a festival. More recently they're learning to enjoy more prosaic symbols such as the payroll at Lackland air base or the $675 million in bank deposits.

This city of contrasts is a tourist's dream and an economic exception.

Military Center ▪ Much of the basic economy can't be observed easily. San Antonio is surrounded by colossal military bases scarcely visible from highways—"the biggest military center outside the Pentagon." There's no collection of big industrial parks or chemical plants to dramatize local industry.

San Antonio is content with its unusual economic facade for obvious reasons—these for example:

▪ Nearly half its wages and salaries come from the government, a steady income source immune to the harsh fluctuations of the average city.

▪ Even without the business boosts of major industries its population is increasing at a pleasant rate— 500,460 in 1950 to 687,000 in 1960, a healthy 37%.

▪ The defense installations promise continued growth—it's a haven for retired military personnel and younger men coming out of the service.

▪ It serves as a financial center for south Texas.

▪ Distribution and service industries are the second main source of income. Manufacturing is developing but San Antonio isn't yet a major factory city with only about 26,000 so employed. Strikes, by the way, are rare.

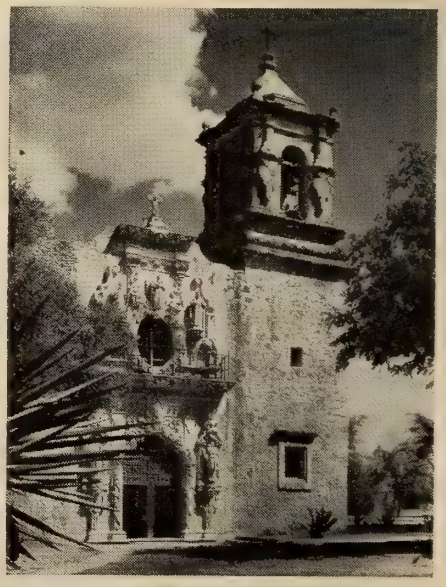
▪ The historic shrines and other tourist attractions bring in $50 million a year; conventions draw another $10 million; an urban renewal project is in the works.

▪ Important medical facilities at the military bases; a new hospital is underway at Lackland and the U. of Texas is to have a medical center.

The governmental side of San Antonio isn't easily documented. Many of the primary facts are on record but the full spread of federal influence has intricate and important aspects.

Military statistics as of July 1960 (and they haven't changed much in a year), show 49,888 military and 29,987 civilian personnel drawing $270 million in annual pay.

Since World War I ▪ The Army came to San Antonio in World War I. Kelly Field was the first great flying center, flanked soon by Brooks air base. Now there are five Air Force bases—Kelly, Brooks, Lackland, Medina (usually included in Kelly) and Randolph. Lackland is by far the largest with 26,000 military and 1,900 civilian personnel



Mission San Jose in San Antonio

WFAA

IN *"Communications Center"®*

AM FM TV



DALLAS

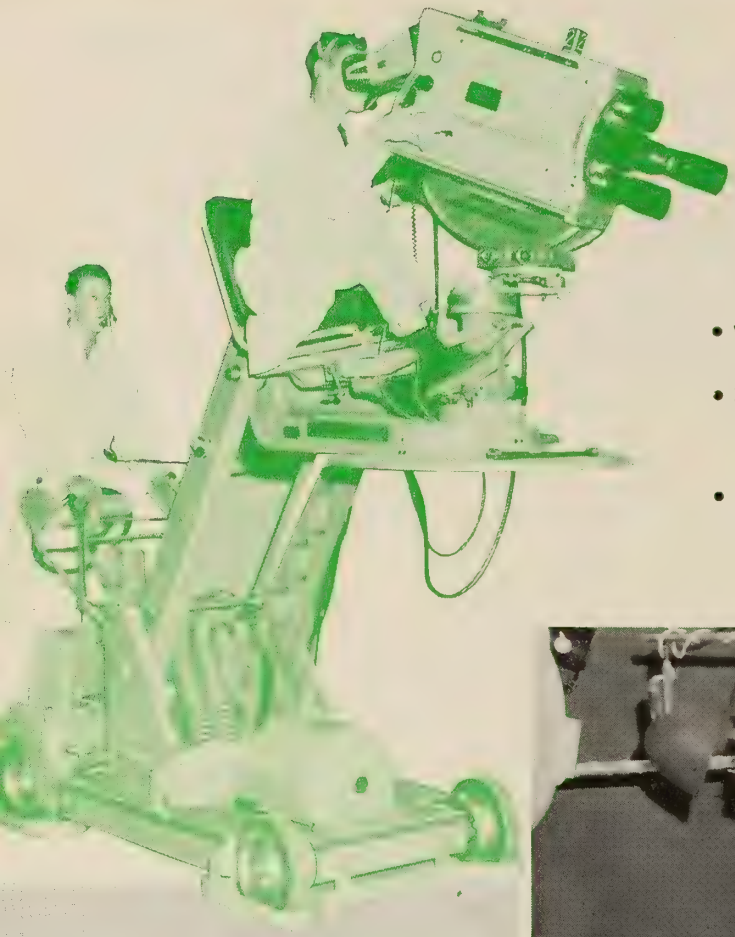
HOME OF

WFAA *productions*

QUALITY-CONTROLLED

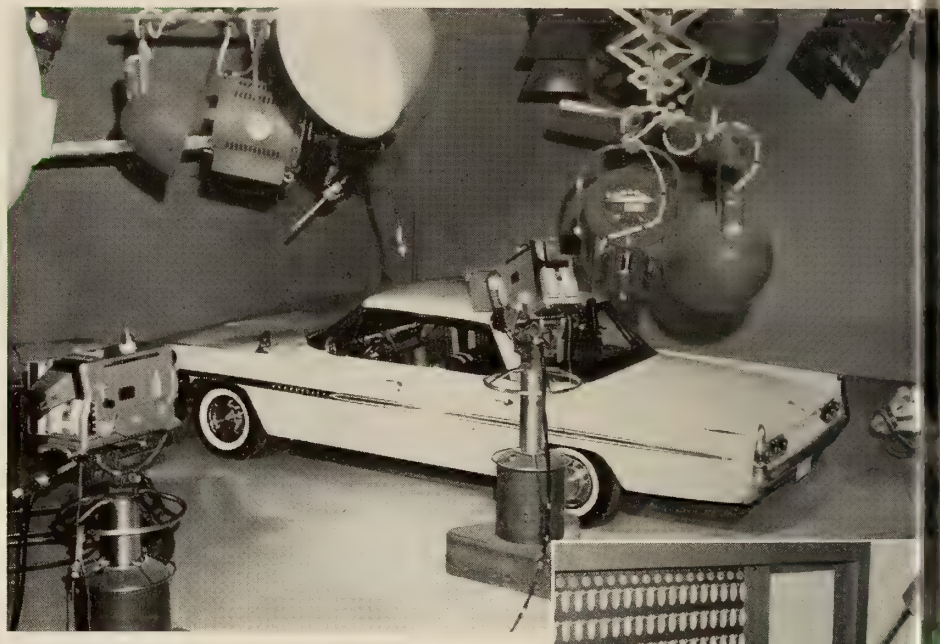
studio,

- **world's finest facilities, including intersync and interswitch!**
- **3 huge studios—9 Marconi cameras—a total of 5 Ampex VideoTape recorders!**
- **currently serving nation's top agencies and advertisers!**





At your disposal are 9 of the latest Marconi 4½" image Orthicon cameras and a G. E. color camera. Special Varotol zoom lens, electric dollys and camera crane add to the highly versatile camera effects. Director's "Tele-Cine Center" features the latest in intersync and interswitch equipment.





One of 3 huge modern studios! Walls are of 4" thick Oak excelsior for greater sound proofing and sound absorbtion. Overhead air-conditioning ducts keep performers cool at all times. Overhead lighting is second to none, and operated by a silicone controlled dimmer. Pre-sets permit five different scenes to be prelighted at one time.

PREPARATION OF STORYBOARDS, CASTING, DIRECTION, STAGING AND MUSICAL SCORING AVAILABLE IF NEEDE

WFAA *productions*

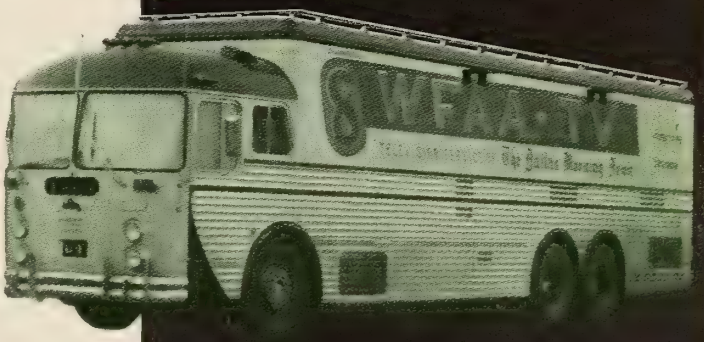
Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

VIDEOTAPE PRODUCTIONS

or location!

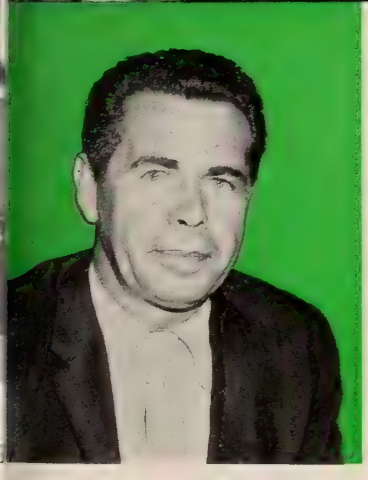
Add that all-important "quality touch" to your next videotape production! WFAA PRODUCTIONS is a complete entity affording the ultimate in technical equipment and production know-how. Studio or location, no job is too big or too small. Our $250,000 VideoTape Cruiser can range up to 500 miles for "on location" taping . . . has its own power supply, two Ampex VideoTape units and 6 Marconi cameras. "In studio" shooting is the most flexible and fully equipped you will find anywhere!





Shoot on location . . . view . . . edit . . . and return with the complete videotape ready for showing. Unit contains special effects amplifier and 6 camera chains. It is truly a television station on wheels!





Texas' fabulous country clubs provide pleasing backgrounds for "on location" taping. However, WFAA's VideoTape cruiser can go **anywhere** . . . to retail outlets, ranches, traffic areas, even the oilfields to achieve that added realism.

DICK GRAY, Manager
WFAA PRODUCTIONS
Former network unit manager and producer of many national live, film and videotape commercials in New York, Dick Gray's extensive background will prove invaluable to advertisers and agencies. He is in charge of all production, including taping, mobile contracts and commercial recording.



Special set construction, as well as the utilization of a variety of existing sets provides limitless backgrounds. Rear screen projection is also available.

WFAA *productions*

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

Unsurpassed Fidelity and Flexibility

RADIO RECORDING

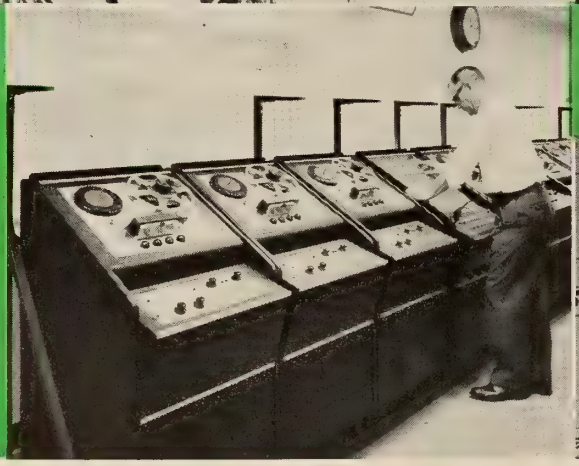
Monaural or multi-track stereo (up to 4 track), WFAA PRODUCTIONS is fast becoming noted throughout the nation for the quality of its transcriptions . . . tape or disc. And the talent supply is almost unlimited, back-stopped by engineers and directors with many years of experience.



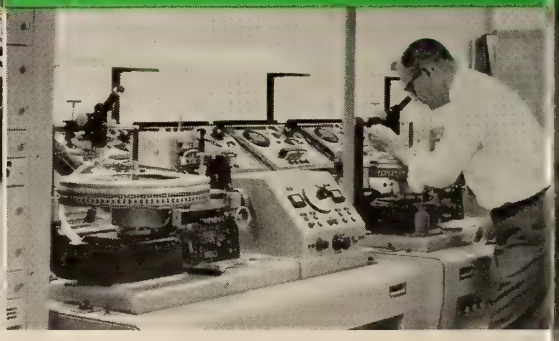


Studio "D" with its polycylindrical sound diffusion walls and special grids create the ultimate in staging. The entire studio "floats" independently from the rest of the building.

A battery of 8 Ampex #354 stereo-monaural tape recorders permit mass tape duplications with one single tape simultaneously duplicated up to 8 times.



Two German-made Neuman Lathes produce transcriptions in four speeds—microgroove and stereophonic. This is the most advanced recording equipment available today!



WFAA *productions*

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

Kelly has 4,496 military but 20,701 civilian workers. The Army operates Brooke Army Medical Center at Fort Sam Houston where there are 12,942 military and 4,566 civilian personnel.

These statistics seem simple enough. They comprise about a fourth of the city's personal income and possibly three times the factory income, according to a Federal Reserve Bank analysis at the close of the last decade.

Here's where the related influences appear. The military bases spend around $40 million a year in local products and services, a boost for factories, wholesaling and retailing. Another influence—dependents of military people live around the area. Many retired officers settle down there, close to old friends and delighted with the balmy climate (about one measurable snow every three years and a steady breeze). Finally, young military men stay around when they leave the service.

Stable Influence ▪ The military influence is marked by stability, all bases being permanent peacetime installations. A disturbed world suggests possible expansion of these bases. Capsulized, San Antonio now has roughly 100,000 people in its military facilities, with an income of a third of a billion dollars.

Another secondary factor: U. S. Services Automobile Assn. has its world headquarters in San Antonio, with a 1,600-employe payroll and a flow of money into local banks.

San Antonio has the elements for growth. Ample land for city spreading is available despite the big military bases. New freeways are being built with a $40-million project approved by the voters. South Texas is on the move. Livestock, vegetables and fruit are the backbone of food and packing plants. The large Latin populace is several generations removed from old Mexico and its income is increasing. It went from 25th to 17th in central city population in a decade. Five new industries came in 1960. A complex of federal offices is expected to expand. The Chamber of Commerce is headed this year by James M. Gaines, president-general manager of WOAI-TV.

Mexico Prospering ▪ About 150 miles away in Mexico there are growth signs. This is important to San Antonio as a shopping and distribution center. Mexico is developing a middle-class citizenry.

Friedrich refrigerator plant, major San Antonio industry, employs 1,500. It began in 1883 and recently was acquired by Ling-Temco of Dallas. Tumpane Co., aeronautical plant, employs 250.

The old shrines are getting older. The Alamo inspired a movie whose premiere last fall brought a lot of publicity to the city. The physical facilities are becoming thoroughly modern, though a charming tree-decked waterway that once was a river winds through the downtown and some of the streets wander around in the spirit of a past century.

It adds up to a city of cultural contrasts and economic solidarity.

WEST SETS RECORDS, EVEN FOR TEXAS

Five cities, on route 80, trying to outgrow each other

One of the boomingest of all Texas booms is remaking the map along Route 80 in the Permian Basin. Strung out 210 miles east of the Pecos, five new cities are trying to see which can grow the fastest. They are, from west to east, Odessa, Midland, Big Spring, Sweetwater and Abilene. Somewhat south lies San Angelo. West Texas is full of surprises, especially the unexpected group of skyscrapers that comes up on the Route 80 horizon en route to Midland. The almost-twin cities of Odessa and Midland, circled by air, show vividly what's happening in the basin. At the present rate of growth they'll be physically tied to each other in another decade or so. (See El Paso, page 111.)

Oil and gas, new industries and military money are behind much of the boom. The basin, which actually reaches into nearby New Mexico, has over 81,000 oil and gas wells producing close to a tenth of the oil in the world—1.45 million barrels a day. Last year 5,318 wells were drilled. If the holes were laid end to end, they would reach from New York to Los Angeles and back again (taking a crow-flying course).

West Texas has huge chemical industries related to petroleum, mineral plants, gypsum and cement. Enough building is going on to keep some of the cement plants busy. The West Texas water problem is being solved as new lakes and dams are built, though they learned long ago how to live on slim water rations. With more water there will be more industry.

Abilene-Sweetwater

The city of Abilene doubled in population in the last decade, maintaining the West Texas pace. It grew from 45,570 to 90,368 (98.3%) from 1950

Our cost-per-thousand is as small as this ad.

KEEZ—San Antonio's Most Powerful FM

ask good music broadcasters, new york

THE RADIO BIG BUY

WOAI

IN BIG SAN ANTONIO

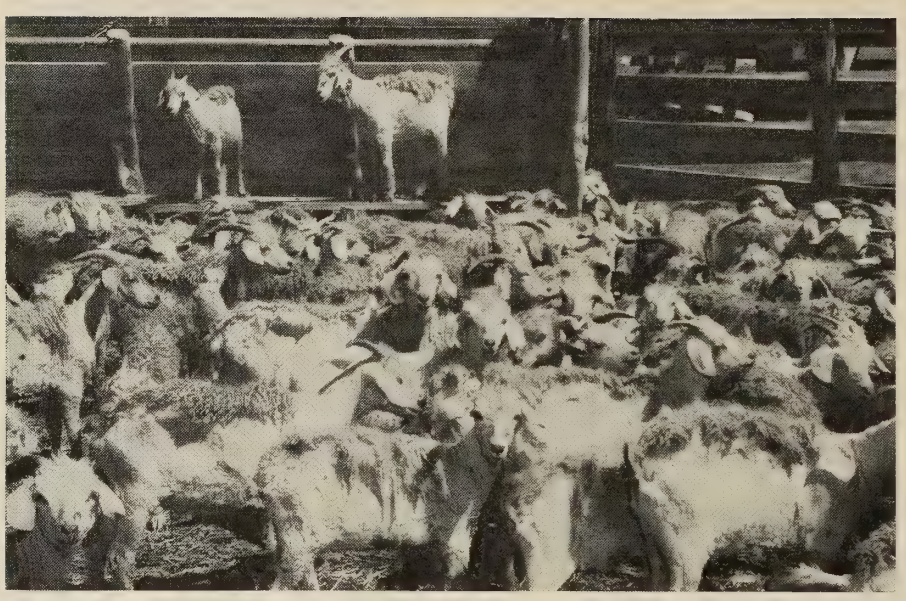
THE NATION'S 17th LARGEST CITY

• RADIO 1200 • 50,000 WATTS
• ADULT AUDIENCE
• CLEAR CHANNEL COVERAGE

BIG RADIO with the BIG IMPACT!

NBC-TQN

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



The mohair industry is becoming more important each year in Texas. These freshly shorn Angora goats had their pictures taken near Junction.

to 1960, enjoying the employment and money from 90 manufacturing plants, the oil industry, three colleges and two military units. Metropolitan Abilene has 120,377 people.

Dyess Air Force Base has a $2 million monthly payroll, housing two bomber wings and a transport wing. A $6 million Nike Hercules unit has a personnel complement of 315. New Atlas ICBM launching sites are on the way. The downtown is slated for a new look with building of an enclosed mall shopping center covering two blocks. Streets and utilities have been overhauled.

The colleges are Abilene Christian, 2,500 students; Hardin-Simmons U., 1,600, and McMurry College, 1,157.

Agriculture centers around livestock, cotton, grain sorghums and wool-mohair. Abilene is a financial and wholesaling center as well as a producer of food products, apparel, brick and tile and structural steel.

Sweetwater is the main city in Nolan County, 19,000 population. It has gypsum and cement plants and a packing income. Like Abilene it gets money from oil and transportation.

Big Spring

New and modern Big Spring bears little resemblance to the little county seat of Howard County in the pre-oil days. Opening of the Howard-Glasscock field in 1925 brought about the change. Cosden Petroleum Corp., now a subsidiary of W. R. Grace & Co., built a refinery in 1928 and it has a daily flow-through of 30,000 barrels. Cosden supplies jet fuel and gasoline by pipeline to local Webb Air Force Base ($14 million payroll) and Dyess Air Force Base at Abilene. Another line feeds into Midwest and Ohio Valley distribution systems. Besides custom fuels for other oil companies, Cosden is a big petrochemical producer, including $9 million a year of roofing-paving asphalt and a similar business in bases for fibres, rubber, plastics and drugs. Styrene alone runs 70 million pounds with new capacity.

Population is 31,230 in the city, a thumping 92% increase in the 1950-60 period. Dry farming includes cotton and grain sorghum. There's a lot of ranching. Farm income in Howard county is around $9-10 million. Telephone connections jumped from 5,329 to 13,316 in a decade. Big Spring has over 50 manufacturing plants, including Cabot and Richard carbon black. Webb air base has been expanded.

San Angelo

San Angelo's metropolitan population rose from 59,000 to 65,000 during the last decade but it's getting ready for a larger gain in the '60s. A master municipal plan is in the works. The city, with its water supply being augmented by a $32 million dam, is promoting the processing of its own raw products. These include grain-feed crops, cattle and wool-mohair, the world's largest wool market, it's claimed. The gas supply is unlimited. A rail project in Mexico will tie San Angelo via the Santa Fe to new Chihuahua al Pacificio railroad trackage, providing an outlet to Topolobampo on the Pacific. Home building is up 41% over last year. There's a spurt in nearby gas drilling.

Odessa

Odessa can't be dealt with calmly. Not long ago it was a cattle-loading point on the Texas & Pacific RR, with an occasional stopover by Route 80 motorists in search of a service station. Now it brings into being some of the civic fantasies once portrayed by oiled Texans at Madison Avenue's posh refreshment stalls. It's really flossier than most of their descriptions. The Odessa Athletic Club can send a New Yorker slinking home in shame, or better still down to the Golden Rooster for a calming potion or two, probably more.

The Chamber of Commerce is guilty of gross understatement in its slogan, "America's Newest Industrial Frontier." Ask any Odessan. It's newer and greater than that. The city's population jumped 208.1% in the 1950-60 decade —29,495 to 80,338. Another 10,000 live out in Ector County. Twenty-odd miles to the east is Midland.

Here are a few of the goodies that Odessa proclaims: largest oil supply center in the world; largest oil equipment show in the world, an honor shared every other year with Tulsa; slickest publicity gimmick—a 250-member Chuck Wagon Gang that travels the nation feeding up to 18,000 at a time (cost plus 10%) and spreading the fame of Odessa; fastest growing city in Texas; "Drilling Tech," a twice-a-year,

DOMINATING

RADIO IN THE LUBBOCK, TEXAS MARKET

KSEL

*No. 1 STATION for every hour of every day, Monday through Friday, from 6 A.M. till Midnight.

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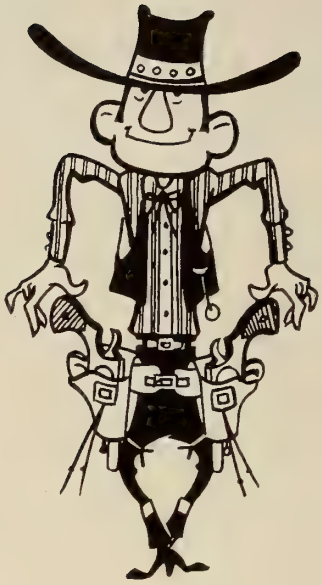
5000 Watts • 950 Kc • LUBBOCK
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WEED Radio Corporation, Representative

*ACCORDING TO MAY, 1961, PULSE, INC. SURVEY

a channel 12 community service presentation

As surely as "the air waves belong to our people" . . . KONO-TV devotes a prodigious portion of its time, talent and energies to conscientious community service. Our entire staff is public-service oriented, recognizing that we have the opportunity to continue building a safer, better educated, more enlightened San Antonio and South Texas. Besides carrying a large schedule of nationally created public service programs and local and national spots . . . we initiate numero community service projects which are conceive planned and produced by our station . . . worki closely with civic, cultural, military, religious and ed cational groups. Several programs are reproduced us for airing on other stations. We are proud of t year's community service accomplishments . . . locally produced . . . as partially outlined on this pag

★ ★ ★

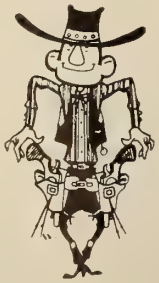


DRAW AN 86.9 SHARE OF AUDIENCE IN TEXAS' 5th LARGEST TV MARKET! USE . . .

. . . KFDX-TV and KSYD-TV which dominate Wichita Falls, Texas' 5th largest TV market with . . . yes . . . an 86.9 share of audience, according to the March, 1961 ARB, 9 a.m. to midnight, Sunday through Saturday. (Station C, 13.8 share of audience.)
Serving the entertainment, cultural and community needs of Wichita Falls for over eight years, KSYD-TV (Channel 6, CBS) and KFDX-TV (Channel 3, NBC) offer national and regional advertisers and their agencies 138,400 TV homes* in one of the best test markets in the Nation. For full details check our national representatives.

TO SELL WICHITA FALLS, USE KFDX-TV AND KSYD-TV . . . THE HOME TOWN STATIONS WITH THE PROVEN ACCEPTANCE.

**Television Magazine*



KSYD-TV
Channel 6, CBS
Represented by
Blair TV Associates

KFDX-TV
Channel 3, NBC
Represented by
Paul H. Raymer Co.

six-week course in oil drilling at Odessa Junior College, only such course in the world; a high school with three football fields; authentic recreation of Shakespeare's original theatre; $175 million, maybe more, petrochemical palace on one side of town, including a $70 million Rexall plant soon to open and a General Tire synthetic rubber plant that use ethylene and its chemical relatives from El Paso Natural Gas Products Co.; highest retail sales per family in the U. S.; big, beautiful buildings built by banks whose deposits multiplied 25 times in 15 years; very high boat concentration (Odessa driveways seem bare without one); population headed toward 250,000 in 1965 (this is both Odessa and Midland but it just could happen in this bursting economy).

Everything is spanking new and attractive, even the sewage plant where they recapture water for industrial use. The exhibition hall and oil equipment facilities are eye-openers.

That's the sort of impression Odessa makes on a visitor's first inspection. According to local lore, the second visit is apt to be permanent.

Midland

The control point for the vast Permian Basin oil fields is Midland. Some 650 oil companies and their satellites maintain offices in this rather new oasis along Route 80. The first question a stranger asks goes about like this, "How come all the big buildings?" The answer, of course, is that 650 oil companies do their Permian planning out of 72 Midland office buildings.

The city took the 1960 census figures in stride — figures that might have caused municipal apoplexy in the prosaic East. The central city had 9,352 people in 1940, went up to 21,731 in 1950 and then up 188.4% to 62,625 in 1960, almost triple in the last decade.

In Midland they like to talk about the handsome, efficient airport. Airlines schedule it as Midland-Odessa airpon but this doesn't fool Midlanders who note it is part of their own city property and add that Odessans are welcome to share the conveniences. Like other Texans, they're great plane riders. The airport is said to park more planes per capita than any other U. S. Airport.

The office building binge started in the '20s, not much later the Permian Basin's riches were unlocked. Gulf Oil was first, eventually to be joined by 649 others. Midland ranks sixth in the state in office area (2 million sq. ft.).

Among other cities are Brownwood, 17,000, trade center for 10 counties and garment as well as meat processing center; Snyder, 13,850, ranch-farm center with refineries; Monahans, 8,600, petroleum center.

INDEPENDENTS BUILT WICHITA FALLS

Oil production and service second largest in U. S.

The city of Wichita Falls was built by independent oil producers who prospered and drilled and then prospered and drilled some more wells. This process is still going on and Wichita County continues to be one of the largest producers.

Last year production in the 15-county district totaled 70 million barrels despite rationing cutbacks, with 1,584 producing oil fields of which 69 were opened in 1960. The oil production and service industry is second largest of any U. S. county, it's pointed out. The large makers of drilling rigs and other drilling gear have plants in Wichita Falls, and the city claims more independent oil companies headquarter there than any other city. Two major refineries are operated.

Exploration Continues ▪ Despite the concern over oil proration, the district is still one of the most active exploration areas in the world with an average of 63 wells drilled per week—all this after 50 years of wildcatting. About 8,000 Wichita County residents work in the oil business and a few thousand sit around offices planning ways to make millions, or ways to spend them.

Many of the legends dealing with the spending sprees of Texas oil kings grew out of area wildcatting. Oil was discovered early in the century and Wichita Falls has been oil-dominated ever since that time. Natural gas came along later and the city built the first municipal gas supply. Oil booms in 1911, 1918 and 1937 high-spotted the wealth that gushed out of the ground.

Ranching gave way to oil as the big money-maker but agriculture still is important. Main crops from 135,000 acres — 40,000 irrigated — are wheat, beef cattle, cotton, dairy cattle, alfalfa and grain sorghum.

Wichita Falls and its surrounding counties comprise a growing trade area. City merchants get half their business from outside shoppers who come from a North Texas-South Oklahoma area with a half-million population. The metropolitan area of Wichita Falls rose 23.1% in the last decade, from 105,309 in 1950 to 129,638 in 1960. But the central city enjoyed just short of 50% expansion (49.5%), from 68,042 to 101,724, according to the U. S. Census. Fifty miles to the north Lawton, Okla., has a metropolitan population of 90,803, up 64.6% from 1950. Lawton's central city population in 1960 was 61,697, up 77.5%.

Building Boom ▪ There's a housing boom in Wichita Falls. Last year 1,621 residential building permits were issued. Total permits amounted to $25.7 million. First National and Wichita National merged to form First-Wichita National Bank, described as "the largest and strongest financial institution between Fort Worth and Denver." Midsummer deposits for all city banks totaled $182 million, up from $176 million a year ago. A projected $4 million regional shopping center would be planted right in the heart of downtown, replete with air-conditioned mall and the newest in diversified merchandising.

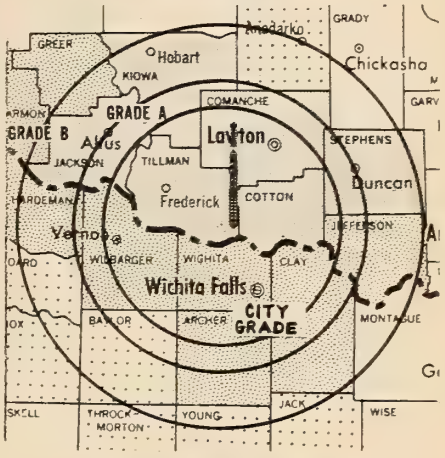
Sheppard Air Force Base has 17,000 personnel and is undergoing expansion. It's a big missile training unit and has a strategic B-52 bomber wing. Wichita Falls includes 112 plants with $1 million payroll a month.

The spirit of the gushing era is maintained. "This is a good place to advertise," one businessman explained. "The people have the daring Texas spirit, spending a high proportion of their income."

The land that wildcatters built is more sedate these days but it's riding along with the rest of Texas toward the balanced formula of oil, farming and finished goods.

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RADIO BUY IN
WICHITA FALLS
PULSE
MAY 1961
Metro Area, 6 a.m. to 6 p.m.
KTRN
46.5%
PLACE: 29.5%
SHOW: 12.5%
ALSO RANS: 11.5%
BUY
K T R N
5000 WATTS—1290
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KSWO-TV
The ONE STATION
with CITY GRADE
Coverage of BOTH
WICHITA FALLS,
TEXAS & LAWTON,
OKLAHOMA



COVERAGE PROOF
ARB March 1961

MON. 9:30-10 PM

	METRO	TOTAL HOMES
KSWO	17	22,400
Sta. A	16	15,000
Sta. B	17	21,800

THURS. 7:30-8 PM

	METRO	TOTAL HOMES
KSWO	24	43,300
Sta. A	21	19,500
Sta. B	17	15,700

FRI. 8-8:30 PM*
8:30-9 PM*

	METRO	TOTAL HOMES
KSWO	21	32,700
	22	40,100
Sta. A	25	20,200
	26	22,500
Sta. B	19	22,500
	10	10,300

*Quarter-hour ratings & totals averaged to half-hours.

Represented by: VENARD, RINTOUL, & McCONNELL INC., NEW YORK
CLARKE BROWN CO., DALLAS

Channel 7

WATER MAKES RIO GRANDE DELTA RICH

Industry adding millions to agricultural prosperity

The deep alluvial soils deposited around the Lower Rio Grande delta are richly fertile but need a water boost. Much of the irrigation is gravity flow because the delta fields are below river level.

This economy embraces four counties—Cameron, Hidalgo, Starr and Willacy. They have a combined population of 370,000, having risen from 321,000 in the last decade, and relish the term, "Fifth Largest City in Texas." There are 250,000 more across the border.

Industry is coming to the valley. New plants appear in Harlingen, McAllen, Brownsville and Weslaco. Farming and ranching, however, remain the basic sources of income. International bridges cross into Mexico from Brownsville and south of McAllen. The Mexican border towns are growing and the living standards are improving. Tourism, aided by the border crossings and the charms of Padre Island, amounts to a $50 million business.

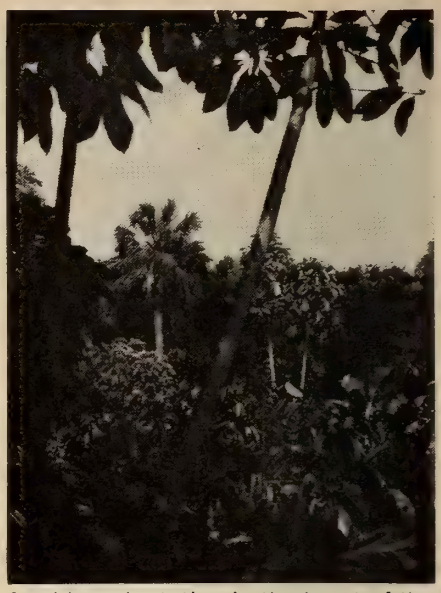
Among crops are 10 million boxes of citrus fruit a year. After the groves were frozen out a decade ago new and improved strains were planted. The red grapefruit, Valley growers boast, is the world's best and sweetest. Ranching is big business and the shrimp catch is important.

Cotton is raised as are other crops such as vegetables. The valley's worst problem is its end-of-the-line location far from markets, even Texas markets.

Brownsville industrial development is based on petroleum, alcohol, chemicals and food processing. The port ships out cotton. The shrimp catch is huge. Port Isabel is terminus for 10 barge lines that ply the Gulf coastal canal. Population is 48,040, an increase of 33.2% from 1950.

Harlingen, linked with a fast freeway to Brownsville, is a distribution center and ships cotton and grain crops via Port Harlingen. Fruit and vegetable canning is important, including a large cannery operated by the HEB food chain for its own supermarkets and private brands.

A Fiesta Tourista is held in February, adding to the tourist income. Four international bridges are within an hour's drive. Harlingen's population is 41,205, a 77.4% increase in a decade, and is still rising.



A rubber plantation in the heart of the Rio Grande valley.

San Benito has a population of 16,442. It has an extensive modernizing project under way, dressing up the civic facilities. Located on the new expressway, it is a market for cotton, fruits and produce and shares in the areas food-processing industry.

McAllen, "City of Palms," has a population of 32,728, a gain of 60% for the decade. As a highway crossroads with access to Reynosa, in Mexico (60,000 people), it has garment plants, marketing facilities, food processing and oil-field machinery. Falcon Dam is 65 miles upstream.

Weslaco has a 15,649 population, doubling in the last decade. It has can and garment manufacturing, farm machinery, wholesaling, citrus marketing and food processing. Among other markets are Edinburg, Mission, Pharr, Mercedes and Elsa.

Cotton growers have learned how to beat the pests and have an $80 million income yearly. Mechanical pickers cut harvesting to a third the cost of hand-picking. If more water to supplement river and underground supplies is made available, farming should enjoy further growth. The valley has vast gas reserves. Texas Plastics is located at Elsa. Oil production is extensive but gas is the money-maker. A fine causeway has been built to Padre Island.

Up the Rio Grande Valley 200 miles is Laredo, international crossing to Nuevo Laredo, Mexico, and in the heart of ranching country. Irrigation promotes truck crops for the winter markets. Some cotton is raised. Across the border Nuevo Laredo has a population of 45,000. Laredo is a shipping point for vegetables, wool, mohair and cattle. The population (metropolitan) was 64,971 in 1960.



PARDNERS...

TAKE A REAL LOOK AT WHAT'S IN
TEXAS' LOWER RIO GRANDE VALLEY
(Besides me and my sisters, of course)



There's 670,000 of us — We've got 137,360 radio homes—100,000 TV homes

8/61 SRDS C.M.D.	POPULATION	TV SETS
BROWNSVILLE-HARLINGEN		
SANBENITO METRO AREA	153,300	27,240
HIDALGO COUNTY	182,800	32,000
WILLACY COUNTY	20,100	3,000
TOTAL	356,200	62,240
PLUS X COUNTIES	63,800	27,760
TOTAL U.S. COVERAGE	420,000	90,000
MEXICO (est.)	250,000	10,055
TOTAL COVERAGE	670,000	100,055

SMART FOLKS rank us the 37th METRO MARKET and we're moving fast—from January 1 to August 1, 1961 total bank and savings deposits *up 6.8% ($173,920,960), auto registrations *up 6.8% (121,254), gas connections *up 6.4% (50,253), telephones *up 4.8% (72,154).

*U. S. Side Only

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HARLINGEN
Radio CBS 50 KW
TV CBS & ABC 100 KW
Ch. 4, 1000 Ft. Tower
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KBOR
RADIO ABC
1 KW
BROWNSVILLE
Rep: George T. Hopewell

KRIO
RADIO IND.
1 KW
McALLEN
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KRGV RADIO & TV
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TEXAS QUALITY NETWORK

KPRC HOUSTON

WFAA DALLAS-FORT WORTH

WOAI SAN ANTONIO

Still the most influential group buy in Texas. No other group of stations can cover this great market so efficiently.

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TRIANGLE SYNONYMOUS WITH INDUSTRY

Thriving businesses completely cover the Sabine Triangle

A short drive southeast out of Beaumont passes Spindletop Monument, symbolizing the greatest gusher of them all. The monument's legend winds up with this tribute to petroleum, "In a brief span of years it has altered man's way of life throughout the world. Jan. 10, 1901 is a day that lives in history." The lower Sabine and Neches river area has been oil-oriented ever since.

A catalog would be needed to list Sabine Triangle industries. But a two-paragraph look at some of the current expansion will give a rough idea of this spectacular region of tank farms and petroleum processors.

The current list of Beaumont industries just completed or under construction includes: Mobil Chemical, ethylene, $25 million; Goodyear Tire, synthetic rubber, $25 million; Houston Chemical, ethylene and others, $25 million; Mobil Chemical, benzene, to be world's largest; Mobil Oil, coking unit using dregs from oil tanks; Foster Grant, polyethylene; Dupont, two plastic plants; Texas Gulf Sulphur, $1 million; Port of Beaumont, imminent start of $25 million expansion.

Now look out around the rest of the Sabine area. The story's the same: Philips Petroleum, at Echo, carbon black, $4 million; Dupont, at Orange, continuous expansion; Allied Chemical, at Orange, $1.5 million expansion; Spencer Chemical, Orange, continuous expansion; Firestone Tire, at Orange, $7 million synthetic rubber plant; Gulf States Utilities, Bridge City, first phase of $150 million power plant; Gulf Oil, Port Arthur, lube and coking units; Koppers, Port Arthur, polyethylene plant expansion; Texaco, Port Arthur, $7.5 million research center; Atlantic Refining and Pure Oil, big plant to produce benzene toluene and xylene.

The three Sabine cities—Beaumont, Port Arthur and Orange—are sharing the high wages and industrial impact of this exceptional growth. Local building is active. The two main counties, Jefferson and Orange, have 306,000 people (1960 census) and are closely tied to Lake Charles, La., where there is a neighboring center of petrochemical and refining activity. Beaumont city population is 119,175, up 26.5% from 1950; Port Arthur has 66,676, up 15.9%; Orange has 25,605 compared to 21,174 in 1950.



Rose bushes are harvested mechanically by this tractor near Tyler.

Beaumont lies conveniently near the Gulf on the Neches River, about 40 miles inland and 25 miles west of the Sabine river, separating Texas and Louisiana. Port Arthur is on Sabine Lake, between Beaumont and the Gulf. Orange is smack on the Sabine River.

But everything in Beaumont turns on what its businessmen refer to as the industrial conception at Spindletop when 100,000 barrels of oil erupted every day. It's quieter now, especially with eight-day proration of production, but the mad men who grew rich at Spindletop had no idea they were setting the base for one of the nation's greatest industries.

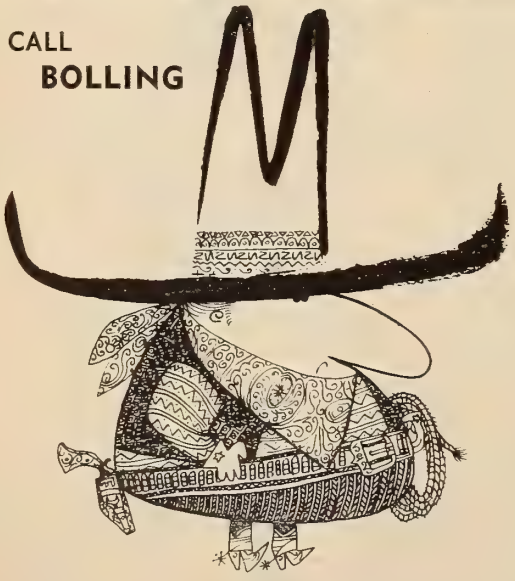
Beaumont is running a little ahead of Port Arthur in its port tonnage. Shipped out are petroleum products and crude plus iron and steel scrap. Total Beaumont tonnage is around 26 million tons a year compared to 23 million tons for Port Arthur and a million for Orange. Port Arthur ships wheat, grain sorghum, petroleum products and gasoline, coke and crude. Orange ships grains, steel pipe, crude and alcohol.

Over 200 major industries are located in the Beaumont-Port Arthur metropolitan area with $165 million payroll and adding $310 million value.

Orange is making important improvements to its port. A huge Toledo Bend dam to be built 100 miles upriver will help the area. It will be built by Texas and Louisiana at a cost of $65 million.

The entire Gulf Coast is an eye-catcher as its eastern anchor at the Sabine Triangle moves down past Galveston, Texas City, Freeport, Corpus Christi and then jumps to Brownsville. The story written today is obsolete in

CALL BOLLING



Y'CAIN'T COVER EAST TEXAS WITHOUT KLTV PODNUH

The ONLY station within 100 MILES

(all directions, yet!)

TYLER-LONGVIEW

The Industrial Heart of the 4th Market in Texas

CHANNEL 7

Network Color

NBC — CBS — ABC

Full Power

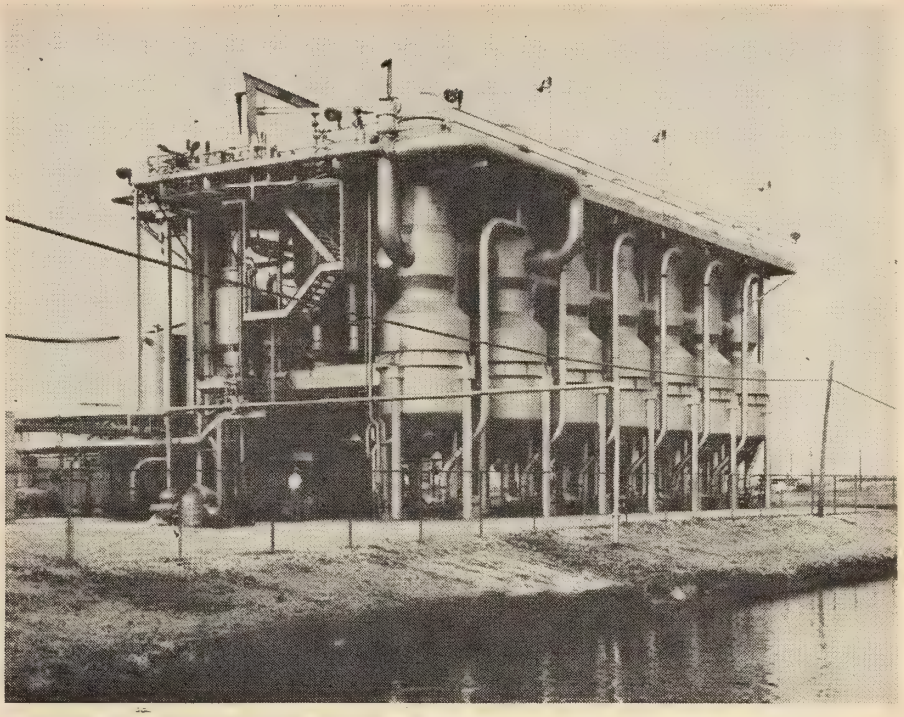
a year. For those in search of growth points of the future, the Gulf Coast offers evidence of a great potential.

Galveston-Texas City reflect prosperity

The two main cities in Galveston County—Galveston and Texas City—live partly under the spreading Houston umbrella but are distinct commercial and industrial units. The U. S. Census Bureau combines them as one metropolis having a population of 140,364 in 1960, up 24.1% from the 113,066 in 1950. Most of the growth has occurred in the Texas City portion of the market, its 32,065 being almost double (92.9%) that in 1950. Galveston has 67,175 people compared to 66,568 in 1950. Population outside the cities has grown 37.6% since 1950.

Money-makers in these water-sided areas include manufacturing and processing plants, ship repair, commercial fishing, aircraft and food products. Agriculture is based on rice, grain sorghums, beef cattle, dairying, truck crops and poultry.

Galveston's port handles 6.7 tons of cargo, mainly sulphur, grain, cotton and sugar. Texas City's port has traffic of 13.6 million tons. It has a connection with the Galveston channel. Pertroleum products and sulphur are the main cargoes. The city has tripled in size since the famed 1947 explosion took 560 lives and injured 4,000 others, with $32 million property damage.



A national experiment in saline water conversion is in operation at Freeport. The plant uses the long-tube vertical multiple distillation process.

THE HOTTEST DISCOVERY IN TV!

KBMT-TV 12

BEAUMONT
PORT ARTHUR
ORANGE

Creating the New 4th largest market in the Gulf-South—and the New 4th largest market in the big rich state of Texas!*

THE NEWEST ABC-TV OUTLET FOR THE GULF-SOUTH

CHANNEL 12 - THE HOTTEST STATION GOING IN THE EXPANDING INDUSTRIAL GULF-SOUTH EXPLODES INTO THIS RICH MARKET LIKE A BLAZING ROCKET WITH ABC-TV'S #1 PROGRAMS. CONTACT GEO. P. HOLLINGBERY NATIONAL REP. FOR AVAILABILITIES. YOUR CLIENT'S CASH REGISTERS WILL SING TO THE TUNE OF PROFITS FROM THE RICH TEXAS MARKET!

*Metro-SRDS

Jack - get our boys hot on this - Somebody has been asleep in that market. Let's give our clients the best - Contact Hollingbery today



Giant grain elevators are common throughout Texas. Here's one near Lubbock

CITY OF COWS, COTTON AND INDUSTRY

Lubbock is one of the fastest-growing of all Texas markets

Out on the South Plains a little community that was measured in 1940 by its 7,653 telephones must now be evaluated by the 65,000 connections in its phone book. In two decades Lubbock has risen from a small town to one of the fastest developing markets in Texas, a state of market miracles. The populace and income rise is astounding.

Lubbock has parlayed the original Texas formula of cows and cotton into major industries. Over 200,000 cattle are sold at auction in a year, many to be fattened for slaughter in Lubbock. Close to half of all Texas cotton—20% of the U. S. supply—is grown and processed in the area.

Big Money Makers ▪ These basic ways of making a living in Texas have been developed into big money makers through automation and large-scale scientific agriculture.

Two of the most interesting zoos in the U. S. are found in Lubbock. The first is Prairie Dog Town in MacKenzie Park, where the little burrowing animals cavort for curious watchers. The second is the beef factory located on a 125-acre tract on the southwestern edge of Lubbock and known over the Southwest as Lewter's Feed Lots (see Agriculture, page 80).

The lots operate with large storage bins, electrical mixers and chuckwagons of fodder for hungry Herefords and Black Angus cattle. Up to 30,000 are fed at a meal, which is a precision diet of cotton leftovers, antibiotics, minerals and milo.

After 120 days, in which the cattle jump from 500 or so pounds to 1,100, they are given a guided tour to the Supreme Beef Co. slaughter house next door or sent elsewhere for processing. This modern routine is an important step in the development of Lubbock's processing industries.

Cotton Big Crop ▪ The story of Lubbock cotton deals with big statistics. Known as the world's most productive cotton area, it has the third largest inland cotton market in the world servicing 40-million productive acres in 36 counties. And the processing is a major business, from ginning to the world's largest cottonseed oil pressing center. Cotton is a $300 million crop—1.8 million bales in a good year. The area produces a third of the U. S. grain sorghum crop, worth around $100 million.

Lubbock has oil and gas, conforming to the Texas tradition. It has 300 manufacturing plants and 350 wholesale firms. The wholesale trading area has 54,300 producing oil wells; 66 gasoline, 25 petrochemical and four carbon black plants, and a heaven-sent underlayer of water supplying 50,000 wells that irrigate 4.6 million rich acres. A tenth of city employes are in manufacturing. T.I.M.E. Inc., $20-million-a-year trucking firm, operates from Los Angeles to Ohio.

This plains city is new and attractive. Its municipal housekeeping is good despite meteoric growth. Population rose from 101,048 in 1950 to 156,271 in 1960 (U.S. Census, metropolitan area). The central city at present growth figures to reach 200,000 by 1965 and 235,000 by 1970. The cultural facilities include Texas Tech U. Grain storage is the greatest between Fort Worth and the West Coast. The dry air is fine for

COVERAGE + LISTENERS = KRIO

Simple arithmetic in the
Rio Grande Valley of Texas

(Texas' 5th Market)

KRIO -- McAllen, Texas

(Top 50 Music and News)
910 Kc

So Friendly to our listeners'
Taste... and they are wild
. . . about us!

"Just Say Kay-Rio"—KRIO, McAllen

all kinds of warehousing.

All's well on the 3,000-ft. Caprock. all they ask is plenty of water, cotton, cattle, oil and gas. Bank deposits are a record $212.6 million, up maybe 4000% in a quarter-century.

CORPUS CHRISTI'S FUTURE BRIGHT

Industry and tourism combine to give city solid economy

Corpus Christi combines the most handsome face and the largest collection of functional muscles along the 500 miles of Gulf Coast between Louisiana and Mexico. The combined oil, gas, petrochemical, aluminum, port and service facilities comprise an expanding market that blends the majesty of Nature in the raw with man at his industrial pinnacle.

The city is genuinely attractive along the edge of the Gulf. A stepped sea wall, marinas and the new sky-high Harbor Bridge make life pleasant for the natives as well as a million tourists from afar who spend $20 million a year enjoying the charms of the Coastal Bend and unspoiled Padre Island, 118 miles of sand dunes and, it's hinted, buried treasure. This strip, 1½ miles at the widest, runs all the way to the Mexican border. A bill in Congress would set aside a big segment for a national shrine.

Economic Well Being ▪ This is fine for cozy living. But what sets off Corpus Christi from other Texas cities is the special combination of economic elements that supports a populace of 221,973 (metropolitan area, U. S. Census 1960, 165,471 in 1950).

The largest class of industry is related to oil and gas, including such majors as Celanese, Great Southern Chemical, Houston Natural Gas, Sinclair, Southwestern Oil, Humble, United Carbon, Sunray and Delhi-Taylor. These fan out as far as Bishop, a half-hour drive outside the city.

Backing up this petrochemical structure are Reynolds Aluminum with a major plant; Corn Products, starch-sugar; South Texas Cotton Oil Co., National Lead, American Smelting & Refining, Pittsburgh Plate Glass, Halliburton-Portland Cement—the list gets longer every month or so as smaller forms come along and existing plants expand.

With cotton, sorghum and livestock, the future of Corpus Christi is bright. "It should double in the 60s," said Joe Kelley, partner in Adcraft Advertising Agency and active in community progress. He's an ex-broadcaster (WSTP St. Petersburg, Fla.) and RCA transmitter representative.

Mr. Kelley looked at it this way, "We have land, water, deep-sea and barge waterways, a port handling 23 million tons a year, labor, low-cost raw materials, petrochemicals, oil, gas, three-hour highway access to Mexico, the King Ranch, rich soil, a pleasant breeze, shrimp beds, food processing and a fabricating industry that is growing."

Biggest This or That ▪ Like other businessmen he refers to the largest this and the largest that—Celanese, Humble and King Ranch, for example; or the first this and that, Corn Products use of milo grains (sorghum) for starch,

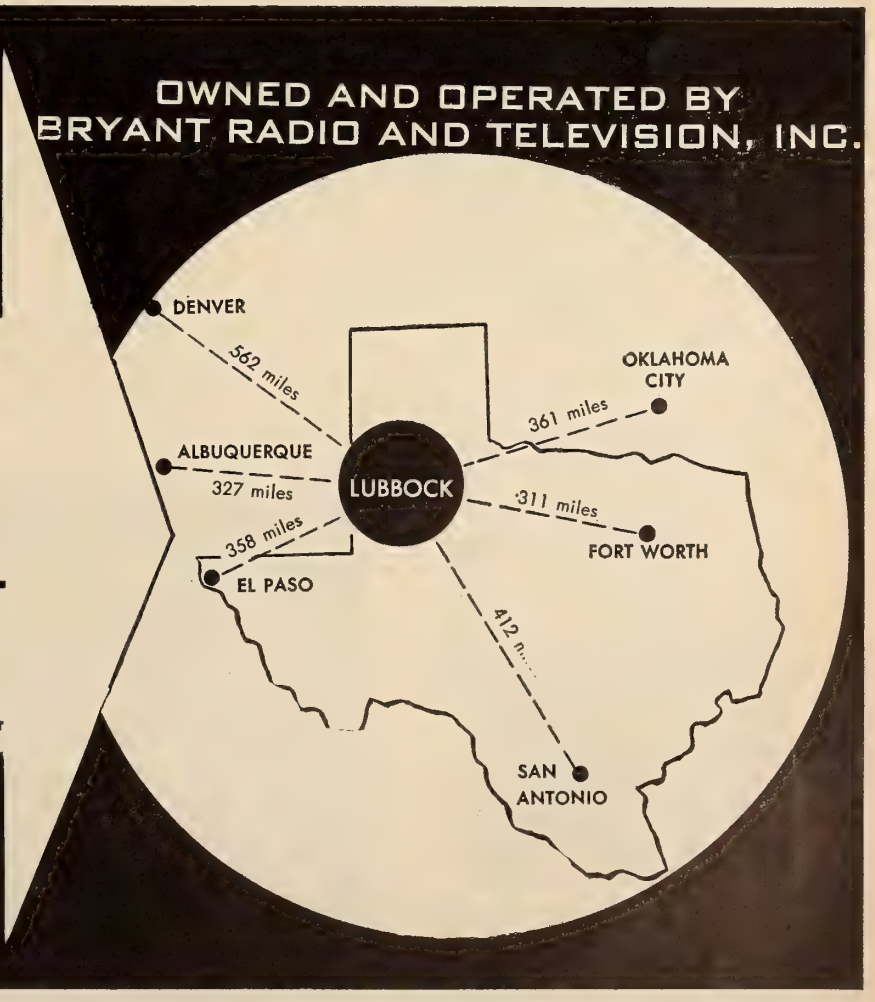
KCBD-TV
NO. 1
IN
LUBBOCK

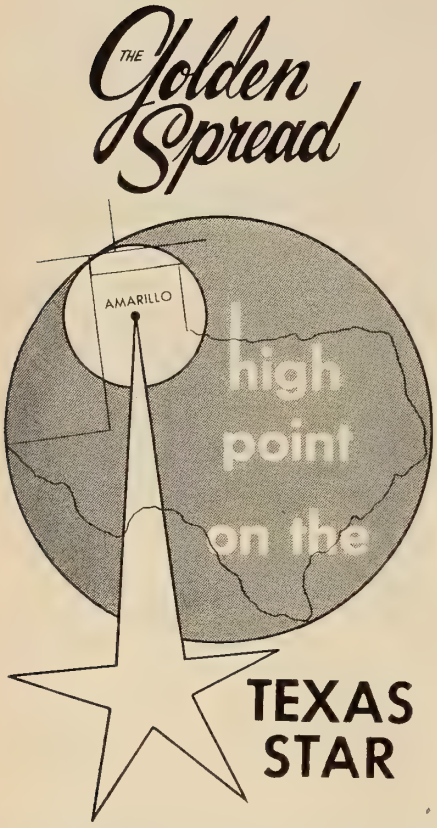
TEXAS' LARGEST
ISOLATED TEST MARKET
NBC-ABC

George Tarter
V.P. Sales

Ray Poindexter
National Sales Manager

REPRESENTED BY
PAUL H. RAYMER
COMPANY





DIVERSIFIED INCOME

- ★ CATTLE
- ★ MEAT PACKING
- ★ WHEAT
- ★ MILLING
- ★ GRAIN SORGHUM
- ★ COTTON
- ★ VEGETABLES
- ★ OIL - NATURAL GAS
- ★ HELIUM
- ★ PETRA - CHEMICALS
- ★ AIR TRAINING COMMAND
- ★ STRATEGIC AIR COMMAND
- ★ ATOMIC ENERGY COMMISSION PLANT

REACHED BEST BY

KGNC

RADIO & TELEVISION

REPRESENTED BY KATZ

sugar and related items, for example.

The soil is rich, turning out 100,000 bales of cotton (up to three an acre), worth maybe $40 million, a $28 million sorghum crop and other crops that swell the local income.

The 86-store HEB supermarket chain is headquartered in Corpus Christi. Charles C. Butt, one of the two sons of H. E. Butt, the founder, is a vice president still in the early 20s. The food industry is one of the largest in the area, he said, with vast room for development. HEB stores average a million dollars or more annually. The chain operates the largest pineapple cannery in the U. S. near the border (Harlingen Cannery Co.) processing Mexican pineapples and selling private brands to food chains all over the U. S. Mr. Butt stressed the importance of the population shift to the Southwest. He said commerce with Mexico and South America must be developed if Texas is to attain full growth.

There's talk of a $25-million missile plant on King Ranch and a launching pad on Padre Island.

Historic Victoria, 33,000, is 90 miles north. It's a major cattle center and has big industries, especially chemicals. A barge canal is underway, giving Victoria access to the Gulf Coast.

AMARILLO IS WORLD'S HELIUM CENTER

Agriculture, petrochemicals, oil all build the area

Up on the High Plains of the Texas Panhandle the city of Amarillo has a monopoly on the coldest stuff in the world. Only Nature knows why the gas beneath the Panhandle is polluted with an inert, non-burning chemical, helium, that has to be extracted.

This adulterant, however, promises to be one of the important elements of the missile age. Liquid helium can be brought near absolute zero, 400 degrees below the freezing point of water.

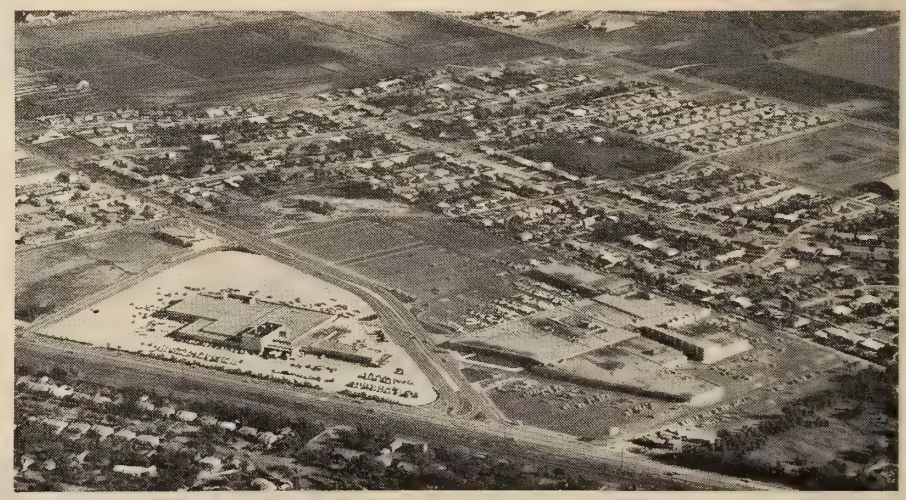
Economically, helium is hot right now. It's extracted for government use, and there are Interior Dept. plans for a dozen new plants within the next five years at a cost of $225 million. It's used in missiles, airships, aeronautical research, arc-welding shields, and atomic energy.

Used in Rockets ▪ Helium acts as a sort of supplemental structure for liquid-fueled rockets. As the propellant and liquid oxygen are consumed in the engine, helium under high pressure expands to take their place, thus strengthening the flimsy stainless steel shell.

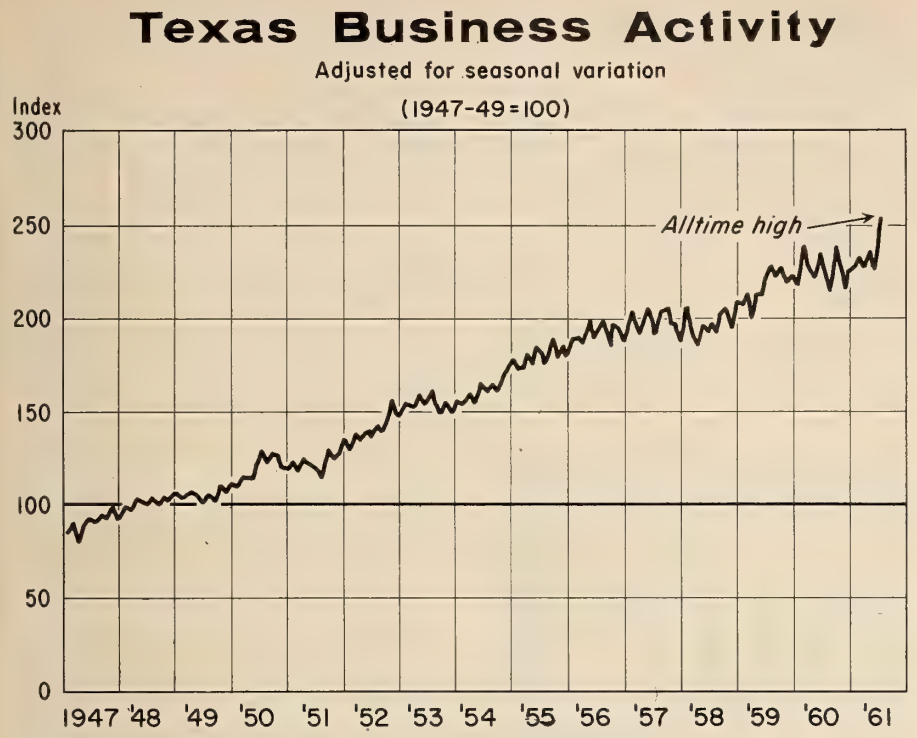
Amarillo is trade center over an extensive area having a 1,500-mile perimeter. It's three tv stations get as far as Liberal, Kan., 135 miles to the north, and Tucumcari, N. M., 100 miles to the west, bolstered by community antenna systems and translators that reach an estimated 27,000 homes.

A look at auto license tags at the $4-million Sunset shopping center shows numerous tags from New Mexico, Oklahoma and Kansas. A 100-mile shopping tour is routine stuff on those fast, level Texas roads.

Amarillo was delighted when the 1960 census confirmed its population claims—a gain of 71.6% from 87,140 in 1950 to 149,943 in 1960. The 137,-969 central city population was up



Sunset Center (foreground) and Wolflin Village are big regional shopping centers which have developed in West Amarillo during the last few years.



Prepared by U. of Texas Bureau of Business Research

85.8% in the decade. Amarillo is drawing regional offices of national firms now that it is well over the 100,000 mark.

Agricultral Center ▪ Agriculture contributes $665 million to the Panhandle's main market. Cotton, sorghum, wheat, cattle and other livestock, and truck crops are main income producers. Amarillo Livestock Auction Co. moves many animals a day, with local feedlots preparing them for slaughter. Both irrigation and dry farming are practiced. Producers Grain Corp., a co-op, is called the world's largest storage facility.

The local Air Force base employs 11,000 military and has a $15-million annual payroll. It's getting a $35-million construction project. Total deposits in Amarillo banks are $202 million.

The Amarillo pocketbook is blessed with $550 million area income from oil and gas, not including helium, synthetic rubber and some other items. Oil is about holding its own; gas is going good. Petrochemical plans include Celanese, at Pampa, 50 miles away. It turns out the ingredients for aspirin, water-based paint and hundreds of other products. The Phillips Petroleum plant, in the same direction, is described as one of the world's largest. A $95-million Canadian River dam and aqueduct system is slated to get under way next year. It will provide a 30-mile lake for recreational use.

Amarillo, like Brooklyn, is plagued by gags. They center around its weather, which the local folks profess to love because they get five months of outdoor living, year-round breeze, cool summer nights, low humidity and little snow. "Of course we have some dust storms and there are some cold, snowy days in winter," one resident said. He added, "But we have sunshine 320 days a year, don't need air-conditioning and sleep comfortably."

K-SET

Serving the 46th Market of our Nation!

PRESTIGE RADIO FOR EL PASO

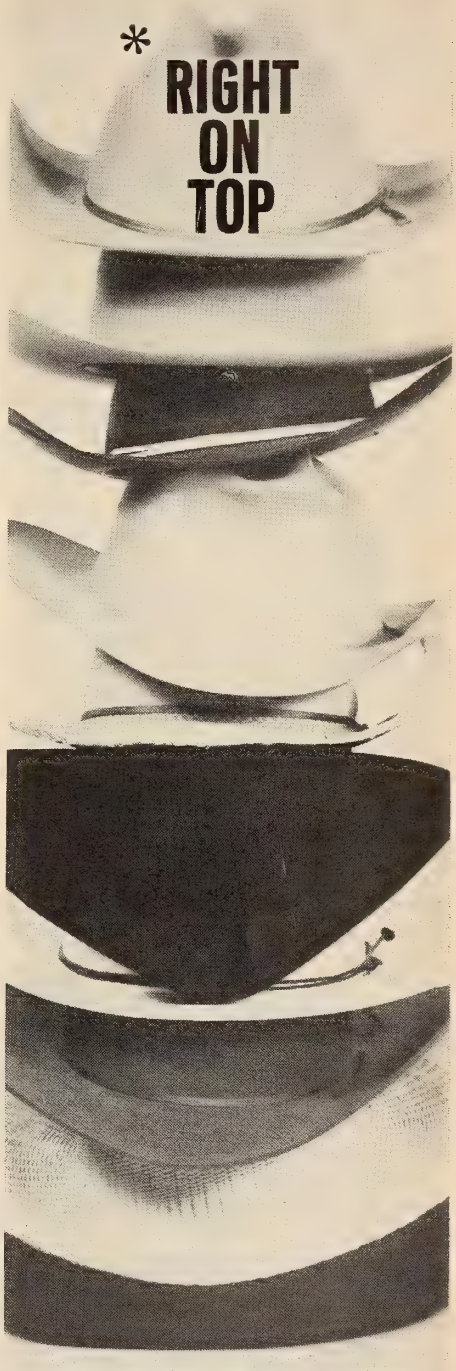


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El Paso, Texas

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KFDA TV AMARILLO

*47.1% SHARE OF AUDIENCE 9 A.M. TO MIDNIGHT SUNDAY THRU SATURDAY, JUNE ARB

CBS TELEVISION NETWORK

CHANNEL 10 • VIDEO TAPE RECORDING FACILITIES • REPRESENTED BY BLAIR TELEVISION ASSOCIATES

THE BIG MONEY IN CENTRAL TEXAS

Austin, Waco dominate this thriving trade area

Centuries before the northbound cattle trails were first stomped on the rolling prairie by cattle droves, the site of Waco was a crossing point for aborigines and later the Indians and Spanish. It nestles in a curve of the Brazos River.

Before Chisolm Trail days another river crossing was picked by a president of the early Republic of Texas as a central site for a state capital. Austin is below the "Stairs of Lakes," on the Colorado, a 150-mile chain of lakes and dams.

These two cities are dominant trade areas for central Texas. Austin's metropolitan area comprises 212,136 people. The central city has 186,545, representing a 40.8% gain in a decade. Waco's metropolitan populace totals 150,091, with 97,808 in the central city, 15.5% above 1950. In between is Temple, a city of 30,419 and main city in Bell County (94,000). Killeen has a population of 23,377.

The state government brings in big money and provides work for Austin. Total economic push from all this can't be figured, but latest bank data show an 11% increase in deposits since mid-1960 ($285 million). U. of Texas, approaching the 20,000-student mark, draws student money from all over the world and a comfortable quota from football fans who come to watch the Longhorns.

Two civic eyesores are due for cures. A new expressway highway has been scooped right through the downtown area. When it's done the heavy north-south traffic will highball through without a stop—and without a look at the Capitol or other Austin attractions. The other project is an eventual five-mile scenic pond where the Colorado winds through on its way to the Gulf.

Austin has a new $3 million auditorium. Total income in a 20-county trade area is placed at $830 million. Bergstrom Air Force Base is a strategic unit with 5,500 personnel. Vice President Lyndon Johnson's LBJ ranch is located 70 miles to the west of Austin on the road to Fredericksburg.

Military Spending Power ▪ Waco has important military aspects. Twelfth Air Force Command Headquarters, often called the "Little Pentagon," has a $2½ million payroll. James Connolly Air Force Base, with 6,000 personnel, has an $18 million payroll. Fort Hood, 46 miles to the southwest, has 25,000 personnel and a $55 million payroll. Rocketdyne at McGregor is a solid rocket fuel installation with 500 employes and $5 million payroll.

While the 11th largest city in Texas, Waco has 254 factories and contends it thus is the sixth industrial city. Finished goods include textiles, millwork, work clothing, glass containers, tires, denim, medicines and foods. General Tire employs 1,800—"The Akron of Texas." Owens Illinois employs 800.

Farming is mainly cotton, corn, fruit and field crops. They bring in $14.5 million a year.

Cultural facilities include Baylor U., oldest institution of higher learning in Texas and, of course, a contributor to the area's financial well-being.

South of Waco is Temple, a manufacturing center that turns out insulation, cottonseed oil, shoes, plastics and furniture. Killeen, site of Fort Hood, tripled its population to 23,377 in the last decade. It's a farming center. Bell County has around 100,000 population.

Dallas is becoming production center

Big D (for Dallas) is starting to catch national attention as a production center for radio and television.

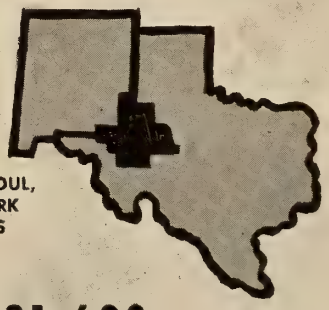
This southwestern center has facilities to turn out everything from a radio jingle—and there are no jingles like Dallas jingles—to television commercials, industrial films and productions.

Dallas has natural advantages. It's accessible—three hours from New York and Hollywood, two to Chicago; production costs are low; the market of more than a million has a fine talent pool and a supply of trained technical personnel; well-equipped studios with all the necessary facilities. On top of these, there is freedom from the featherbedding that runs up costs to fantastic figures. (See Dallas review page 82).

Jingle Capital ▪ Dallas is practically the world's capital for radio jingles. The three principal firms are Futursonic Productions, Commercial Recording Corp. and Pams Productions. These three are said to do 75% of the nation's customized station breaks. It's a flourishing business.

"Listeners look forward to these customized station breaks," said Jack Alexander, of Futursonic. Merchandising aids include direct mail, trade advertising, album covers and contest promotions.

Commercial's output includes complete stereo albums for major record firms and it has scored theatrical films, said Dick Morrison, sales vice president. The firm is headed by John J. Coyle, oil-gas operator, part owner of KVIL

KMID TV
SERVING THE PERMIAN BASIN OF WEST TEXAS & Southeast NEW MEXICO
Represented by: VENARD, RINTOUL, & McCONNELL INC., NEW YORK
CLARKE BROWN CO., DALLAS

POPULATION 431,600
TV HOMES 110,000
MIDLAND CSI PER HOUSEHOLD $7,921
ODESSA CSI PER HOUSEHOLD $7,437
Source: SRDS, July, 1961 ARB, March, 1961
NBC channel 2 abc
MIDLAND-ODESSA

Dallas. It has just named Richard H. Ullman Inc. as sales representative.

New Package ▪ Pams has just announced a new radio musical background package, "PAMS New Frontier," (BROADCASTING, Aug. 14). Special effect promotional aids tailored for stations tie into community activity.

At the McLendon station, KLIF, radio trailers are produced for theatrical motion pictures. Gordon McLendon, head of the operation, has produced three movies of his own. WBAP, WFAA and other Dallas-Fort Worth stations have production facilities, including tv at the first two.

Seventeen motion picture-tv film producers are listed in the Dallas telephone directory. Principals are Keitz & Herndon, Jamieson Film Co. and the new facilities of WFAA-TV.

Mike Shapiro, general manager, said WFAA-TV has two Ampex tv tape units in its main half-a-block-long mobile unit, one of two mobile studios operated by WFAA Productions. Richard Gray, former New York agency official, heads the operation, joining in July. WFAA has fed networks everything from a Dinah Shore pickup in San Antonio to football games, reaching out to 500 miles. It has vast studio facilities, nine Marconi cameras and a total of five video tape units. "Dallas will become a major production center," he predicted.

Keitz & Herndon does a lot of commercials, industrials, animation and other custom work. Clients include Humble Oil, new one-minute series, along with Fritos, Dr. Pepper, General Mills and others.

Jamieson has national and regional business. It has been operating a quarter-century. Jax, Regal and Pabst beer, Phillips 66, Johnson's wax and others have been clients.

EL PASO GETTING ITS FACE LIFTED

Agriculture, defense, industry combine to speed growth

Old El Paso, historic pass to the North and South, is getting a municipal face-lifting as part of its transformation into an important market—the fifth largest metropolis in Texas.

The usual market-rating formulas simply don't apply to this sunny center of agriculture, defense weaponry, industry and cosmopolitan population.

In the first place, the city of El Paso has risen from 75th to 46th in U. S. ranking and marketers are slow catching up with this statistical feat. The metropolitan area now totals 314,070 population, a gain of 119,102 or 61.1% since 1950. Yet the central city, with 276,687, rose 112% in the decade as its boundaries spread.



All Texas takes pride in the Amon Carter Museum of Western Art which was built in Ft. Worth at a cost of about $3½ million. It is the largest privately owned museum in the world.

Population Deceptive ▪ But to rate El Paso at 314,070 people is to ignore (1) a good share of the 30,000 military people who live in the area and (2) 300,000 Mexicans who live across the Rio Grande in old Mexico—more than 625,000 people within 20 miles of downtown or within an hour's drive.

Radio and tv executives say they have trouble convincing eastern timebuyers that El Paso actually is close to the top 30 U. S. markets in size. They have trouble, too, in putting over a practical point—the Juarez audience of wetback and peon history is moving into higher living standards and tuning to El Paso broadcast programs.

A Saturday night ride on the international trolley from El Paso to Juarez showed 39 Mexicans carrying large shopping bags full of American brand goods bought in El Paso chain stores. That was almost everybody in the trolley. The goods were checked during the Mexican customs inspection.

And a 1960 Juarez survey conducted by Western Union interviewers (449 calls) showed three out of four families shop in El Paso, averaging 2.3 trips a week; 192 families speaking English, 80 some English and 40 no English. Over 30 million people cross the bridge into El Paso every year.

Agriculture brings in $250 million a

SEVEN ARTS — FILMS OF THE 1950's

Each Monday and Friday evening at 9:00 pm, KTVT presents an outstanding first-run motion picture of the 1950's.

And every Tuesday, Wednesday and Thursday at the same time, KTVT continues the pattern of first-run movies with the presentation of the "Paramount Premieres"

KTVT TELEVISION — CHANNEL 11
DALLAS — FORT WORTH, TEXAS

BING CROSBY • CHAIRMAN OF THE BOARD ◆ ALVIN G. FLANAGAN • PRESIDENT

YOU KCAN'T KCOVER TEXAS without KCEN-TV

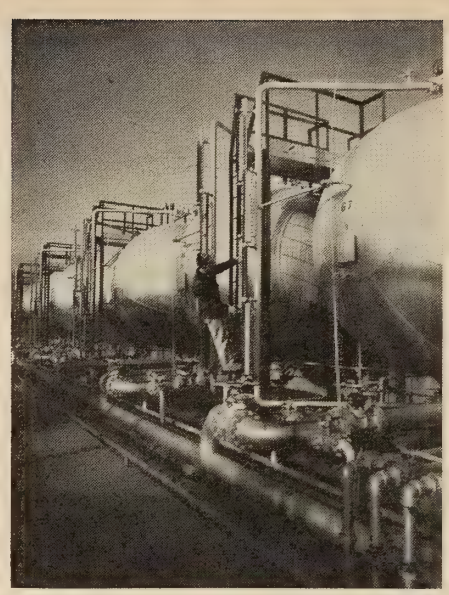


MISSING LINK!

between Dallas-Ft. Worth—Houston and San Antonio markets... that's the big Waco-Temple market dominated by us.

NBC CHANNEL 6 KCEN-TV TEMPLE - WACO

BLAIR TELEVISION ASSOCIATES
National Representatives



A part of the huge El Paso Natural Gas Products Odessa plant.

year from irrigated fields, including fantastic yields-per-acre of fine pima cotton ($100 million crop) and cattle ($150 million).

Then there is the defense economy. Fort Bliss, Biggs, White Sands and Holloman have around $200 million in payrolls, much of the money finding its way to El Paso as the largest city within 600 miles. These centers of jet aeronautics and modern rocketry are expanding. Located atop high Franklin mountain, El Paso tv signals reach beyond the 100-mile mark in most directions and even farther with the help of community antennas and boosting devices. Franklin mountain is a tourist haven with tramways and roads giving access to impressive views.

Many Factories ▪ El Paso's income sources include 345 manufacturing plants, 16 of them in garment-making; Phelps-Dodge refines 28% of all U. S. copper; El Paso Smelting Works is the world's largest custom smelter. The garment plants employ 5,000, Phelps-Dodge 800 and the smelting works 950.

El Paso Natural Gas Co., second largest in the world, delivers gas to 10 states and it has a gigantic petrochemical plant at Odessa (see Odessa, page 96). Operating revenues rose from $41.3 million in 1950 to $179.4 million in 1955 and $504.6 million in 1960.

These are a few of the reasons El Paso must be inspected to be understood. This centuries-old market is a center of jet progress and a proving ground for missiles of the future, fortified by balmy climate; a tremendous underground water supply; jet, piston, rail and highway transport; thousands of tourists; a large university, Texas Western, and a cosmopolitan populace whose lower level is moving into the middle class.

Heavy buying power for Latins, Negroes

Texans know—and they wish Madison Avenue did, too—that two minority groups are exerting a profound influence on the way business is done in the state.

Quick, firm conclusions about the buying and living habits of the Latin (Spanish) and Negro can lead the market analyst astray. The most important lesson learned from a look all over the state is this:

▪ Don't underestimate the way these groups live and spend. Their financial status is improving fast.

The Latin population is being absorbed into the American way of life, generation by generation. But Latins are devoted to family ties, traditions and some of the habits of Mexican life.

Official U. S. Census figures for 1960 show that 131,000 or over 19% of the city of Dallas population, 680,000, is non-white. According to Dr. J. W. Bass, city health director, the Negro birth rate has increased 45% while the Dallas rate rose 1% from 1955 to 1960.

Taking the Dallas and Fort Worth metropolitan areas, the two markets show the importance of the Negro

Quick Fact Sheet

390,000 NEGROES IN DALLAS-FORT WORTH TRADE TERRITORY

★ 19% of population
★ KNOK *only* exclusive Negro programming station listed in both market surveys.*
★ KNOK, a North Texas Negro institution is a must to insure *complete* market penetration and brand dominance.
★ Studios and programming, both Dallas and Fort Worth. One contract covers both markets.

*Hooper: July, Sept., Nov. '60; Jan. '61. Pulse, April-May, '61

For 100% Sales Effectiveness

KNOK
In Dallas-Fort Worth

A Townsend Station
Stuart Hepburn, President

Dallas Studio
1914 Forest
HA 1-4144

Fort Worth Studio
3601 Kimbo
TE 1-1278

REPRESENTED BY
BERNARD HOWARD CO.

audience to business. The ratio of Negroes in the two central cities runs higher than that of the combined metropolitan areas.

The 1960 census does not list the Latin population separately because the diffusion of Caucasian blood simply could not be tracked to show a scientific breakdown.

Marketers familiar with Texas minorities find special programming on radio-tv helpful in some areas. How effective requires case studies. Media directed specially at the Latin market, for example, claim substantial audiences are missed by normal American commercial approaches. They get an argument from those who practice average broadcasting programming, their position being that only small groups are influenced by special Latin commercials and programs.

In San Antonio and El Paso, the Latin specialists contend a large share of Mexican-Americans can talk English but they actually think in Spanish. There's very little Spanish taught in Texas public schools and all pupils get their schooling in English.

A million or more Mexicans south of the border are described as devotees of American broadcasts and regular shoppers in El Paso, San Antonio, Laredo, Brownsville and other easily reached Texas cities. One San Antonio survey reports the most frequent names are Martinez, Gonzalez, Gardia, Hernandez, Rodriguez, etc., with Smith 18th, Johnson 22d and Jones 31st numerically. A Juarez survey showed only a small minority of Juarez residents spoke no English.

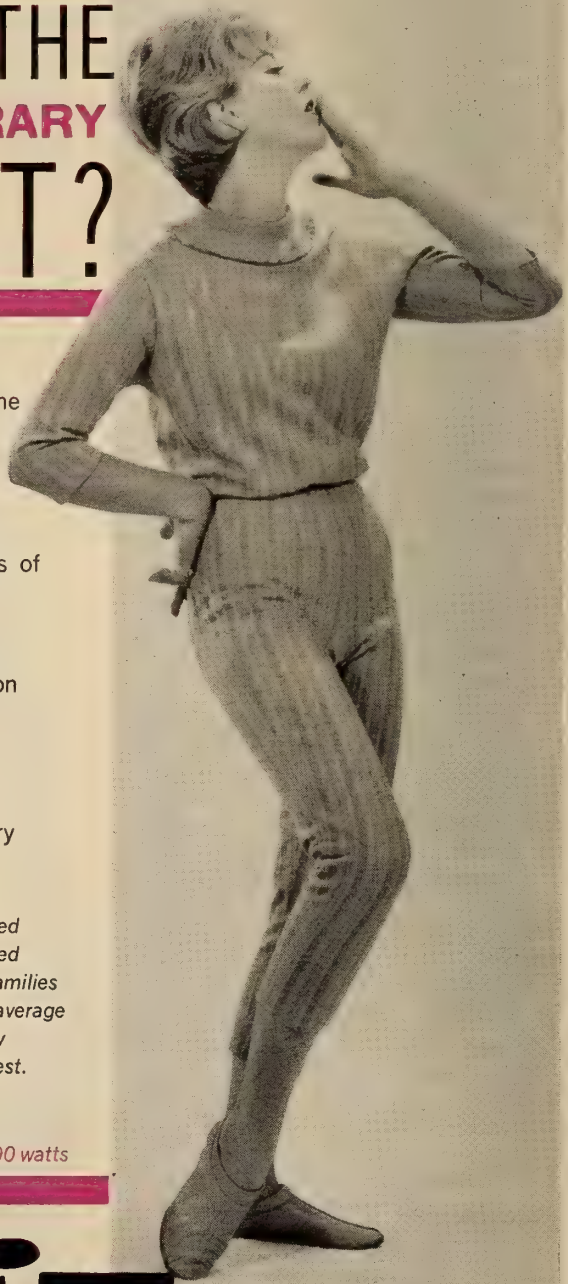
Older Latin families have higher incomes than generally believed because the children turn their wages into the family till until they marry, and then often live with the old folks. They own cars, washing machines, mechanical refrigerators and 75% own their own homes. They buy American-type merchandise, and they also stick to many of the Latin customs. Sellers of food cater to their special preferences.

Negro incomes are rising spectacularly in such areas as Dallas-Fort Worth, Houston, Beaumont and north through East Texas, and the Gulf Coast. They're loyal radio and tv fans. Broadcasters specializing in this market claim their influence is profound and they offer evidence to support it. Here again there is media contention, with stations having programs directed to the entire audience emphasizing their impact on Negroes as living levels continue to mount. In any case, the Negro buyer is buying expensive items and living better as the years pass, at the same time retaining racial unity and developing higher educational standards.



WHY BUY OLD-FASHIONED RADIO TO SELL THE CONTEMPORARY ADULT?





One-third of Dallas' Contemporary Adults (the young buying group) prefer KVIL* ••• and here's why:

- 15 minute segments of music between commercials
- No distracting station contests
- Sophisticated music (sans Rock'n'Roll) for the contemporary adult

** According to an accredited independent survey conducted among the young married families with good credit and above average income. A copy of the survey will be forwarded upon request.*

And now.. **FM** *ERP 119,000 watts*

KVIL

4152 MOCKINGBIRD LANE
DALLAS, TEXAS

Represented nationally by
THE BOLLING COMPANY

The upsurge in children's programs

ALL THREE NETWORKS PLAN SPECIAL NEWS SHOWS FOR YOUNGSTERS

Better children's programming for tv, like prosperity in the 30's, is just around the corner. Evidence of it probably will be seen in the coming fall season. NBC-TV has slated at least four new informational-entertainment programs of special interest to young people, ABC-TV has scheduled a daily news program especially treated for a juvenile audience, and CBS-TV, while solidifying its current "cultural" children's programs, also is planning a special news program for adolescent viewers. On a local level too, several stations are injecting new and imaginative life in a program area that habitually abounds in cartoons and clowns.

While this scattering of "good" shows does not constitute overwhelming evidence that better programming days for youngsters is here to stay, it is an indication that programming minds and steps are being channeled in that direction. The chances are, according to a BROADCASTING canvass of network programming executives, that the corner to better children's programming will be turned in time for the 1962-63 season. By that season the all fun and no thinking complexion of the children's area, will have changed into a more balanced concept.

The movement to upgrade young people's programming is apparently a direct effect of FCC Chairman Newton N. Minow's well-publicized "vast wasteland" address to the NAB Convention last May. In that speech, Mr. Minow told his audience that most children "spend as much time watching television as they do in the schoolroom," and concluded that "if parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School." He then asked his listeners: "What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children?"

All the network programming executives canvassed by BROADCASTING answered Mr. Minow's rhetorical questions in the affirmative, but most of them deny that the speech turned their vocal acquiescence into action. They say that the programs were on drawing boards months before Mr. Minow made his public appeal. But a minority of the executives concede that "good" programs have been on drawing boards before, and that Mr. Minow's admonishing speech gave birth to more children's programs of merit than tv has seen in all its previous days.

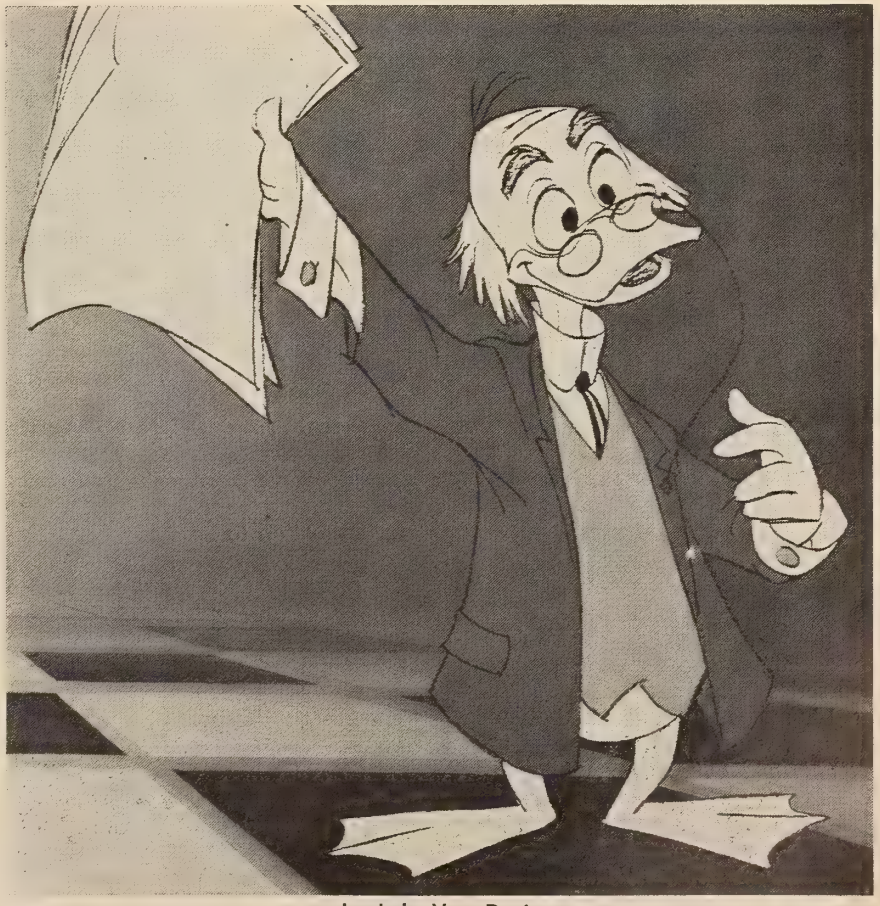
NBC The Leader ▪ NBC-TV is the network leader of the children's programming, and its showcase program on the fall schedule is *1, 2, 3,—Go!* (Sun., 6:30-7 p.m.). The new children's series, which debuts Oct. 8, is a public affairs presentation of the network's news department under the supervision of executive producer Irving Gitlin. It will star tv performer Jack Lescoulie, fresh from a nine-year stint with NBC's *Today* show. Mr. Lescoulie will act as a kind of "Dutch Uncle" guiding 10-year-old Richard Thomas in exploring interesting places and situations around the world and universe.

Mort Werner, NBC-TV's new vice president in charge of programming, says the series "is a blend of fantasy and reality seen through the eyes of a young boy," and predicts that it will gain the attention of a large family audience.

Update (Sat., noon-12:30 p.m.), a news program conducted by correspondent Bob Abernethy for the junior high school and high school age group, is another weighty item in NBC's fall effort to uplift the juvenile mind. Mr. Werner says the program is "a venture into a needed area," and explains that it will "give explanation to what the front pages of newspapers mean." A feature of the program will be the enlistment of journalism students in interviewing top level government personalities.

With *International Showtime* (Fri., 7:30-8:30 p.m.), NBC is making a conscious effort to capture both child and adult audiences. The weekly series, to be emceed by Don Ameche, will focus on great European circuses and magic shows. NBC currently has camera crews travelling around Europe taping the shows as they are presented before live audiences for future showing on the tv program.

Walt Disney's Wonderful World of Color (Sun., 7:30-8:30 p.m.) is a new children's programming concept, ac-



Ludwig Von Drake
New character on NBC-TV's Walt Disney hour



Captain Kangaroo and Easter Bunny
He gets 15 minutes more each day on CBS-TV

cording to NBC, because for the first time on tv the chief exponent of cartoons will concentrate on real-life adventures in nature and science.

NBC-TV officials also single out three other network shows—*Pip the Piper* (Sat., 9:30-10 a.m.), *Bullwinkle* (Sun. 7-7:30 p.m.), and *Burr Tillstrom's Kukla and Ollie* (Mon.-Fri., 5-5:05 p.m.)—as further examples of how it is upgrading young people's programming.

Pip the Piper is a live show telecast in color which started on July 17. It has set out to combine imaginative production techniques with a fantasy theme, and features original music especially created for the show.

Bullwinkle, which begins Sept. 24, is the middle link in NBC's Sunday chain of children's programs which includes *1,2,3,—Go!* and the Walt Disney program on either end. The network claims that the animated cartoon series in color will offer "sophisticated humor and satire" for the younger set, as well as adults.

Kukla and Ollie is the return to tv, on a five day a week, five-minute basis, of Burr Tillstrom's humorous and talented puppets.

ABC Plans ▪ ABC-TV also had ambitious children's programming plans for the coming season, but they took a serious setback earlier this month when the network cancelled its previously announced *Discovery* program (BROADCASTING, Aug. 14). The show was to be a Mon-Fri., 30-minute informational program for children. Reportedly the show was cancelled because only 72 of the network's 116 primary affiliates cleared time for it. James C. Hagerty, ABC-TV news special events vice president said, however, that beginning Oct. 2 the network will present a ten-minute daily newscast tentatively titled *American Newstand,* aimed at a young audience (Mon.-Fri., 4:50-5 p.m.). The news program plans to explore the facts behind the news reports in an effort to bring greater comprehension of the world situation to an audience of from 8 to 18. The news program is scheduled as a break in Dick Clark's 4 to 5:30 p.m. *American Bandstand.*

CBS-TV is playing a fairly pat hand in the children's programming area next season. A company representative claims that the network has been doing a "good job" in the juvenile area and sees no great need to improve the situation at this time. He points out that *Leonard Bernstein's Young People's Concerts* will return for another season of four one-hour programs, and that *Captain Kangaroo,* an award-winning show of "gentle" adventures, knowledge and entertainment for children, has been expanded 15 minutes daily from a 45-minute to a 60-minute program (Mon.-Fri., 8-9 a.m.). The show also is televised on Saturdays from 9:30-10:30 a.m.

News Show in Works ▪ CBS News however, is planning a tv program in the children's news area. A spokesman for the network's news department said that a "great deal of money and time has been spent in exploring the situation." He explains that the network "is not satisfied" as to how a news program for a young audience should be presented. CBS News officials have talked to child psychologists at Yale U. and have been told that children below the sixth grade have no awareness of news, and that it is extremely difficult to reach them. They also have been informed that it's virtually impossible to reach an audience that spans more than a two year difference in ages. Since it isn't feasible for CBS to broadcast separate news programs for the 12 to 14, 14 to 16, 16 to 18 age groups, etc., the network is trying to work out a suitable format that will encompass a wide audience of young people. The network spokesman said that the debut of the news program in the fall is a possibility, but implied that a 1962 premiere is more realistic.

On a local level WCBS-TV New York is contemplating a daily news program for young people which would be conducted by Bob Keeshan, who is the creator and star of *Captain Kangaroo.* The program is still very much in the negotiating stage and must be counted as "iffy" for the fall.

Another local station, WAST (TV) Albany, N.Y., will present a series of cultural programs that should appeal to both child and adult audiences. Included among them are *Dorothy in the Land of Oz,* a ballet version of "The Wizard of Oz," and *Sleeping Beauty.*

Advertisers Cautious ▪ Advertiser reaction to the new children's programs has been cautious. The programs that would seem to appeal more to an exclusively children's audience have had more difficulty selling than those shows which attract the entire family.

NBC-TV's *Update* is half sold to Helena Rubinstein, *1,2,3,—Go!* is still unsold at this time for the fall season but has acquired a sponsor to pick up part of the program in January, while *Walt Disney's Wonderful World of Color* is sold out to RCA and Eastman Kodak.

Among other NBC-TV children's shows, *Pip the Piper* is half sold to General Mills; *International Show Time* is SRO to Bulova Watches, Sandura (Sandran), American Motors, Beech-Nut Life Savers, and to Warner Lambert, with some time still available; *Bullwinkle* is a sellout to Ideal Toys and

General Mills; and Miles Labs has bought all of *Kukla and Ollie.*

Indications are that ABC-TV's still untitled news program for young people will be sponsored, while CBS-TV's *Young People's Concerts* has been sold to Shell Oil for institutional advertising, and *Captain Kangaroo,* formerly a perennial money-loser, is a near sell-out to such advertisers as Kellogg's, Continental Baking, and Gerber products.

Taft stations lease Britannica film series

The Taft Broadcasting Co. has leased the library of over 700 Encyclopaedia Britannica films from Trans-Lux Television Corp., New York, it was announced last week.

The films will be telecast on the Taft stations starting Sept. 1. During the course of the five-year contract, an additional 200 films are expected to be added to the group. Taft television outlets are WKRC-TV Cincinnati and WTVN-TV Columbus, both Ohio; WBRC-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

Film sales...

Shannon (Screen Gems): Sold to Genesse Brewing Co. of Rochester for Buffalo, Rochester, Schenectady and Syracuse, N. Y.; Altoona-Johnstown market and Erie, Pa. Also sold to WAVE-TV Louisville Ky.; WABC-TV New York; WTVT (TV) Tampa; WLOF-TV Orlando; WTMJ-TV Milwaukee; WILX-TV Jackson-Lansing, Mcih., and WAPI-TV Birmingham, Ala. Now sold in 87 markets.

Everglades (Ziv-UA): Sold to WTVN (TV) Columbus, Ohio; WLWT (TV) Cincinnati; WVEC-TV Norfolk; WAGA-TV Atlanta; WDSU-TV New Orleans; KLZ-TV Denver; WTVT (TV) Tampa; KELP-TV El Paso; KTVK (TV) Phoenix; KREM-TV Spokane; KGW-TV Portland; KGUN-TV Tucson; WKRG-TV Mobile; WHIO-TV Dayton; WLOS-TV Asheville; WRBL-TV Columbus, Ga.; WDBO-TV Orlando; WCTV(TV) Tallahassee; WLBT(TV) Jackson, Miss.; KVOS-TV Bellingham, Wash.; KEZI-TV Eugene, ORE., KJEO (TV) Fresno, and KOOK-TV Billings, Mont. Now in 23 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WBIR-TV Knoxville, Tenn., and KBOI-TV Boise, Idaho. Now sold in 103 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WFMY-TV Greensboro, N. C., and WILX-TV Jackson-Lansing, Mich. Now sold in 38 markets.

Dick Powell's Zane Grey Theater; Captain of Detectives; The Tom Ewell Show and *The Law and Mr. Jones* (Four Star Films): Total of 156 segments sold to Procter & Gamble to be televised in Canada.

Stagecoach West (Four Star Films): Sold to be shown in the Japanese market.

Peter Gunn (Official Films): Sold to KYW-TV Cleveland; WJBK-TV Detroit; KMSP-TV Minneapolis; WTTV (TV) Indianapolis; WAGA-TV Atlanta; WDSU-TV New Orleans; WTVJ (TV) Miami; WTTG (TV) Washington; WDEF-TV Chattanooga; WNEP-TV Scranton and WBNS-TV Columbus. Now in 31 markets.

Q.T. Hush (M & A Alexander Productions): Sold to WAST (TV) Albany, N. Y., KOGO-TV San Diego and KTRK-TV Houston. Now in 63 markets.

Bozo the Clown (Jayark Films): sold to KMMT (TV) Austin, Minn., and KWWL-TV Waterloo-Cedar Rapids, Iowa. Now in 201 markets.

My Three Sons and *M-Squad* (MCA TV): Sold to Mexico for fall season. Other hour shows sold to Mexico consist of *Wagon Train, Thriller, Checkmate, Riverboat, and Suspicion*; half hour shows are: *Alfred Hitchcock Presents, Markham,* and *Staccato.*

Whiplash (Independent Television Corp.): Sold to WFBM-TV Indianapolis; WNHC-TV New Haven; WBIR-TV Knoxville; WHAS-TV Louisville; KOOK-TV Billings, Mont., and KXLF-TV Butte. Now sold in 73 markets.

Johnstone forms pr firm

G. W. (Johnny) Johnstone, for the past 16 years director of radio and television for the National Assn. of Mfrs., has established his own public relations firm, G. Wilfred Johnstone & Assoc., Sea Bright, N. J. Its services will be available to the NAM on a consulting basis.

While with NAM, Mr. Johnstone created and produced *Industry On Parade,* a weekly tv program on about 270 tv stations for the past 12 years.

RKO imports 34 films

RKO General is marketing 34 foreign films for television in the U. S. through the sales offices of Ideal Pictures, Chicago. The movies—from France, Britain, Italy, Mexico and Japan—were selected from over 500 foreign pictures.

The offerings, labeled as the International Film Festival for Television, have been dubbed with English sound tracks. Most of the films have won many awards and range in release dates from 1949 to 1961.

How N.W. Ayer could sell gobs and gobs more

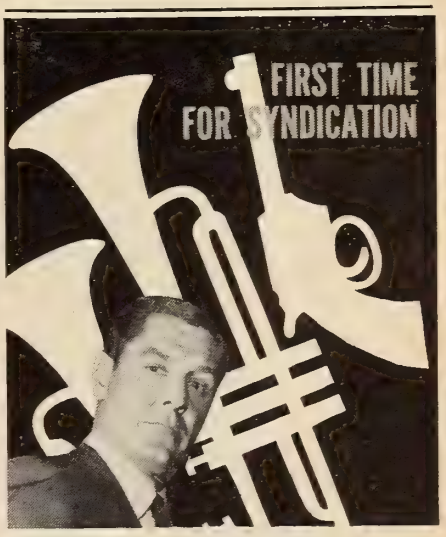
Here at WHIH we greatly admire those commercials which beckon ice cream lovers to sample the brand favored by N. W. Ayer. But we do offer one sharp criticism.

We have to tune in a competitor (ugh) to hear them!

This hardly seems right. After all, WHIH is the live wire station in the Tidewater. People simply go ape over our music, news and bright ideas in public service programming. Especially those 50,000 (ice cream loving) sailors we have stationed down here.

Wouldn't you like to sell gobs more of that tasty stuff, N. W. Ayer. Do you hear the little birdie whispering WHIH?

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel



PETER GUNN
114 HALF HOURS

Mr. Lucky
34 HALF HOURS

Yancy Derringer
34 HALF HOURS

WIRE SERVICE
39 ONE HOURS

Call for a screening

OFFICIAL FILMS, INC.
724 Fifth Avenue, New York 19, N. Y. • PLaza 7-0100

Ziv-UA sets opera pilot

Ziv-United Artists, New York, has signed maestro Anthony Amato, founder and head of the Amato Opera Theatre, to produce a pilot film for a projected series of one-hour renditions of famous operas.

According to Ziv-UA, the enterprise represents the first known active step ever taken by a production firm to present a regularly scheduled, full-length season of tv opera.

Program notes...

Public-affairs drama ▪ Warner Bros. Studios has agreed to produce as a public service, a half-hour tv drama, *The Misery Merchants* for the Arthritis & Rheumatism Foundation. The screenplay, from the original story of William K. Wells, will be produced by Cedric Francis and William L. Stuart. Filming began July 17.

New production concern ▪ A new production concern, Planned Broadcast Services, operating as a consultant to advertisers and broadcasters, went into operation July 10 in Washington, D. C. High speed tape duplication, disc cutting, pressing services and distribution will be available with the entire system being geared for stereo. The firm, which will also record and distribute the new Family Altar and Euphonic monaural and stereo discs as well as pre-recorded tape, is located at 225 Vine St. N.W.

Cherchez la femme ▪ Air France, N. Y., has developed a new programming service which it is offering free of charge to radio and tv women's interest commentators. Radio broadcasters are offered a spot featurette, "French and Feminine," on a monthly basis. It is a one-minute script giving news about food, fashion, family, travel and the home. A second feature, designed for tv, is an illustrated travelogue kit, consisting of a script outline, black-and-white slides and travel literature dealisg with a particular city or country served by Air France.

New series ▪ Old-time film comedies are being made available for tv this fall by National Telepix, N. Y. The 90-13½ minute films, titled *Comedy Capers,* star Ben Turpin, Will Rogers, Laurel & Hardy and the Keystone Kops, among others. The films, originally silent two-reel comedies, were produced by Hal Roach and Max Sennett from 1919 to 1929.

New color series ▪ *Patterns in Music,* a new Sunday afternoon live color series, will debut in mid-October on NBC-TV. The program, originating at WNBQ (TV) Chicago, will be presented at 4:30-5 p.m. NYT. It features Joseph Gallicchio as conductor of the NBC Chicago orchestra in thematically developed programs of popular and semi-classical music.

All about France ▪ A "familiar but puzzling" U. S. ally is the subject of a new hour-long tv program, *The Heartbeat of France,* the second production of the recently established International Television Federation (Intertel). The study premiered on the National Education Television stations. It will also be aired by Westinghouse Broadcasting, NET's U. S. partner in the Intertel project.

Firm organized ▪ Television Enterprises Corp., tv program production-distribution firm, has been organized with headquarters at 8278 Sunset Blvd., Hollywood 46. Telephone: Oldfield 6-7900. Harold Goldman, formerly executive vice president of NTA, is TEC president. Jerome Kurtz, previously eastern manager of Official Films, is sales manager of TEC. First TEC production is a series of 78 programs of *Mahalia Jackson Sings.*

New college ▪ *The College of the Air,* a half-hour, daily college credit course, will be presented this fall on CBS-TV. Reportedly the first of its kind on network tv, *College of the Air* will be fed to stations from 1-1:30 p.m. EDT, beginning Sept. 25. Stations may record it for broadcast at convenient local time.

New offices ▪ The Academy of Television Arts & Sciences has established new offices in Hollywood at 7188 Sunset Blvd. Telephone is Hollywood 7-5115.

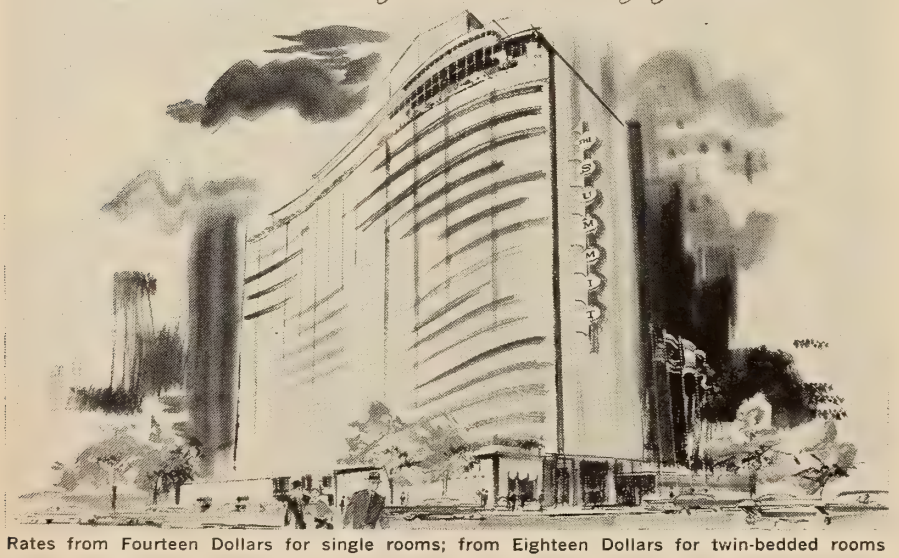
Ziv-UA's 'Keyhole' ▪ Ziv-United Artists has signed producer-narrator Jack Douglas to an exclusive contract to produce a new half-hour tv film documentary series, *Keyhole,* for distribution by Ziv-UA. Mr. Douglas, who will serve as narrator, has produced such series as *Bold Journey, I Search For Adventure* and *Kingdom of the Seas.* Segments for *Keyhole* are now under production in Austria, Hawaii, Detroit, San Francisco, as well as Hollywood.

Instant music ▪ SESAC, New York, has released an "Instant Sports Music" package to meet the musical needs of radio and tv's fall sports program schedules. Consisting of 10 hi-fi albums of football, collegiate and marching band music, the albums sell at a package rate of $19.95.

Jointly-produced ▪ Seven 50-minute documentary broadcasts dealing with major national economic issues will be presented each Monday for seven weeks beginning Sept. 4 on CBS Radio

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Rates from Fourteen Dollars for single rooms; from Eighteen Dollars for twin-bedded rooms

A Renaissance of the Arts of Hospitality

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

Aug. 21-25, 28-30 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 21-25, 28-30 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 21-25, 28-30 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 21-25, 28-30 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 21-25, 28-30 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 21, 28 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 23, 30 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 23, 30 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 24 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 25 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 26 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 26 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 26 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 26 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 27 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 27 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 27 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

o&o's. The series, *How Serious the Challenge?,* is the result of a collaborative project in which each station used its own news, public affairs and technical facilities.

Five-day schedule ▪ *The Texan* returns to ABC-TV this fall as a five-a-week daytime feature starting Sept. 4 (11-11:30 a.m. EDT). It replaces *The Gale Storm Show* in that time period.

Wolper special ▪ David L. Wolper Productions, Hollywood, in cooperation with the Motion Picture Producers Assn., has begun production of *Hollywood: The Talkies,* a 90-minute documentary tv special tracing the history of Hollywood and the film industry from the advent of sound to the present. The special will be a sequel to *Hollywood: The Golden Years,* which NBC-TV will air Nov. 29 for Procter & Gamble.

'True Adventure' ▪ KCOP (TV) Los Angeles has signed Bill Burrud, travel-adventure producer, for 39 first-run episodes of his newly syndicated series, *True Adventure,* to begin Monday, Sept. 25, 7 p.m. The series places emphasis on true adventures filmed as they happened throughout the world.

Agreement reached ▪ Capitol Records Inc., Hollywood, holder of 10% of Toshiba Musical Industries, Tokyo, has reached an agreement whereby it would acquire 49% of the stock. Capitol under the agreement will provide advice and counsel regarding the record business and contribute to the management of the Japanese firm.

Hoover on Wilson ▪ Former President Herbert Hoover will narrate a special half-hour program about another ex-President, Woodrow Wilson, on NBC-TV next year. The NBC-TV Special Projects presentation is titled *The Ordeal of Woodrow Wilson—a Personal Memoir by Herbert Hoover.* Covering period of 1917-21, the program will include archive motion picture film, historic still photographs and film newly made with Mr. Hoover. James Nelson is the producer, Robert K. Sharpe the director.

'Story' goes 'public affairs'

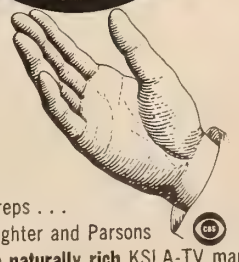
Mutual's weekday *My True Story* series of hour-long dramas will fall into a public-affairs category on a once-per-week basis starting Sept. 11. At least one drama weekly will be devoted to a recognized public-affairs theme. The stations will be advised at least four weeks in advance of broadcast of drama plot outline plus suggestions on how to apply the broadcast to local level campaigns. Stations can arrange their own community inserts during the last five minutes of the programs.

Disney firm's income up

The gross income of Walt Disney Productions for the nine months ended July 1 was $43,852,820, up $10,031,214 from the gross of $33,821,606 for the same period of last year. Film revenue was up $10,227,107; tv income up $44,558, with slight decreases in other revenue. The net profit for the nine-month period was $2,373,083, or $1.46 a share, compared to $343,151, or 20 cents a share, for the corresponding period of 1960.

ABP
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LOUISIANA

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. . . about the **naturally rich** KSLA-TV market.

BROADCAST ADVERTISING


Mr. Heimlich

William F. Heimlich, director of public affairs, Office of Civil and Defense Mobilization, elected vp of Assn. of National Advertisers, New York. He will coordinate ANA's intensified program in areas of pr of advertising and industry as well as government relations. From 1950 to 1957, Mr. Heimlich was assistant to president of Gray Mfg. Co., Hartford, Conn. In government service he has been consultant to Senate Foreign Relations Committee, Senate Judiciary Committee, and House Un-American Activities Committee.

Charles C. (Bud) Barry, vp and recently named director of radio & tv department of Young & Rubicam (WEEK'S HEADLINERS, July 3), elected senior vp Aug. 11. Mr. Barry has been with Y&R since July, 1959, briefly served as president of NTA Television Network and with MGM-TV before that, as well as in various tv network positions. Vp **Norman Glenn** moves up from account supervisor to associate director of radio-tv department (he joined Y&R in 1956).

A. W. Fargo Jr., vp for Charles W. Hoyt Co., New York advertising agency, elected executive vp. **Jack R. McCormack, William A. Baumert** and **Raymond M. Anrig** elected vps.

Hal Bock, formerly publicity director, NBC, Hollywood, appointed Hawaiian representative, David O. Alber Assoc., New York pr firm. **Hanns Kolmar,** owner of Hanns Kolmar, San Francisco pr firm, named San Francisco representative.

Victor Komow, freelance cameraman, producer-director and sound engineer, joins Kenyon & Eckhardt, New York, as tv producer.


Mr. Bunch

John T. Bunch, management supervisor, BBDO, New York, elected vp. Mr. Bunch joined BBDO in 1956 as marketing and merchandising account executive and later was named group head.

Edward F. O'Kane, advertising manager of Weinschel Engineering, manufacturer of precision microwave calibration equipment, joins creative staff of Henry J. Kaufman & Assoc., Washington advertising and pr firm, as senior copywriter.

Gerald Reiner, formerly assistant project director, Politz, New York, joins R. H. Bruskin Assoc., that city, as senior project director, market research.

John P. Street Jr. named executive vp of Hart-Conway Co., Rochester, N. Y., advertising agency. He joined agency in 1931 and was named vp and director in 1955.

Weston Elliot, formerly with Lennen & Newell and CBS-TV, Hollywood, joins Needham, Louis & Brorby, Chicago, as account executive in radio-tv department.

Richard P. Turpen, formerly with Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, as copywriter. **Janet M. Carlson,** formerly with Malcolm Steinlauf Adv., Los Angeles, joins Kenyon & Eckhardt, that city, as copywriter.

Annette Fuhrman, formerly with Los Angeles office of Compton Adv., joins Gumpertz, Bentley & Dolan, that city, as manager of print media department.

Edwin Rooney, broadcast supervisor for Erwin, Wasey, Ruthrauff & Ryan, New York, appointed director of radio-tv and film department of L. W. Frolich & Co., New York advertising agency.

THE MEDIA


Mr. Chamberlain

A. B. Chamberlain, director of engineering, CBS-TV, will retire Sept. 1. He will return to upstate New York, where his career started in 1923 as engineer at WGY Schenectady. Mr. Chamberlain became chief engineer and general manager of WHAM Rochester, N. Y., in 1927, and subsequently joined Buffalo Broadcasting Corp. as vp. He next became chief engineer of infant CBS where, except for World War II years, he has been active for over 30 years in design and construction of radio-tv studios and transmitter plants.

Gar Meadowcroft, manager of WHFI Detroit, appointed general manager of WPON Pontiac, Mich.

Paul Adanti, WHEN-TV Syracuse, elected to board of directors of AP Radio & Tv Assn. Others elected were **Jim Bormann,** WCCO Minneapolis; **Tom Eaton,** WTIC Hartford, Conn.; **Frank Gaither,** WSB Atlanta; **William W. Grant,** KOA Denver; **James L. Howe,** WIRA Ft. Pierce, Fla.; **Dwight Martin,** WDSU-TV New Orleans, and **Gene Terry,** WTAD Quincy, Ill.

James P. McCann, formerly with Standard Rate & Data Service, New York, appointed tv account executive, Peters, Griffin, Woodward, that city, station representative.

David E. Corbin, assistant sales promotion manager for KCBS San Francisco, announces formation of publicity and radio-tv production service, to be located at 3541 Sacramento St. in San Francisco.

Carl Sunkel, program director for KTOP-FM Topeka, Kan., named president of Prestige Broadcasters Corp., new fm operation in Danville, Ill.


Mr. Bernard

J. J. Bernard, vp and general manager of KTVI (TV) St. Louis, resigns effective Aug. 31. Mr. Bernard, who has not announced his future plans, will be temporarily replaced by **Paul E. Peltason,** station's executive vp. Mr. Bernard began broadcasting career in 1934 at WKY Oklahoma City, from 1945 to 1954 he was with KOMA Oklahoma City and was appointed that station's general manager. He was vp and general manager of WGR-AM-TV Buffalo from 1954 until 1957 when he joined KTVI (TV).

Donald S. Moeller, formerly local sales manager, WPRO-TV Providence, R. I., appointed assistant general manager, WGAN-TV Portland, Me.

George M. Benson, formerly vp and treasurer, Robert Saudek Assoc., New York, program production firm, named consultant for financial and business affairs, Educational Television for the Metropolitan Area Inc., that city.

Donald C. Hamilton, director of business affairs, CBS-TV Sports, New York, appointed director of business affairs, CBS News.


Mr. Leider

Gerald J. Leider, director, special programs, CBS-TV, named to newly-created post of director of program sales. Mr. Leider, who joined network in Jan. 1960, will continue his activities in sale of specials. As director of program sales, Mr. Leider will be responsible for development of closer liaison between program and sales departments of CBS-TV. Before joining network, Mr. Leider was managing producer, production department, The Theatre Guild.

Martin Carmichael, assistant to David Klinger, vp-administration, CBS



90 year old celebrates 20th anniversary

Laura V. Hamner celebrates her 90th birthday and 20 years in broadcasting at KGNC Amarillo, Tex. Miss Hamner (l) is being presented with an orchid by women's director Pat Denton (r) has been doing the same show for the entire period without break and expects to continue doing so. Show known as *Light & Hitch* deals with various events, places and people who have been instrumental in building the local area. Besides her program, Miss Hamner is also founder of the area's writers' guild and has several books to her credit.

News, New York, appointed director of business affairs, CBS-TV Sports.

Robert Graf, account executive in New York tv sales department of Peters, Griffin, Woodward, joins sales office of Crosley Broadcasting Corp. in New York in similar capacity.

John L. Perry, assistant to NAB president, Aug. 4 married **Susan Berla,** daughter of Mr. & Mrs. Harold Anzi Berla, at W. Orange, N. J. After Florida honeymoon they will live at 1914 Connecticut Ave. NW, Washington.

Ralph Dawson, manager of commercial videotape department for WXYZ-TV Detroit, assumes additional duties of national sales manager replacing **Thomas J. O'Dea,** who joins newly formed ABC National Station Sales Div. in New York.

Keith Miller appointed general sales manager for KTNT-TV Seattle-Tacoma, Wash.

Carroll Bagley, account executive with Screen Gems, joins WNTA-TV Newark, N. J., sales department.

Duane Harm joins Avery-Knodel, Chicago, as tv account executive.

John J. Cosgrove, unit manager of production sales, commercial videotape division of CBS-TV, named account executive for WCAU-TV Philadelphia. **Gerald Noonan,** media buyer for Benton & Bowles, New York, appointed national sales representative. **Virginia Lundgren,** associate director of audience promotion, named director of publicity and exploitation.

Carl Bailey, air personality for KBIG Santa Catalina, Calif., named account executive.

Ric Marcellan, assistant manager in charge of programming for KLEO Wichita, Kan., appointed account executive and production advisor for KIOA Des Moines, Iowa. **Larry Fisher,** program director for WKMH Detroit, joins KIOA in similar capacity.

John R. Barrett, newsman for WATE-AM-TV Knoxville, Tenn., joins WNOX, that city, as account executive.

Charles R. Estlick, account executive, WANE-TV Ft. Wayne, Ind., joins KXTV (TV) Sacramento in similar capacity.

Charles L. King Jr., promoted to newly created position of local sales manager of KTRK-TV Houston. Mr. King has been with station's sales department for two years.

Orison Marden, assistant director, CBS Radio, joins public affairs department, CBS News, as producer-director for network's *Dimension* features.

Barry D. Stigers, formerly in promotion department of WPIC Sharon, Pa., appointed program director for WBEC Pittsfield, Mass.

Jim Stagg, formerly with KYA San Francisco, joins WOKY Milwaukee, Wis., as program director. **Don Phillips,** air personality with WRIT Milwaukee, joins WOKY in similar capacity.

John Stone, program director for KJR Seattle, Wash., joins KOL, that city, in similar capacity. **Lan Roberts** and **Jerry Kay** join KOL as air personalities. Mr. Roberts was air personality with WTIX New Orleans, Mr. Kay served with KLOQ Yakima, Wash.

Edwin T. Vane, manager of audience promotion, NBC-TV, named manager, daytime program operations. Mr. Vane, who held his previous post for five years, joined network as page in 1945. He then served as writer of station promotion materials in network advertising and promotion department (1949), and as sales promotion manager (1954).

John Howard, pr director for WQED

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

(TV), Pittsburgh's educational station, resigns. **Edward L. Herp,** program manager of station also resigns.

Dick McGee, news director for WMIX-AM-FM Mt. Vernon, Ill., elected president of Illinois UPI Broadcasters Assn.

Dirk Courtenay, former Chicago radio and tv personality, acquires interest in KFIL (FM) Santa Ana, Calif., and assumes duties of director of operations.

Wally Lambourne appointed director of engineering for KCPX-AM-FM-TV Salt Lake City, Utah, succeeding **Allen Gunderson,** who resigned to become chief engineer of KTTV (TV) Los Angeles. Mr. Lambourne started with KCPX (then KDYL) in 1939 and has been with station ever since except for 3½ years with Navy during World War II.

Betsy Vaught, member of promotion department of KCPX-AM-FM-TV Salt Lake City, Utah, for past four years, appointed promotion director. She succeeds **Ted Anderson,** who joins Jack La Lanne, Los Angeles. **Heather Dubbers,** from production dept. of Bailey Advertising Agency, Salt Lake City, and **Jacqueline Van Wagoner,** from KCPX traffic department, also join what is now all-girl promotion department.

Sherman C. Hildreth, director of technical facilities for NBC's owned stations division, appointed director of operations for WRC-AM-FM-TV Washington.

Norman E. Cobb, supervisor of maintenance at KNXT (TV) Los Angeles, promoted to engineer-in-charge. **Stanley Weitkamp,** technician, succeeds him as supervisor of maintenance.

Louis P. Barkus, crew chief for WBZ-TV Boston, promoted to technical supervisor of WBZ radio. He replaces **Charles Vassall,** who died in Boston last month.

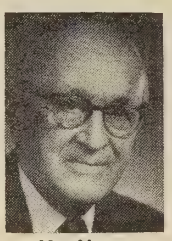
Monroe Benton, formerly news director, Capital Cities Broadcasting Corp., joins WVIP Mt. Kisco, N. Y., in similar capacity. **Kenneth McBride,** engineer-announcer, WVIP, named production manager.

Bob Green, air personality for WGVA Geneva, N. Y., joins WKMH Dearborn, Mich., as production director and air personality. **Ray Otis,** air personality for WHK Cleveland, Ohio, joins WKMH in similar capacity.

Cliff Levine, account executive at KRKD Los Angeles, promoted to local sales manager. He succeeds **Bob Fox,** now with RKO General.

C. John Cigna appointed special events director for WOWO Fort Wayne, Ind.

Atherton Mogge Privett executives to Wade


Mr. Mogge


Mr. Sholts


Mr. Atherton

Norton W. Mogge, president, Atherton Mogge Privett, Los Angeles; **Tom D. Scholts,** vp, and **Luther Myhro,** art director, have resigned from that agency and will join Wade Advertising, Los Angeles, on Sept. 1. Mr. Mogge will be senior vp at Wade, Mr. Scholts, account supervisor, and Mr. Myhro, creative assistant to them. Three accounts with which Messrs, Mogge and Scholts have been associated —Seven Up Bottling Co. of Los Angeles, Fresh Fall and Winter Pear Advisory Board and Barbara Ann Baking Co.—will move from AMP to Wade. AMP will change its name to Atherton-Privett Inc. on Sept. 1. **Alfred A. Atherton** will be president; **John A. Privett** will be vp, secretary and treasurer.

Marc Howard, account executive for KOLN-TV Lincoln, Neb., appointed local sales manager.

Noyes Scott, salesman for KRCA (TV) Los Angeles, promoted to manager of local sales and sales services. **Richard Ridgeway,** manager of sales services, joins KRCA local sales staff.

Joseph L. Pentak, formerly with *Albany Times Union,* joins sales staff, WNHC-TV New Haven, Conn., and **James Dull,** formerly WBRE-AM-FM-TV Wilkes Barre, Pa., air personality, joins WNHC-TV in similar capacity.

Robert W. Harris, member of KOL Seattle, Wash. sales staff, joins KOMO, that city, in similar capacity.

Joseph Cotten, motion picture-tv actor, signed as host of late evening series of motion pictures on KGO-TV San Francisco, Monday-through-Saturday, 11 p.m., starting Sept. 2.

Sid Shaw, operations director for WBYG Savannah, Ga., joins WAMS Wilmington, Del., as news director. **Lee Hurley** of WSLS Roanoke, Va., also joins WAMS news staff. **Dave Eldridge** and **Dick Brown** join as air personalities.

Lincoln Harner, formerly news director, WHAM Rochester, N. Y., joins news department, WNEW New York, as writer-reporter. **Russell Heard,** freelance reporter, appointed chief European correspondent, Munich, for WINS.

William M. Beyea, formerly salesman, Anderson, Clayton & Co., New York, joins sales staff, WVOX New Rochelle, N. Y.

Wally Meade, salesman for KFMB-TV San Diego, has joined XETV (TV) Tijuana -San Diego, in similar capacity.

Jo Ann Hale named staff vocalist for WHAS-AM-TV Louisville, Ky.

Lon Becker joins WKY Oklahoma City, Okla., as reporter and newscaster. He was formerly on news staff of KGWA Enid, Okla.

James Enderly, announcer, WHLF South Boston, Va., to WGHQ Kingston, N. Y., in same capacity.

Bob Bradley joins announcing staff of WFLA Tampa, Fla. **Gloria Christodal** joins promotion department and **Marion Crowe** appointed to radio traffic department.

Sid McCoy joins WCFL Chicago, Ill., as air personality.

Lee Taylor joins WINZ Miami, Fla., as air personality.

Phil W. Ellis, director of news and public affairs, WPTF Raleigh, N. C., appointed executive director of North Carolina Traffic Safety Council, effective Sept. 1. He is past president of RTNDA of Carolinas.

PROGRAMMING

Alan May, vp and treasurer, National Theatres & Television, and **Irving H. Levin,** former president of AB-PT Pictures Corp., elected to board of NT&T, replacing former board chairman **B. Gerald Cantor** and **Sam Firks. Robert W. Selig,** recently named general manager of NT&T theatre operations, elected vp. Board terminated position of **Sheldon Smerling** as executive vp "due to policy differences in the management of the company." Mr. Smerling continues as director of NT&T.

John Young, comptroller of Producers Studio, Hollywood production facility center for independent producers, promoted to vp and treasurer. He was

previously with Henry Jaffe Enterprises, NBC and E. J. Vincent Co., in New York.

William Kronick, New York documentary producer, joins Wolper Productions as producer-director on *The Story of . . . . .* series of half-hour documentaries now being filmed at Ziv-UA in Hollywood.

Will Tomlinson, formerly west coast sales representative for Walt Disney Productions, appointed sales account executive, western division, Independent Television Corp.

Brian Degas, associated with Goar Mestre's Caribbean Radio and Tv Network in Buenos Aires, joins Sterling Tv Co., New York, distributor of educational films, as producer.

Ralph Porter, formerly director of production, Van Praag Productions, New York, joins Gerald Productions, division of Advertising Radio & Tv Services, that city, in similar capacity.

Leonard Freeman, for past six months producer of *Route 66* on non-exclusive basis, signed to exclusive contract as producer of CBS-TV series. He will produce all remaining segments of series for 1961-62 season.

Jerry Kurtz resigns from Official Films to become sales vp for Television Enterprises Corp., Hollywood producer-distributor of tv programs. TEC is opening New York offices at 333 West 56th Street.

Joe Pasternak, motion picture producer, will make his tv debut as executive producer of new MGM-TV series, *The Fairest Lady of Them All. Lady* of title is the statue of liberty; full-hour programs will deal with people who have come to America from other countries and proved that this is land of opportunity. Series is planned for broadcast in 1962-63 season.

Pat Currey, who returned from year's work in Swedish and Danish television, engaged as producer of Bill Burrud Productions' *Wonderlust* series. **Gail Allen** appointed writer for new Burrud syndicated series, *True Adventure,* which will debut this fall on KCOP (TV) Los Angeles.

Stan Byrnes, formerly midwestern sales manager, Flamingo Films, named midwest representative, Official Films, with headquarters in Chicago.

Phillip Bangsberg, assistant news director, WKBW-TV Buffalo, N. Y., joins UPI Movietone News, New York.

INTERNATIONAL

Richard P. Morgan, assistant director of business affairs, CBS Films, New York, joins CTV Television Network Ltd., Toronto, as director of business affairs.

D. F. Penn, general sales manager of CFAC Calgary, Alta., appointed to additional post of assistant manager of station.

B. Ulens, formerly with Canadian Westinghouse Ltd., Hamilton, Ont., named business manager of CKEY Toronto.

ALLIED FIELDS

V. W. Walter, consultant professor, U. of Florida, forms Walter Enterprises. Firm, which is located at 1501-02 William Oliver Bldg., Atlanta, Ga., will provide research services and surveys of all types for advertising agencies, radio-tv stations and consumer acceptance analyses for manufacturers.

Charles J. McKerns, law clerk to Federal Judge Charles F. McLaughlin, Washington, D. C., joins Washington communications law firm of Dow, Lohnes & Albertson. Mr. McKerns is 1960 graduate of Georgetown Law School.

EQUIPMENT & ENGINEERING

Martin Minney, vp and general counsel of Ampex Corp., Redwood City, Calif., resigns. Mr. Minney plans to return to private practice of law.

Walter R. Hicks, president, Reevesound Co., subsidiary of Reeves Soundcraft Corp., New York, manufacturers of magnetic recording tapes and accessories, appointed vp in charge of special projects, Reeves Soundcraft Corp.

John E. Johnson, formerly vp, Itek Corp., Lexington, Mass. (aerial, space reconnaissance and information handling systems), rejoins RCA as staff vp. From 1958 to 1960 Mr. Johnson was manager of marketing and later division vp, marketing department, electronic data processing division.

Edward Shafer, merchandise manager for Blonder-Tongue Labs., Newark, N. J., appointed marketing manager, tv distribution equipment division, Intercontinental Electronics Corp., Westbury, L. I. Mr. Shafer will direct national sales and customer relations for divisions lines of master tv, educational tv and closed circuit tv in addition to present line of CATV systems.

Donald E. Hassler, special products national sales manager for Capitol Records Distributing Co., appointed sales manager for Transis-Tronics, Santa Monica manufacturer of all-transistorized amplifiers, fm tuners and multiplex tuners.

David K. Elwell, manager, foreign manufacturing operations, Sylvania International Div., General Telephone & Electronics International, appointed director of purchases, Sylvania Electric Products, New York.

Thaddeus Napp, sales representative for midwestern region, Sylvania Electric Products, named distributor-sales manager for North California district, Burlingame, Calif.

Neal Pike appointed laboratory director for Prodelin Inc., Kearny, N. J., manufacturers of commercial communication antennas and coaxial transmission line systems. Mr. Pike had previously been member of Bell Telephone Laboratories and M.I.T. Lincoln Laboratory technical staffs.

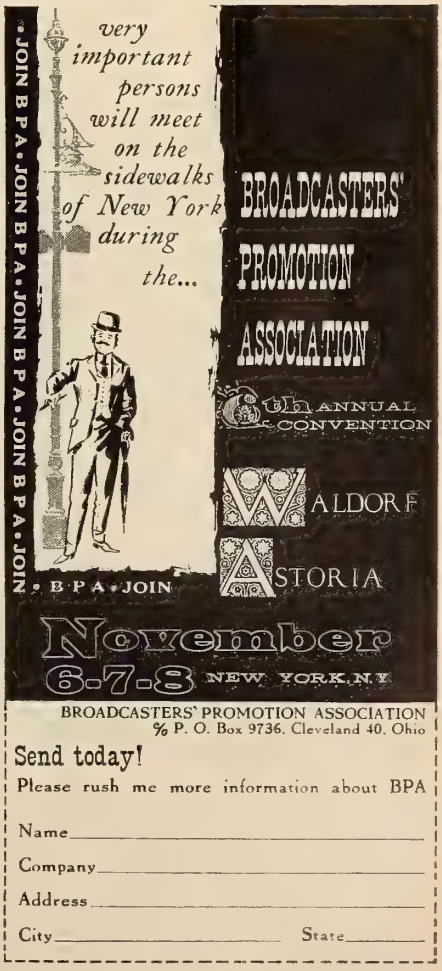
DEATHS

William A. McDonald, 65, chairman of board of Hazeltine Corp., defense electronics contractor, died Aug. 11 at his home in Lattingtown, L. I.

Thomas Reddy, 43, operations manager of WTAC Flint, Mich., drowned in Fenton Lake, near Flint, on Aug. 13.

J. Barry Lake, 51, writer of tv plays and detective novels, died of heart attack Aug. 9 at his home in Newton, Pa.

Laurette Banks, 50, manager of ticket division, CBS, New York, died Aug. 12 at St. Luke's Hospital, New York, following long illness.



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WFBM teaches and learns at seminar

SATURDAY SESSIONS DRAW CAPACITY AUDIENCES

Time-Life Broadcasters' stations WFBM-AM-FM-TV Indianapolis are discovering that it not only pays to learn what significant segments of their audiences think of them but that listeners actually will flock to the door and spend their time and money for the opportunity to speak their minds.

Each Saturday last month and this, the WFBM stations are finding the big WFBM-TV studio filled with community leaders and representatives of all listening elements. They are there to take part in one of the 11 Saturday seminars sponsored by the WFBM stations on "The Air Media and You: Communications in a Free Society." Each participant pays $3 to cover expenses of a Saturday session, including a hearty dinner which is served in the studio.

Eldon Campbell, vice president and general manager of the WFBM stations, observed that the seminars are right in tune with FCC Chairman Newton N. Minow's desire that stations learn 'the desires and needs of their communities, but that considerable extra benefits are accruing from the meetings. For one thing, he noted, the meetings have proved very beneficial to special interest groups such as judges and lawyers who for the first time have had an opportunity to explore in an informal atmosphere some of their own peculiar problems and to become aware of and overcome some of their own intramural communication barriers.

Mr. Campbell stressed one important aspect of the seminars is that conclusions are reached in the minds of the individuals and not by the platform or the group as a whole. Participants get a new look at their own jobs and responsibilities, he indicated, as well as a broader understanding of the role of the mass media.

First seminar in July included the Toastmistress Clubs of Central Indiana. Other July Saturdays involved an Indianapolis Council of Women's Clinic and human relations and law enforcement seminars. August meetings are being devoted to religious leaders, newspaper editors, youth citizenship, community progress and an AFL-CIO clinic, among others. Each participant also receives a seminar portfolio containing materials prepared by Television Information Office and NAB plus article reprints such as the July 1 *Saturday Evening Post* piece by NBC Board Chairman Robert W. Sarnoff on "What Do You Want from Tv?"



Highlight of Aug. 5 newspaper editors' seminar sponsored by WFBM-AM-FM-TV Indianapolis was full-hour two-way radiotelephone news conference with West Berlin Mayor Franz Amrehn (second only to Governing Mayor Willy Brandt) on Berlin crisis. Here putting question to Mayor Amrehn is 'Indianapolis Star' chief editorial writer Frank H. Crane (l, standing). With him are (r, standing) Sig Mickelson, vice president of Time-Life Broadcast Inc., and (seated, l to r) Dick Krolik, public relations counsel for Time-Life Broadcast Inc., and Eldon Campbell, WFBM vice president-general manager.

Let's eat out!

When it's chow time at the old homestead, 60% of the time it's the lady of the house who suggests eating out. This was revealed in a new Radio Advertising Bureau presentation aimed at convincing restaurateurs that radio is the blue plate special on their advertising menus. RAB's message: 94.7% of all housewives listen to the radio in a typical week, reach them through radio advertising and they in turn will persuade their men to go out for a meal.

Fort Bragg GI's get greetings from d.j.'s

Martin Daniels, an enterprising timebuyer at J. Walter Thompson, and Frank Fitzpatrick, a Katz Agency radio salesman, have combined to help bring the voices of home-town radio personalities to the thousands of GI's from all parts of the country stationed at Fort Bragg, N. C. In the process they also have managed to create a solid station promotion gimmick.

Mr. Daniels, who is in the U. S. Army Reserve, has helped operate a closed circuit radio station (WWAH) at Fort Bragg for the last three years. This summer, Mr. Daniels enlisted the aid of Mr. Fitzpatrick in getting radio stations across the country to send 10, 20 or 30-second voice tapes of their most popular local personalities. Some 60 radio stations, including 17 represented by Katz, responded.

Typical copy for one of the messages: "Hi, this is (name of personality) at (station) in (market) saying hello especially to you at Fort Bragg. Hoping you will be in (market) soon and when you are tune us in at (station jingle)."

Major Anthony J. Sava, commanding the 351st Psychological War Co., has congratulated Mr. Fitzpatrick, calling the project "interesting as well as entertaining."

RAB prepares for biggest fall

As its first step to prepare member stations for their "biggest fall ever," Radio Advertising Bureau last week announced plans for a massive direct

mail campaign aimed at local advertisers. RAB has pre-packaged for the stations all the essential materials for efficient mailing to prospective fall advertisers. The promotion packs include fact-folders to dramatize radio's key selling points, a covering letter for every brochure, a complete mailing format to ensure that "all bases are covered," and a strategy chart which includes tips for contests, prizes, etc.

Radio campaign brings 800% sales increase

Watkins Bros. furniture store in Manchester, Conn., is a firm believer that WINF, that city, is a super salesman. And the evidence supporting the theory seems to bear this out.

In a week-long saturation program on the station (and it was the only form of advertising used except for one newspaper ad the last day) promoting a special furniture sale, Watkins Bros. reported an 800% sales boost over a comparable summer day, following tabulation of the receipts.

WINF operated for 16 hours from the main floor of Watkins' store on the day of the sale. Early (5:30 a.m.) bargain hunters received free coffee and doughnuts, compliments of the station.

So impressed was the advertiser with the results that WINF will become a regular salesman for Watkins Bros.

Interviews bring crackdown

Interviews conducted by WWRL New York, reportedly resulted in a crackdown on employment agencies by New York's Bureau of Licenses.

Leon Lewis, station news director, interviewed four girls brought to New York City by employment agencies on promises of lodging, meal security and return transportation. None of the promises was kept by the agencies and the girls were offered positions at salaries below standard wage.

The interviews were turned over to the National Assn. for the Advancement of Colored People for presentation to the District Attorney's office. The girls' plight, broadcast on WWRL, resulted in phone calls to the station with offers of food and lodging and positions of employment at salaries normal for the metropolitan area.

Drumbeats...

Going to the dogs ▪ Every dog has its day, as the old saying goes, and last weekend canines in the WGMS Bethesda, Md., audience had theirs. The Washington area good music station, participating in its third annual Dog Days, played an hour of music dear to most any dog's heart—except low brow dogs. Such favorites as Chopin's "Dog Waltz," "Dogs" from John Alden Carpenter's "Adventures in a Perambulator," and Moussorgsky's "Song of the Flea" were among the featured presentations. "Hound Dog" headed the list of the low brow tunes not played.



A new way to promote traffic safety

Seven police jurdisdictions in the Washington area are promoting traffic safety by calling drivers' attentions to *Traffic Violators' School,* a special education feature shown on WRC-TV, that city. Many traffic offenders in the area are given a flyer advising them of the show—along with their summons. Such an event is taking place in photo above as Alexandria, Va., patrolman Edward Bass presents Gail Barber with a ticket and the WRC-TV literature (for photographic purposes, of course). For other "offenders," however, it has been the real McCoy.

Viewing guide ▪ CHBC-TV Kelowna, B. C., with seven satellite stations, is believed to be the only Canadian tv station which publishes a pocket-size viewing guide with a paid circulation every two weeks. *CHBC-TV Teleguide* has a paid circulation of over 7,000 plus newsstand sales throughout the Okanagan Valley in British Columbia. It publishes programs with dates and times, news of personalities on film and

United Press International
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Agencymen select 'Miss Washington'

This particular business was a pleasure for these four New York agency men earlier this month who were on hand to help WWDC Washington select its 20th annual Miss Washington, Scarlett Jean Shinault. They are (l to r) Michael La Terre, Peerless Adv.; Raymond Fertakos, Kenyon & Eckhardt; Miss Washington; Richard Pickett, Foote, Cone & Belding, and Harold Simpson, William Esty Co.

live shows, and advertising by program sponsors. Newsstand price is 10 cents per copy, subscription price $1.50 per year.

Jones promotion ▪ WJW-TV Cleveland is urging viewers to keep up with the Joneses (Spike Jones) by sending out post cards alerting them to the *Spike Jones Show,* carried by the station on Monday nights. For those who want to keep up with the Joneses, Spike reports that there are approximately 2,000 in New York; 2,000 in Chicago; 1,000 in Detroit and 500 in Cleveland.

Scrambled eggs ▪ In an effort to promote the local poultry and egg industries, WCAU Philadelphia last week invited its listeners to a breakfast—5,200 scrambled eggs and garnishings. During the week WCAU devoted two minutes of every hour, 24 hours a day, to publicizing the benefits of eggs in the daily diet.

Swimathon ▪ WTMT Louisville got in the swim of promotion with of all things, a swimathon. The station promoted an attempt by Britt Sullivan to swim the 133.8 miles from Cincinnati to Louisville non stop (which she did). Some 5,000 listeners were on hand at various stages of the record 59 hours, 46 minute swim. WTMT newsman Dick Good broadcast beeper reports during the event.

Welcome to Cranbrook ▪ CKEK Cranbrook, B. C., distributes a welcome notice to all visiting motorists to the city, announcing special newscasts and programs on road conditions and special events in the Rocky Mountain area. The notice points out that the scenic mountainous terrain blocks radio signals from outside the area, and that CKEK will endeavor to take the place of the hometown station with hourly world-wide newscasts and special news and feature programs.

Lifting literacy ▪ The Alabama Federation of Women's Clubs has announced a drive to teach Alabama's 70,000 illiterate adults to read and write. Reading courses, using the Laubach teaching system, will be broadcast by the Alabama Educational Tv Assn., enabling residents of rural areas unable to attend classroom courses to benefit from the instruction.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 10 through Aug. 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New am stations

ACTIONS BY FCC

El Reno, Okla.—Charles L. Cain. Granted 1460 kc, 500 w D. P. O. address 208 W. Burton St., Sherman, Tex. Estimated construction cost $10,800, first year operating cost $24,000, revenue $36,000. **Charles Cain,** sole owner, also owns KFYN Bonham, Tex. Action Aug. 9.

Jefferson City, Tenn.—Jefferson County Bcstg. Co. Granted 1480 kc, 500 w D. P. O. address Box 3062 Greeneville, Tenn. Estimated construction cost $17,000, first year operating cost $36,000, revenue $45,000. Applicants are **Paul Metcalfe** (48%) majority owner WGRV Greeneville; **Clifford Spurlock** (22%) former owner WWXL Manchester, Ky.; **Kenneth Dearstone** and **Ray Smith** (14% each), both announcer-salesmen at WGRV. Action Aug. 11.

Denver City, Tex.—Yoakum County Bcstg. Co. Granted 1580 kc, 250 kw D. P. O. address c/o Claude Calvin MacAdams, 705 Park Lane, Brownfield, Tex. Estimated construction cost $11,660, first year operating cost $21,000, revenue $32,000. **Claude Calvin McAdams,** sole owner, is employe of KTFY Brownfield, Tex. Action Aug. 9.

ACTION BY BROADCAST BUREAU

Abilene, Tex.—Jack Hughes. Granted 1560

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kc, 500 w D. P. O. address Box 5166, Abilene, Tex. Estimated construction cost $17,605, first year operating cost $36,000, revenue $40,000. Applicant is in auto and airplane sales and service. Action Aug. 14.

APPLICATION

Montgomery, Ala.—Fine Music Inc. 1500 kc; 1 kw D. P. O. address 600 Montgomery St., Montgomery. Estimated construction cost $21,281; first year operating cost $27,600; revenue $36,000. Principals: **Isaac E. Cohen, Ronald A. Martin, Dwight M. Cleveland** (each one-third). Mr. Cohen owns vending machine business; Messrs. Martin and Cleveland are employes of AT&T. Fine Music Inc. is licensee of WFMI(FM) Montgomery. Ann. Aug. 11.

Existing am stations

APPLICATIONS

Porter County Bcstg. Co., Valparaiso, Ind.—Amendment to application for new am station on 1500 kc with power of 250 w, daytime hours of operation and DA, to increase power to 1 kw. Ann. Aug. 10.

WHIL Medford, Mass.—Cp to change hours of operation from D to unl. using power of 5 kw, install DA-N change station location to Medford-Everett during daytime and Medford during nighttime hours of operation. (Request waiver of rules if necessary.) Ann. Aug. 14.

WDLC Port Jervis, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 14.

WJAC Johnstown, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Secs. 1.310, 3.188(d) 1.354 of rules.) Ann. Aug. 11.

KASL Newcastle, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 16.

New fm stations

APPLICATIONS

Minneapolis, Minn.—Midwest Radio-Tv Inc. 102.9 mc; 2.7 kw unl. Ant. height above average terrain 418 ft. P. O. address 50 South 9th St., Minneapolis 2. Estimated construction cost $23,405; first year operating cost $6,197; revenue $2,400. **Midwest Radio-Tv Inc.** is licensee of WCCO-AM-TV Minneapolis. Ann. Aug. 10.

Beatrice, Neb.—Mia Enterprises Inc. 92.9 mc; 100.1 kw unl. Ant. height above average terrain 317.5 ft. P. O. address Box 1450 Beatrice. Estimated construction cost $35,814; first year operating cost and revenue in addition to existing am operation. Sole stockholder is **Gordon C. Pence.** Mia Enterprises Inc. is licensee of KWBE Beatrice. Ann. Aug. 14.

Greenville, N. C.—WGTC Bcstg. Co. 107.5 mc; 32.5 kw. Ant. height above average terrain 337 ft. P. O. address c/o Radio Station WGTC, Greenville. Estimated construction cost $32,595; first year operating cost $2,000 above cost of am operation. **A. W. Lewin,** sole owner, owns WGTC Greenville. Ann. Aug. 11.

Xenia, Ohio—Greene County Radio. 96.9 mc; 36 kw. Ant. height above average terrain 232.3 ft. P. O. address Box 2368, Cook Road, Spring Valley, Ohio. Estimated construction cost $26,300; first year operating cost $24,000; revenue $25,000. Principals: **R. Roy Stoneburner** (40%); **Paul W. Stoneburner** (10%); **Vernon H. Baker** (50%). R. Roy Stoneburner has 40% interest in Xenia am application and owns 50% of farm; Paul Stoneburner is applicant for am station in Salem, Ohio, holds 10% interest in Xenia am application and is engineer for Reynolds Metals Co.; Mr. Baker is consulting engineer, owns 60% of WESR Tasley, Va., and 40% interest in Smithfield, Va., am application. Ann. Aug. 11.

***Harrisburg, Pa.—Market Square Presbyterian Church.** 94.9 mc; 1.67 kw unl. Ant. height above average terrain zero (to be mounted on church steeple). P. O. address c/o Charles Baddorf, 3511 Ridgeway Rd., Harrisburg. Estimated construction cost $16,166; planned yearly operating budget $10,000. Ann. Aug. 14.

Ownership changes

APPLICATIONS

WLET Toccoa, Ga.—Seeks assignment of license from **R. G. LeTourneau, Evelyn LeTourneau** and **Virgle E. Craig** (partnership) to **Virgle E. Craig** as sole owner; consideration $15,000 cash and $11,305 in accounts receivable. Mr. Craig is present 10% owner of WLET. Ann. Aug. 14.

KOEL Oelwein, Iowa—Seeks assignment of license from **Northeast Iowa Radio Corp.** to **Hawkeye Bcstg. Inc.**; consideration $364-000. **James Stuart,** sole stockholder of assignee, is officer and director of KFOR Lincoln, KODY North Platte, KRGI Grand Island, all Nebraska, KMNS Sioux City, Iowa, and KSAL Salina, Kan.; and has numerous financial interests. Ann. Aug. 10.

KANB Shreveport, La.—Seeks transfer of all outstanding shares of stock in **Kenwil Inc.** from **David Kent** (51.9%), **Lorain J. Kent** (10.4%), **Merle W. Krueger** (20.8%), **Brown E. Moore** (6.9%), **Herman Selber** (2.3%), **Arthur Mickle** (6.9%) and **James Austin** (.9%) to **Leon S. Walton** (56.67%); **Joseph J. Philippus** (22.56%) and **Frank F. Dusenbury** (20.77%); total consideration $18,052.50. Mr. Walton owns WNOO Chattanooga, Tenn.; KOPY Alice, 33% of KJET Beaumont, both Texas, and is owner of station representative firm; Mr. Philippus is employe of Brinks and of U. S. Post Office; Mr. Dusenbury is manager of KJET. Ann. Aug. 10.

WDTM Detroit, Mich.—Seeks sale of 700 unissued shares of stock in **WDTM Inc.** to **Merle H. Miller** and **Ophelia L. Miller** (each 350 shares) at $100 per share, paid directly to corporation, in consideration for $70,000 in loans to corporation. Mr. and Mrs. Miller presently own 25% each; upon approval of transaction they will own 48.78% each. Ann. Aug. 11.

WROC-FM Rochester, N. Y.—Seeks assignment of license from **Transcontinent Tv Corp.** to **Veterans Bcstg. Inc.** for $48,700. Assignee corporation is 100% stockholder in Marietta Bcstg. Inc. which is licensee of KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, both California; and 60% stockholder of WNEP-TV Scranton-Wilkes-Barre, Pa.; and is licensee of WGR-AM-FM-TV Buffalo, N. Y. Ann. Aug. 15.

WBNE-TV New Bern, N. C.—Seeks assignment of cp from **Nathan Frank** to **Piedmont Tv Corp.** of which Mr. Frank is sole stockholder; no financial consideration involved. Ann. Aug. 14.

KAGI Grants Pass, Ore.—Seeks assignment of license from **Southern Oregon Bcstg. Co.** to **KAGI Inc.**; consideration $33,000. Assignee stockholders are: **assignor company** (50%); **N. Paul Hoff** (33.33%), **J. Edwin Arnold** (16.66%). Mr. Hoff is director of KAGI; Mr. Arnold has been station manager of KAGI. Ann. Aug. 15.

WSTE-TV Fajardo, P. R.—Seeks assignment of cp from **Carmina Mendez** (d/b as Continental Bcstg. Corp.) to **WSTE-TV Inc.,** in return for 20% interest in assignee corporation. **James C. Leake,** owner of other 80%, has interests in KTUL-TV Tulsa, KWTV(TV) Oklahoma City, both Oklahoma, and KATV(TV) Little Rock, Ark. Ann. Aug. 10.

WICE Providence, R. I.—Seeks transfer of 37 shares (29.6%) of stock in **Akron Bcstg. Corp.,** controlling stockholder in **Providence Radio Inc.** (licensee corp.) from **Edwin Elliot Sr.,** present holder of 58%, to **Edwin Elliot Jr.,** present holder of 40.4%; consideration $2,400 per share. Ann. Aug. 14.

WYCE(FM) Warwick, R. I.—Seeks transfer of 37 shares (29.6%) of stock in **Akron Bcstg. Corp.,** controlling stockholder in **Providence Radio Inc.** (permittee corp.) from **Edwin Elliot Sr.,** present holder of 58%, to **Edwin Elliot Jr.,** present holder of 40.4%; consideration $2,400 per share. Ann. Aug. 14.

KDUB-AM-TV Lubbock; KEDY-TV Big Spring, both Texas—Seeks assignment of license from **Texas Telecasting Inc.** to **West Texas Tv Network Inc.**; consideration approximately $4,000,000. Assignee's principals include: **Sidney A. Grayson, Nat Levine** (each 20.5%), **Irving L. Gold, Murray Gold** (each 10.25%); **Theodore Shanbaum, Ellis Carp** (each 8.95%) and **Lee Optical Retirement Pension Plan Trust** (20.5%). Mr. Grayson owns 15% of KSYD-TV Wichita Falls, Tex.; Mr. Levine owns 22.37% of KSYD-TV; Irving L. and Murray Gold own 11.19% each of KSYD-TV; Dr. Carp owns 8.9% of KSYD-TV and 50% of optical firm. Ann. Aug. 10.

KCKG Sonora, Tex.—Seeks assignment of cp from **Albert Ward** (two-thirds) and **Rip Ward** (one-third), d/b as **Ward Bcstg. Co.** (partnership), to **Ward Bcstg. Co.** (corporation). No financial consideration involved; principals will retain same percentages of interest. Ann. Aug. 14.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 21 initial decision which looked toward granting application of Court House Bcstg. Co. to increase power of WCHI Chillicothe, Ohio, from 500 w to 1 kw, continued operation on 1350 kc, D, became effective Aug. 10 pursuant to Sec. 1.153 of rules. Action Aug. 15.

■ Commission gives notice that June 16 initial decision which looked toward granting applications of Southeastern Bcstg. System Inc. to increase daytime power of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 17

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,566	49	115	844
FM	857	61	192	139
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

WMJM Cordelle, Ga., from 250 w to 1 kw, and Radio Station WSNT Inc., to increase daytime power of WSNT Sandersville, Ga., from 250 w to 500 w, each continued operation on 1490 kc, 250 w-N; interference condition, became effective Aug. 7 pursuant to Sec. 1.153 of rules. Action Aug. 11.

■ Commission gives notice that June 19 initial decision which looked toward granting application of Jefferson County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, in Jefferson City, Tenn., became effective Aug. 8 pursuant to Sec. 1.153 of rules. Action Aug. 11.

INITIAL DECISIONS

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of Shenandoah Life Stations Inc., to increase power of WSLS-FM Roanoke, Va., from 21 kw to 202 kw and ant. height from 1,890 ft. to 1,892 ft., continued operation on 99.1 mc; engineering condition. Action Aug. 14.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward denying application of Jackson Bcstg. & Tv Corp. to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Action Aug. 11.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Independent Bcstg. Corp., for new am station to operate on 1440 kc, 5 kw, D, in Spokane, Wash.; engineering condition. Action Aug. 10.

Routine roundup

■ By order commission amended Secs. 1.359 and 1.362 of rules requiring local notice of filing and designation for hearing of broadcast applications to (1) set cut-off dates for members of public who write to call to attention of commission facts pertaining to renewal application or facts concerning which they would like to present evidence at renewal hearing—dates to be 30 days after renewal application was tendered for filing and 30 days after date of release of commission's order specifying time and place of commencement of renewal hearing; (2) change word "filing" in rules to phrase "tendered for filing"; and (3) make other minor language changes. Amendments are effective Aug. 21. Action Aug. 14.

■ By order, commission rescheduled oral argument in tv option time proceeding from Oct. 27 to Nov. 3. Action Aug. 8.

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from Aug. 14 to Aug. 28 time for filing proposed findings and conclusions in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action Aug. 11.

■ Dismissed as moot petition by Broadcast Bureau for extension of time to file statement in lieu of proposed findings and conclusions in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Inc., for new fm stations in New York, N. Y. Action Aug. 10.

■ On own motion, extended from Aug. 15 to Aug. 31 time for filing proposed findings and conclusions in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action Aug. 10.

By Hearing Examiner Asher H. Ende

■ Denied petition by Independent Indianapolis Bcstg. Corp. to enlarge issues by adding issue to determine whether funds available to Hoosier Bcstg. Corp. will give reasonable assurance that proposals set forth in application will be effectuated; and denied petitions by WIFE Corp. and Hoosier Bcstg. Corp. to enlarge issues by adding issue to determine whether funds available to Sands Bcstg. Corp. and Independent Indianapolis Bcstg. Corp. will give reasonable assurance that proposals set forth in their respective applications will be effectuated in proceeding on their applications for new am stations in Indianapolis, Ind. Action Aug. 10.

By Hearing Examiner Annie Heal Huntting

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact in proceeding on am application of Tv Corp. of Michigan Inc., Jackson, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact and conclusions in proceeding on am application of Voice of Three Rivers, Three Rivers, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact and conclusions in proceeding on am application of Community Service Bcstrs. Inc., Ypsilanti, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

By Hearing Examiner Forest L. McClenning

■ Denied petition by Beacon Bcstg. System Inc., for leave to amend its application for new am station in Grafton-Cedarburg, Wis., and dismissed petition to reopen record in proceeding on its application and that of Suburban Bcstg. Inc., Jackson, Wis.; on own motion, reopened record to note death of L. J. Foran, that by right of survivorship Genevieve L. Foran has succeeded to sole ownership of stock interest in Beacon, formerly held jointly with L. J. Foran, and closed record; and on own motion, extended from Aug. 8 to Aug. 25 date for filing proposed findings of fact and conclusions of law on issues (9) and (10) and scheduled Sept. 5 for filing reply findings in proceeding. Action Aug. 10.

By Hearing Examiner Herbert Sharfman

■ Granted motion by North Suburban Radio Inc., and corrected as requested with two exceptions, transcript in proceeding on its application for new am station in Highland Park, Ill., which is consolidated for hearing. Action Aug. 14.

■ Upon request by Broadcast Bureau and without objection by other parties, extended from Aug. 11 to Aug. 16 and from Aug. 21 to Aug. 26 time for filing initial proposed findings of fact and conclusions and for filing replies in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb. Action Aug. 11.

■ Pursuant to request by Rockford Bcstrs. Inc. (WROK) Rockford, Ill., and Quincy Bcstg. Co. (WGEM) Quincy, Ill., and without objection by other parties, continued certain procedural dates in proceeding on their am applications et al.; hearing continued from Sept. 5 to Sept. 13. Action Aug. 9.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of August 15

■ Granted licenses for following fm stations: WITA-FM San Juan, P. R.; WAIV Indianapolis, Ind.; WFLO-FM Farmville, Va.

***WCSQ(FM) Central Square, N. Y.**—Granted license for noncommercial educational fm station.

WDET-FM Detroit, Mich.—Granted license covering installation of new type trans. and to make change in transmitting equipment.

WPFM(FM) Providence, R. I.—Granted license covering increase in ERP, decrease in ant. height, and change of ant. and trans.

WXEN-FM Cleveland, Ohio—Granted license covering change in ERP, ant. height, ant.-trans. location and operation by remote control.

WOC-FM Davenport, Iowa—Granted license covering changes in ERP, ant. height, trans. site, new ant., ant. changes and operation by remote control.

KELD El Dorado, Ark.—Granted mod. of cp to change type trans.

WGMS Bethesda, Md.—Waived Sec. 3.30 (a) of rules and granted authority through Oct. 31 to originate all WGMS programming from auxiliary studios in Harrington Hotel, Washington, D. C., to facilitate completion improvements to main studios in Bethesda. WGMS to continue to identify itself as Bethesda station.

KFIF Tucson, Ariz.—Granted extension of completion date to Sept. 20.

Actions of August 14

KOTO(FM) Seattle, Wash.—Granted extension of completion date to Nov. 14.

KBEE-FM Modesto, Calif.—Granted license covering installation of new ant. and decrease in ERP.

WKBW-AM-FM-TV Buffalo, N. Y.—Granted assignment of licenses to Capital Cities Bcstg. Corp.

WGGC(FM) Glasgow, Ky.—Granted license for fm station.

WGH-FM Newport News, Va.—Granted license covering increase in ERP and ant. height, change ant.-trans. location, installation of new ant. and trans. and operate by remote control.

WGBI-FM Scranton, Pa.—Granted license covering increase in ERP, decrease in ant. height, and engineering changes.

KBOM Bismarck-Mandan, N. D.—Granted mod. of license to change name to Mandan Radio Assoc. Inc.; without prejudice to such further action as commission may deem warranted in light of revocation proceedings.

WPIK Alexandria, Va.—Granted cp to install new trans.

WAFS Amsterdam, N. Y.—Granted mod. of cp to change type trans.

Actions of Aug. 11

KNOK Fort Worth, Tex.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WKDA Nashville, Tenn.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

KHOW Denver, Colo.—Granted involuntary transfer of control of Resort Airlines Inc., parent corporation of licensee corporation, from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WMBO Auburn, N. Y.—Granted involuntary transfer of control of Auburn Publishing Co., parent corporation of licensee corporation, from Charles D. Osborne to Edith Wendell Osborne, Marine Midland Trust Co. of Central New York and Agnes Osborne Griswold, executors of estate of Charles D. Osborne, deceased.

WMBO-FM Auburn, N. Y.—Granted involuntary transfer of control from Charles D. Osborne to Edith Wendell Osborne, Marine Midland Trust Co. of Central New York and Agnes Osborne Griswold, executors of estate of Charles D. Osborne, deceased.

KPMC Bakersfield, Calif.—Granted involuntary transfer of control from Florence

Continued on page 135

SINCE 1894

COATS & BURCHARD COMPANY

appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

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- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Experienced Mgr. or sales mgr., regional northeast. Small market must be strong on sales. Box 684G, BROADCASTING.

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Live in beautiful south Florida and earn top income. Number one radio station accepting applications for experienced and aggressive salesmen. Must have three years sales experience in radio or television. Send resume and photo. Box 670G, BROADCASTING.

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

5000 watt New York State station seeks experienced salesman with ideas. Liberal commission, on air accounts to start and bright future for right man. Send resume to Box 694G, BROADCASTING.

Top notch salesman wanted for Chicago radio station. Excellent potential to earn big money. Salary and commission. Apply only if you have the drive necessary to earn top dollar. Box 732G, BROADCASTING.

California—Top salesman wanted, handle agency and large retail. Salary and commission. By outstanding Negro station in prosperous San Francisco Bay Area negro market. Conway, KDIA, Oakland, California. References, full background.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Help Wanted—(Cont'd)

Sales

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KVMA, Magnolia, Arkansas.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snap shot to Earl Harper w-HI-h, 731 Boush St., Norfolk, Va.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Staff additions. Pennsylvania group operation is planning staff enlargement and additions at two locations. Interested announcers and sales personnel contact Steve Fishbein, Program Director, WMAJ, State College, Pennsylvania.

Following help needed for small station. Mgr. salesman Engr. Manager, engr. salesman, announcer first class ticket, apply—Collins Corp., Vidalia, Ga.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 962F, BROADCASTING.

Southern California dignified daytimer. All-around man with stability. Prefer family man. Our man needs all-around ability in copy writing, production and a professional, mature voice. First class ticket helpful. Submit resume and tape. Box 691G, BROADCASTING.

Announcer with first class ticket needed by Mountain States area station. Maintenance required on 1,000 watt operation. Must be able to announce for adult programming. $400.00 salary range. Send tape and background. Box 692G, BROADCASTING.

Announcer-engineer, experienced in both departments. Indiana medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and ideas. Medium market, Lower Lakes. Box 697G, BROADCASTING.

Pennsylvania fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. Send tape and resume to Box 644G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone personality for Ohio station on Lake Erie. Work either morning or afternoon. Rush photo, resume and tapes which will be returned. Box 652G, BROADCASTING.

Wanted by Ohio 1000 watt AM station. One announcer or one first class engineer-announcer. One full time salesman. Box 653G, BROADCASTING.

South Florida top rated station looking for experienced aggressive personality dj, for adult audience. Good news and production necessary. Rush tape, resume and photo. Box 671G, BROADCASTING.

First phone. Some experience desired. But beginners considered. Rush tape and resume. Box 713G, BROADCASTING.

Want to finish college? . . . part-time announcer wanted for top independent in state college town of 13,000. Good pay enables right man to complete college studies. Minimum 1 year experience necessary. Send tape, resume, picture to Bob Templeton, Program Director, KAYS, Hays, Kansas.

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL. Bend, Oregon.

Need bright, intelligent air personality. Adult music format. Immediate addition to present staff. Rush photo and resume with tape to Radio KING, 320 Aurora Ave., Seattle, Washington.

You may never have breathed the pure, dry air of El Paso in your life. But, from the first word you utter through a KIZZ microphone, you will be the most talked-about personality ever to appear on the radio in West Texas. You will not have to spend half a lifetime building a name for yourself, because we have already built a name for you. We have been giving you an advance build-up for months, and you will step right in and capture the audience that is waiting for you. If all this sounds intriguing to you, if you have imagination, initiative and the ability to operate a fast board for a major-market CBS affiliate, if you have an unusual delivery, if you can listen to management's orders and use your own head at the same time, send us a tape and intrigue us as we have intrigued you. Do the tape as you do a commercial for yourself. Sell yourself to us. If you are a tramp, an alcholic or a drifter, do not bother to reply. We are looking for a solid man whom we can depend on. If you have engineering or sales inclinations, so much the better, but these qualifications are not essential. If your tape impresses us, we will send you an offer based on the selling job you have done on us, and you will be prepared to join us within 30 days. Address your tape and/or letter to Me and Norman, P. O. Box 5365, El Paso, Texas.

Wanted. Sportscaster-salesman, heavy sports schedule. Contact Mr. Daniel Talen, Mgr. 143 Mountain View Drive, KRSD am-tv, Rapid City, S. D.

Experienced radio announcer. Knowledge of classical music helpful but not necessary, wonderful climate, good schools, clean community. If you are now in Arizona, New Mexico, Colorado or Utah send complete details to KRSN, Los Almos, New Mexico.

Immediate opening for experienced announcer desiring extra income through sales. KTFI, Twin Falls, Idaho.

Wanted . . . first phone announcer. Excellent community. KTTN. Trenton, Mo.

Help Wanted—(Cont'd)

Announcers

Morning man, minimum 2 years experience — permanent — advancements. No screamers. Jim Butts, WBHC, Hampton, S. C.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Experienced dj for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial production spots, news and complete background, picture, salary requirements and any television experience or desires. Carl Hollberg, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania adult music format station. Send tape and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Five thousand watt daytimer wants "good" news and commercial announcer start at $100 a week. No dj's need apply. Personal interview will be required before hiring. Apply H. N. Thayer, WGHQ, Box 427, Kingston, N. Y.

Versatile announcer. Must be good on news, some knowledge of sports. Quality station with varied schedule, but no r&r. September 1st. opening. Interview desirable. WLAG, Lagrange, Georgia.

"I want a morning man who is 'only great'. PD position if able. Qualifications: Must be literate (know how to read); have voice; and 1st ticket—no maintenance. Rush tapes, photo and resume to WQSR, 1020 Hiawatha Blvd. West, Syracuse 3, N. Y.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Virginia Quality Music, news station immediate opening for announcer with quality voice, music knowledge. Send air-check resume to Box 1294, Charlottesville, Virginia.

Rand Broadcasting Company — WINZ, Miami. WINQ. Tampa, WEAT. WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street. Minneapolis 2, Minn.

Technical

Immediate opening for combination engineer-announcer on Kentucky station. Must be fair announcer and able to handle routine maintenance. Permanent, fulltime position. Also will need announcer by Sept. 15. Send tape, resume, references, phone number, salary requirements. Box 587G, BROADCASTING.

Chief engineer. Capable maintaining am-fm operation. N. Y. metropolitan area. Box 610G, BROADCASTING.

First phone strong on announcing, with chief engineer job in sight. 1000 watt Northwestern Rocky Mountain area. Send tape, resume and snapshot to Box 682G, BROADCASTING.

Wanted, chief engineer, strong announcing, news. Tape, resume. Box 689G, BROADCASTING.

The big one-chief engineer for major facility in top midwest market. $10,000 and opportunity to become director of engineering for group. Man we want has outstanding technical and administrative ability, is ambitious, is on the way up. Send complete resume, references, photo, etc. Box 702G, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxed radio station. KFDR Grand Coulee, Wn. Immediately.

Poughkeepsie, New York 5000 watt WEOK, needs first phone combo men—basic technical slot—limited air work—excellent chain opportunity. Fred Brill, WEOK, Grover 11500.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Farm service director for leading midwest farm radio station. Will head three-man department and be responsible for all farm programming: Experienced farm radio man desired but will consider anyone from allied fields. Pleasant working conditions, insurance and pension benefits. Area provides many recreational opportunities. Salary open. Send audition tape, picture, personal resume and expected salary with application. Replies held in strict confidence. Box 656G, BROADCASTING.

Wanted immediately, newsman with strong air delivery. Willing to work at covering local news. We have mobile unit, two-way communications and good news connections. Also interested in competent staff man with know how of easy listening format. Send tapes and background first letter. Network affiliate in good Minnesota market. Box 712G, BROADCASTING.

Experienced radio copy man. Must be able to take over copy department and have ability to write with ideas. Will be expected to service select accounts. Box 727G, BROADCASTING.

Medium midwest station needs news director for combined radio and television. Excellent opportunity for man to conduct editorial and documentary policy of stations. Box 731G, BROADCASTING.

Organist wanted. Man or woman, theater experience preferred, to play Wurlitzer unified, 32-stop theater organ on television and radio. Must be able to read, sight-read, transpose, chord-out and play background, accompaniment and solo work. Salary open. Write Kenn Barry, KSTP, Inc., 3415 University Ave., Minneapolis, Minn.

Chief copy writer and traffic job open immediately at WLBK, DeKalb, Ill. Please include complete background, references and salary required. Write George C. Biggar, President Manager.

RADIO

Situations Wanted—Management

Top management team. Twenty years combined experience all phases. Manager that likes to get out and sell, plus program director that knows traffic, continuity, likes air work. Two man gang that wants to gang up on your problem operation salary plus percentage. Presently employed, all offers considered. Box 683G, BROADCASTING.

Manager, Sales manager. Employed. Seeks greater opportunity in medium large to large market. Adept, young, sincere. Married, reliable. Radio television background. Box 688G, BROADCASTING.

General manager available immediately-stock ownership change. Eleven years all around experience. Family man, honest, stable, 9 years present market. Desire interest, will invest. Confidential. Box 690G, BROADCASTING.

Attention all good music stations. A teetotaler. 20 yrs exp. Available October. Presently employed, no hurry. Box 695G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Currently president, general manager and sales manager. Radio station being sold. Must relocate. Young 49. Vast capabilities. 28 years radio experience. Reliable, aggressive, civic-minded. Prefer city 50,000 and up. Box 726G, BROADCASTING.

Make calls, make sales, salesman desires manager experience toward goal, station ownership. Sacrifice for opportunity. Will be selling manager, not armchair. Likeable, have great program idea. Prefer west. Ivan, 3106 Kingston Ave., Napa, Calif., Baldwin 4-0954.

Sales

Salesman. Personable, good appearance, diligent, mid-30s. Will locate. Box 669G, BROADCASTING.

Reorganization, medium and major market experience. Hard worker, sober, married. Box 699G, BROADCASTING.

Salesman—sports director (Strong play-by-play, 14 years experience). Wishes to relocate in major market or major college town. Family, employed. Box 703G, BROADCASTING.

Station manager 16 years. Strong on local and national sales. First class license. Excellent references. Box 705G, BROADCASTING.

Sales rep. Radio, tv, films. Five years in broadcasting. Good record. Prefer New England. Box 717G, BROADCASTING.

Announcers

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Serious music stations: 7 years experience music pd-announcer strong on languages. News forte. Locate east coast. Tired vacuous west. Box 544G, BROADCASTING.

Versatile announcer seeks beginning—emphasis on sportscasting; play-by-play. Authoritative, network style delivery. Sports and music experience, college degree plus announcing training. 27, mature, intelligent, good appearance, excellent references. Box 606G, BROADCASTING.

Football, basketball, baseball play-by-play broadcaster, accurate, colorful; creative studio radio-tv shows; 12 years experience, employed, family man. Box 613G, BROADCASTING.

Experienced, married—would like to settle down—dj, good ad-lib, run board, cut any show—excellent references. Box 639G, BROADCASTING.

Help Sept. 1 will graduate from radio school, college, can run tight board, very creative announcer, interested in public service, documentaries, etc., would like New England area. Box 651G, BROADCASTING.

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Announcer-d.j., 1 year, experience (28 yrs.) Vet single, would like all night show. Prefer near college. Box 662G, BROADCASTING.

Ambitious, young, hard working personality, bright, tight, creative and persuasive. Box 663G, BROADCASTING.

Where is a popular music or top forty station who wants personality d.j. who is energetic, Original, creative, steady and loyal. Box 665G, BROADCASTING.

Swinging negro d.j.—announcer wishes to relocate in real competitive market. Experience? plenty. Box 666G, BROADCASTING.

"Early morning 1st phoner"—fourteen years experience, twelve in present station as combo, pd and sales. "Efficiency expert" moving in—I gotta go. Prefer Midwest. Box 672G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced radio and tv announcer with excellent knowledge of baseball desires to move into play-by-play. Box 674G, BROADCASTING.

Old timmer looking for a home. 39 . . . married . . . 20 years in the business. All phases. Local news gathering, morning disk . . . strong commercial ability . . . production . . . etc. Salary starting at $500 per. Desire home in the west . . . write, 678G, BROADCASTING, for Air-Check.

Always no. 1—radio personality—24 years experience. Family man. Seeking new opportunity. Box 680G, BROADCASTING.

Mature radio-tv veteran seeks permanency as announcer-pd-copywriter, and/or sales. Box 681G, BROADCASTING.

Presently, production director, 50 kw, seeking staff announcer/d.j. spot in smaller market. 12 years major market experience. Desire Colorado or Northwest, will consider all Married. Tape, full details. Box 693G, BROADCASTING.

Hilarious! Funniest ever! . . . And they're just the reviews on my suit. First phone radio comic wants to entertain in "Bob and Ray"—"Freberg" style proving radio can still entertain. 29, pd, experience, 3 children. Fresh ideas for production commercials. Any organization with a sense of humor left? Box 709G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Newsman/staffer—can write news and copy; produce spots. Five years experience. Box 716G, BROADCASTING.

Top rated personality in one of America's top 30 radio markets . . . dependable, young and conscientious . . . college man with honorary, excellent references, proven record of success. Content but could move if right offer is made. Box 718G, BROADCASTING.

Does NYC area station need experienced dj. Good voice. Knowledge of music or newsman to gather, write broadcast. Please contact. Box 719G, BROADCASTING.

Announcer, newscaster, dj. Married. Experienced. Tight board, crisp news. Box 720G, BROADCASTING.

DJ, newscaster, control operator. Married. Age 28. References, will travel. Prefer top 40. Box 721G. BROADCASTING.

Radio announcer/dj, experienced, tight board for top 40 or middle of road. Wants to settle in west. Available mid Sept. Dependable. Box 722G, BROADCASTING.

Attention Texas! Have job, must travel. Experienced dj/announcer. Not a drifter but seeks opportunity to advance. Own board, copy, sales. Box 723G, BROADCASTING.

Experienced disc jockey, news, 33 years old, college grad, vet, seek northwest market, preferably N. J., Pa., Conn. Resume and tape on request. Box 724G, BROADCASTING.

D. C. network air personality desires to relocate. 2 years college, graduate of professional school. Box 728G, BROADCASTING.

DJ in nation's tenth market wishes to relocate in station with sensible sound. Box 729G, BROADCASTING.

DJ, seven years experience, knows music. Prefer northeast, family. Box 733G, BROADCASTING.

Announcer-Engineer, first phone, experienced, references, veteran. Call 1402, 208 Poplar St., Corbin, Ky.

Stable young family man, desires permanent position in progressive outlet, in Michigan or Ohio. Experienced in top 40, and country and western. Available immediately, tape and references on request. Phone Col. 3-9696 or write Bob Butler, 427 S. Madison St., Adrian, Michigan.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 2 years. Single, thirty, car. California preferred. Bob Cohen, 156 Third St., San Francisco, California, GA 1-9355.

Excellent news, dj, sales. Eight years, age 37, very deep voice. $75 week. South only. Woody Hosey, Box 181, Sandersville, Miss., Phone 428-0958.

Negro news announcer and D.J. Expertly trained. College and Army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Air salesman, mature, experienced, hard working professional. Newscaster, programming. Employer references. Pleasant, relaxed, adult sound. Adult pay. Family. Glenn Walker, 511 Woodland, Crookston, Minnesota.

Technical

Engineer—experienced first class—write Box 552G, BROADCASTING.

Experienced disc jockey. Bachelor, age 37, has car. Prefers mid-day shift. First class licensed. $110 week. Good references. Knows music. Box 621G, BROADCASTING.

Free—$45,000 worth of 16mm cameras, lab & sound equipment, when under supervision of competent film & visual director. Over 20 years independent supplier of visual & film service to industry, govt. education & tv. Writer desires to head and operate visual service for responsible organization. Box 624G, BROADCASTING.

1st. phone wants good permanent job. Twelve years experience all phases AM-FM studio and transmitter maintenance. Engineering only—no anouncing please. Box 655G, BROADCASTING.

Experienced 1st. class phone seeks permanent position at radio station, no announcing. Box 668G, BROADCASTING.

Wanted: C. E. position with or without announcing. Can wait for two or three months. Family man that prefers Minnesota. Resume write Box 686G, BROADCASTING.

Chief Engineer or Supervisor. FM, TV & AM Directional experienced. East Coast preferred. No announcing. Box 687G, BROADCASTING.

First phone. Married. Reliable. Sober. 28. Military obligation completed. Permanent position. 115 mile radius of Washington, D. C. Box 730G, BROADCASTING.

Production—Programming, Others

News director, Newsman, nine years radio-tv, presently news director #1 station, million market. Write, report, air. Ball of fire in newsroom or on beat, plus top quality delivery. Box 556G, BROADCASTING.

Gal radio-tv writer: Top radio writing-production experience, promotion, public relations, programming, key account servicing. Phone: Evenings JE 5-4199, St. Louis. Box 594G, BROADCASTING.

Newsman's newsman; one of few. 10 years radio-tv, college, married, pro-delivery, gather, re-write. Northeast. Box 597G, BROADCASTING.

Good Music program director—10 years with three of the nation's leading FM stations as operations and program director. Network quality announcer. B.S. in radio-tv from Northwestern University. Tape and resume on request. Box 659G, BROADCASTING.

Girl with traffic and office experience desires to relocate in east. References. Box 677G, BROADCASTING.

Experienced broadcast school trained copywriter, must locate between Alaska and Alabama soon. Know fundamentals of announcing, newswriting, servicing good copy. Best references. All radio, agency and tv replies answered. Small town preferred. Box 698G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced. Copywriting, traffic, children's shows. Want opportunity in commercial radio. Prefer South. References. Sara Tozer, 10006 Grandville, Detroit, Michigan.

Quality copywriter and/or announcer. Agency and station experience. References. Copy and/or tape available. Box 701G, BROADCASTING.

Professional announcer — newscaster — programming, production, eleven years major market. Degree, first ticket. Family. $135. Box 704G, BROADCASTING.

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

Promotion-publicity-advertising director. Now with top concern you've heard of. Would like to join station in medium size market. One of the most creative and best informed promoters in tv, sparked many productive national campaigns, contacts with key national press, understanding of all facets of tv based on 12 years experience. Salary secondary to finding right station in right community. Box 715G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau. Alaska.

Announcers

Good on news and on camera commercials. Small market. Send tape, picture and resume to Jack Walkmeyer, General Manager, KWHT-TV, Goodland, Kansas.

Have opening for male MC of daily tv interview program. If interested, call for audition. Jerry Barnes. STate 5-1201. Springfield, Massachusetts.

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. Tv studio transmitter maintenance operating experience desired but serious consideration given technically qualified experienced radioman earnestly wanting tv opportunity. Permanent opening September 1 or sooner. Call collect State 6-8311 or write Leavenworth Wheeler, Chief Engineer. KIVA, Yuma, Arizona.

Vacancy for television engineer. Experienced desirable but not absolutely necessary if you have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

First phone. Must know G.E. TT25A UHF Transmitter and G.E. Studio equipment. Some maintenance. Submit complete resume and three each technical and personal references. To $6,000 annually. Gordon Knaier, C E., WNED-TV, Hotel Lafayette, Buffalo 3, N. Y.

Help Wanted—(Cont'd)

Technical

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-dian position available. Please contact videotape center. Box 679G, BROADCASTING.

Production—Programming, Others

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Over 11 years major media sales. Last 5 plus top billing salesman eastern VHF. Experienced all phases of sales—local-regional national. Desire sales management opportunity with eventual chance to move higher. Box 578G, BROADCASTING.

Station manager, television: now in key management spot with highly successful and respected network station in major market; seeks to move up. Strong on sales but also knows how to build community service and prestige image. A real professional with background you need for excellent profitable operation on sound business basis. Twenty years in communication arts; 15 in broadcasting; 13 in television. Box 654G, BROADCASTING.

Television program manager available. Thirteen years experience, programming, film buying, production, videotape, sales, and public affairs. Age 36, married, degrees, excellent references. Prefer challenging opportunity with aggressive vhf. Box 664G, BROADCASTING.

General manager—experienced, capable, dependable, write Box 706G, BROADCASTING.

Sales

Now top billing salesman medium size vhf staff, desire to become same in larger market. Heavy communications background, all sales. Experienced all levels of presentations. Box 579G, BROADCASTING.

Experienced television and radio salesman, educated, aggressive, veteran, family man. Box 700G, BROADCASTING.

Salesmanager—Results not words or promises—not looking for just a job—looking for a challenge and advancement. Write Box 707G, BROADCASTING.

Announcers

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

The honeymoon is over! Announcer, now tv, 11 years experience including news, remote radio studio manager (sales, copy, service) wants administrative/managerial opportunity. Box 642G, BROADCASTING.

Technical

FCC 1st class license, thorough background in all aspects of the techniques of broadcasting. Box 640G, BROADCASTING.

Highly qualified engineer. Extensive background entailing maintenance, installation, operation, administration. Box, 660G BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Studio maintenance and operation technician with 6 years experience desires permanent position with a future. Box 675G, BROADCASTING.

Experienced tv engineer, good character, desiring permanent position. Good opportunity for the right man. Please send resume to Box 676G, BROADCASTING.

Production—Programming, Others

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

Gordon Max, is trustworthy, loyal, friendly, courteous, kind, cheerful, thrifty, brave, clean and boy can he production manage a tv station. Available, but not desperate, yet. Box 708G, BROADCASTING.

Energetic promotion man—available Sept. 1st. Married, 28, veteran, 3 yrs. college. Strong on sales-audience promotion, research, merchandising, layout, production. Complete knowledge radio-tv operation. Seeking opportunity, advancement. References. Resume. Box 725G, BROADCASTING.

A film editor with 4 years experience, 2 years college, desire position in the southeast. Write P. O. Box 3026, Columbia, S. C.

Henry Barzilay. Radio-tv production, 14 years experience. Director/newscaster, reporter/photographer (NBC, CBC and others). Announcing, on-camera, sports events, SOF. Last year w/BBC-TV, World News. International experience and background. Deported Africa (see Time 9/28/59). 149 S. Canon Dr., Beverly Hills, Calif. CR 5-5783.

FOR SALE

Equipment

RCA BTA 250M transmitter, built in remote control, many spare parts and tubes, in excellent running condition, $1900, delivered. Box 711G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B FM transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Increasing power—will sell like new Gates 1 kw transmitter BC it including tuning unit and spare tubes. Contact Phil Jackson, 6905 NE Sacramento, Portland, Oregon.

FOR SALE

Equipment—(Cont'd)

Microphones—E.U. Model 666—655C, brand new—666 used once—$100.00 each, Larry's Record Service. Crestline, Ohio.

Two image Orth chains, GPL type 2014 with 4", 6", 8" lenses, power supplies, control units, master monitor. Offer includes new overhaul parts valued at $339. One "as-is" basis. 1-lot 36-5820 Image Orth tubes used in excess 800 hours. Mr. M. Melton, Room 405, 1410 N.E. 2nd Avenue, Miami, Florida.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

For sale 5820, 1850A camera tubes 4-65A electron tubes. First quality, guaranteed. Price upon request Thor Electronics Corp., 1215 Summit Ave., Union City, N. J.

WANTED TO BUY

Stations

Financially responsible, seeks small owner—operator. Property in expanding medium sized market—Replies confidential Box 506G, BROADCASTING.

Equipment

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

Cash for good used thousand watt transmitter. Send complete details WMRE, Monroe, Georgia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

MISCELLANEOUS

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Management

SALES MANAGER

Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market.

Box 397G, BROADCASTING

Announcers

PERSONALITY

Afternoon traffic show. Selected pop tunes + CBS and strong local news + you = adult appeal + good ratings? We are No. One Hooper mornings. What can you do with afternoons? $100 start. Tape and details to Joe Davis, WKRG, Mobile, Alabama.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers' understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area.

We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California's Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to a personal interview.

Box 658G, BROADCASTING

FOR SALE

Equipment

SUBCARRIER GENERATOR FOR SCA MULTIPLEXING

Model SCG-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES

4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX'ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 4, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

FOR SALE

Stations

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

GEORGIA FULLTIME

Located South Georgia. Ideal owner manager set up. 1000 watts pending. Price $50,000.00 with $15,000 down. Balance over 5 years.

Box 571G, BROADCASTING

To Independent Owners of Profitable Radio & TV Stations:

We own two profitable radio stations—are completing negotiations to put out own stock issue. We are interested in cooperative merger with a few profitable and well-managed stations. Our investment counsellors advise us that stations will be valued at ten times average earnings over past five years. You will receive 20% in cash (taxed as capital gain) and 80% in marketable securities (no tax until sold). You will be invited to become member of Board of Directors and receive a contract to continue in management for next ten-fifteen years. If interested, drop us a note. Our president will contact you personally. Your communications will be kept in strict confidence. No brokers please.

Box 673G, BROADCASTING

PLANNING MERGER

We have three metropolitan stations considering a merger—if you are in the top 70 market and would like to investigate the possibilities contact Associated Media Brokers, Suite 328, Bayview Building. Fort Lauderdale, Florida, LO. 6-7843.

7 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.

Box 9266 GL 3-8080
AUSTIN 17, TEXAS

FOR SALE

Stations

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

PROFITABLE. Daytimer facility serving growing market in North West Central state. Absentee owned. Did $85,000 in 1960. Did $50,000 in first seven months 1961. Showed $12,000 profit so far this year. Asking $100,000 with 29% down including real estate.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 129

Schamblin to Frank G. R. Schamblin, executor of estate of Florence Schamblin, deceased.

KAGT Anacortes, Wash.—Granted acquisition of positive control by Angus W. Lehnhoff through purchase of stock from G. Robert M. Stacey.

WMNT Manati, P. R.—Granted acquisition of positive control by Efrain Archilla-Roig and Ernesto Archilla-Rivera (as family group) through purchase of stock from Raul Santiago Roman and Zaida Santos Rivera.

KIKS Sulphur, La.—Granted assignment of license to Victor Radio Inc.

WGSB Geneva, Ill.—Granted assignment of cp to Fox Valley Bcstg. Corp.

WDJR(FM) Oil City, Pa.—Granted license covering installation of new type trans.

WKDN-FM Camden, N. J.—Granted cp to install a new trans. and increase ERP to 18 kw.

WAUG-FM Augusta, Ga.—Granted cp to install a new ant. and increase ERP to 10 kw.

WASH(FM) Washington, D. C.—Granted cp to change type trans. and increase ERP to 20 kw.

■ Following stations were granted mod. of cp to change type trans.: KVET Austin, Tex.; WCCF Punta Gorda, Fla.; WBOY Clarksburg, W. Va.; KODE Joplin, Mo.; KSYC Yreka, Calif.

KBCA(FM) Los Angeles, Calif.—Granted mod. of cp to change transmitting equipment and make changes in ant. system (increase height); ant. height 2,900 ft.; remote control permitted; condition.

■ Following stations were granted extensions of completion dates as shown: WGPR (FM) Detroit, Mich., to Nov. 8; KVIL-FM Dallas, Tex., to Oct. 1; KITT(FM) San Diego, Calif., to Jan. 1, 1962; WEST-FM Easton, Pa., to Oct. 1; WLOL-FM Minneapolis, Minn., to Dec. 2; WEGO-FM Concord, N. C., to Jan. 31, 1962; WAKW(FM) Cincinnati, Ohio, to Nov. 7; KBCA(FM) Los Angeles, Calif., to Jan. 15, 1962; K80AW, K82AL Dubuque Area Translator Co., Dubuque, Iowa, to Sept. 25.

Actions of Aug. 10

■ Granted renewal of license for following stations: KPLY Crescent City, Calif.; KSIG Crowley, La.; KTCS Fort Smith, Ark.; WICU Erie, Pa.; WLAQ Rome, Ga.; WLIZ Lake Worth, Fla.; WSBT South Bend, Ind.

KGFW Kearney, Neb.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

KHUB Fremont, Neb.—Granted cp to change hours of operation from specified to unl. and increase power from 100 w to 250 w-N, 500 w-D, and install new trans.; conditions.

WGSA Ephrata, Pa.—Granted increased power from 1 kw to 5 kw continued operation on 1310 kc, D, DA-D, and install new trans.; conditions.

WICE Providence, R. I.—Granted cp to make changes in daytime DA pattern; conditions.

KROE Sheridan, Wyo.—Granted license for am station.

WPEL-FM Montrose, Pa.—Granted license for fm station.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WARF Jasper, Ala.; WNDU South Bend, Ind.; WAIM Anderson, S. C.

WFNC Fayetteville, N. C.—Granted license covering change of frequency, increase in daytime power, change ant. from DA-2 to DA-N, make changes in ground system and in nighttime DA system, and installation of new trans.; condition.

KWMT Fort Dodge, Iowa—Granted license covering increase in power, installation of new trans., and changes in DA pattern; conditions.

■ Granted licenses covering installation of new trans. for following stations: WOPA Oak Park, Ill.; WBNS-FM Columbus, Ohio; KSEW Sitka, Alaska.

WNOR Norfolk, Va.—Granted license covering change in ant.-trans. and studio location and operation by remote control.

WFNC Fayetteville, N. C.—Granted license to operate trans. as alternate main night and auxiliary day.

WHKP Hendersonville, N. C.—Granted license to use old main trans. (main trans. location) as auxiliary trans.

KITT(FM) San Diego, Calif—Granted cp to increase ERP to 120 kw; remote control permitted (2nd remote control point).

KLRO(FM) San Diego, Calif.—Granted cp to increase ERP to 40 kw; decrease ant. height to 52 ft.; install new type ant. and make changes in ant. system; remote control permitted.

■ Following stations were granted mod. of cps to change type trans.: KLCB Libby, Mont., and WNEG Toccoa, Ga.

KNBB(FM) Newport Beach, Calif.—Granted mod. of cp to change type ant.; condition.

KMED-TV Medford, Ore.—Granted mod. of cp to change ERP to vis. 149 kw; aur. to 79.5 kw; ant. height 700 ft.; type trans.; install new ant. system and make changes in equipment.

K13AK Heber, Utah—Granted mod. of cp to change make of trans. of vhf tv translator station.

K11AC Belt, Mont.—Granted mod. of cp to change type trans. equipment of vhf tv translator station.

K08AU Price, Utah—Granted mod. of cp to change ERP to 25.93 mc; type trans. and transmitting ant. and make changes in ant. system of vhf tv translator station.

Actions of Aug. 9

WOW-FM Omaha, Neb.—Granted license for fm station.

WBHB Fitzgerald, Ga.—Granted cp to install new trans.

■ Granted cps for following new low power stations: Sarkes Tarzian Inc., Bloomington, Ind., and A. H. Belo Corp., Dallas, Tex.

■ Following stations were granted mod. of cps to change type trans.: WNIA Cheektowaga, N. Y.; WEAW Evanston, Ill.; WUNE Baton Rouge, La.; WRJC Mauston, Wis., condition and without prejudice to such further action as commission may deem appropriate in light of "Petition to Stay and Revoke Construction Permit" filed July 14, 1961 by Tomah-Mauston Bcstg. Co.

■ Following stations were granted extensions of completion dates as shown: WMTR Morristown, N. J., to 11-15; WRPB Warner Robins, Ga., to 10-7; KTOD Sinton, Tex., to 9-20; WTHT Hazleton, Pa., to 10-1; WFMH Cullman, Ala., to 10-1; WMDN Midland, Mich., to 2-19-62; WZIP-FM Cincinnati, Ohio, to 1-8-62; WHMC Gaithersburg, Md., to 12-24; WCLW Mansfield, Ohio, to 10-22; WION Ionia, Mich., to 11-14; WSOC Charlotte, N. C., to 11-14; KXRX San Jose, Calif., to 12-1; WNIA Cheektowaga, N. Y., to 1-1-62; KBOX Dallas, Tex., to 9-20; WNBC New York, N. Y., to 2-23-62, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

K12AZ, K10AZ Price, Utah—Granted mod. of cps to change ERP to 25.61 mc; type trans. and transmitting ant. and make changes in ant. system; ERP to 25.77 mc; type trans. and transmitting ant. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: KMOX-FM St. Louis, Mo., to Sept. 30; *WAMU-FM Washington, D. C., to Oct. 15; KXYZ Houston, Tex., to Oct. 8; KFIN(FM) Seattle, Wash., to Feb. 15, 1962; WAVI-FM Dayton, Ohio, to Feb. 15, 1962.

■ Folowing stations were granted authority to remain silent for periods shown: WLOV(FM) Cranston, R. I., to Oct. 10; WERI-FM Westerly, R. I., to Oct. 14; KQRO(FM) Dallas, Tex., to Oct. 3, condition; KARO(FM) Houston, Tex., to Oct. 10, condition.

Actions of Aug. 8

■ Granted cps for following vhf tv translator stations: Community Tv Club on chs. 3 and 8, Canon City, Colo., to translate programs of KRDO-TV (ch. 13) and KKTV (ch. 11) both Colorado Springs, Colo.; Roy Tv Club on chs. 9 and 6 Roy, Mont. (KFBB-TV ch. 5 Great Falls, Mont., and KFBB-TV ch. 5 via ch. 9 Roy, Mont.; conditions); Kevin Tv Assn. on ch. 9 Kevin, Mont. (KFBB-TV ch. 5 Great Falls, Mont.); Burlington Chamber of Commerce Inc. on chs. 13 and 2 Burlington, Colo. (KHPL-TV ch. 6 Hayes Center, Neb., and KOMC-TV ch. 8 McCook, Neb.; conditions); Flaming Gorge Community Tv on chs. 7, 6, and 3 Dutch John and Manila, Utah (KUTV ch. 2, KCPX-TV ch. 4 and KSL-TV ch. 5 all Salt Lake City, Utah; conditions; City of Manitou Springs on chs. 3, 6 and 8 Manitou Springs, Colo. (KKTV ch. 11, KRDO-TV ch. 13 and KCSJ-TV ch. 5 Colorado Springs and Pueblo, Colo.; conditions); Birney Tv Club on ch. 11 Birney, Mont. (KOOK-TV ch. 2 Billings, Mont.).

WAVA-FM Arlington, Va.—Granted license covering change in ERP, ant. height, installation of new trans. and ant., and changes in ant. system for short term period ending Aug. 1, 1962 (same as renewal of license of am station WAVA granted by commission July 26, 1961).

■ Granted cp for following new vhf tv translator station: Douglas Tv Assn. Inc. on ch. 13 Douglas, Wash., to translate programs of KHQ-TV ch. 6 Spokane, Wash., condition.

■ Granted cps for following new uhf tv translator stations: Ozark Tv Translator Systems Co. on chs. 77 and 71 West Plains, Mo., to translate programs of KTTS-TV ch. 10 and KYTV ch. 3 both Springfield, Mo.

Actions of Aug. 7

■ Granted cps for following new vhf tv translator stations: Douglas Tv Assn. Inc. on ch. 7 Douglas, Wash., to translate programs of KREM-TV ch. 2 Spokane, Wash., condition; Washington County Tv Dept. on chs. 4, 9 and 5 Rockville, Utah (KSHO-TV ch. 13 Las Vegas, Nev., via ch. 4 Santa Clara and Washington (Beaver Dam), Utah, via ch. 12 Virgin (Smith Mesa), Utah, KLRJ-TV ch. 2 Henderson, Nev., via ch. 10 Santa Clara and Washington (Beaver Dam), Utah, via Virgin (Smith Mesa), Utah, and KLAS-TV ch. 8 Las Vegas, Nev., via ch. 6 Santa Clara and Washington (Beaver Dam), Utah, via ch. 8 Virgin (Smith Mesa), Utah; Ute Mountain Ute Tribe of Indians on chs. 2, 5 and 10 Aneth, Utah, and Towaoc, Colo. (KOAT-TV ch. 7, KGGM-TV ch. 13 and KOB-TV ch. 4 all Albuquerque, N. M.); Upper Williamette Tv Reflector System Inc. on chs. 5 and 2 Oakridge, Ore. (KVAL-TV ch. 13 Eugene, and KOIN-TV ch. 6 Portland, both Ore., conditions); Minersville Tv Committee on chs. 5 and 4 Minersville, Utah (KSL-TV ch. 5 Salt Lake City, Utah, via tv translator station K12AQ ch. 12 Milford, Utah, and KCPX-TV ch. 4 Salt Lake City, Utah, via tv translator station K10AL ch. 10 Milford, Utah); Holly Tv Inc. on chs. 8 and 12 Holly, Colo. (KGLD ch. 11 Garden City, Kan., and KTVC ch. 6 Ensign, Kan.).

Rulemakings

PETITION FILED

Sec. 3.606 Department of Public Instruction, State of Michigan, Lansing, Mich. (8-10-61)—Requests amendment of rules so as to assign and reserve ch. 18 in East Lansing, Mich., for educational television use. Ann. Aug. 11.



Air France Public Relations personnel stand ready to serve you in New York, Chicago, Los Angeles, Montreal, Mexico City.

OUR RESPECTS to Kenneth Allen Cox, chief, FCC Broadcast Bureau

The man who wields the scissors on FCC red tape

Historians often point to examples of a man growing to fit his office. In the case of Kenneth A. Cox, new chief of the FCC Broadcast Bureau, the office has grown to fit the man.

The commissioners have delegated more responsibility and authority to the bureau. And they did it with confidence. They know Ken Cox will not require extensive research to acquaint himself with tv allocations, deintermixture, network practices and licensing and other hot potatoes the FCC is juggling—he virtually wrote the books.

As special counsel to the Senate Commerce Committee, which investigated these subjects in 1956-60, Mr. Cox wrote "brilliant reports which have been used by everyone looking into these problems since," a colleague said.

Characteristically Ken wasted no time shuffling papers at the FCC. Taking office in April, he met with broadcast and legal interests to thrash out the thorny problem of FCC program forms. An enemy of Federalese, Ken slashed many of the ambiguities from the revised forms.

A lawyer who negotiated with him says, "Here's a man who is willing to listen to other points of view. He's very capable, practical and perceptive."

Mr. Cox has some firm convictions about broadcast regulation—but he's reasonable. He admits the FCC's probes into programming enter a "difficult area" in judging what constitutes censorship vs. protection of the public interest.

He feels broadcasters "can't make tv the servant of mass advertising, to as great an extent as it is. I think there are advertisers who'd be willing to pay the going rate to put on new and different types of programs."

Early Decision ▪ "Public service" means a great deal more to Kenneth Allen Cox than just a category on a program form. He has interrupted a successful law practice many times to do the public's business.

He was born Dec. 7, 1916 in Topeka, Kan., where his father, Dr. Seth Leroy Cox, was an officer in the U. S. Public Health Service. Dr. Cox moved his family to Seattle when Ken was 15.

Like many a youngster in the Great Northwest, Ken once dreamed of being a civil engineer and building dams. But studying history and starring on the debating team in high school sparked an interest in public issues. He decided that lawyers and statesmen have a greater hand in shaping the nation. "And maybe I just like to talk," he adds with an engaging grin.

Valedictorian in high school, Ken went on to pre-law and law school at the U. of Washington, graduated *cum laude* and Phi Beta Kappa in 1940 and received his master of law degree from the U. of Michigan the next year. He served as law clerk to a Washington state supreme court justice for a year and a half, then joined the staff of the attorney general of that state. Early in 1943, Ken Cox joined the Army.

Parallel Career ▪ Nona Fumerton was a member of Ken's city-champion debating team and was valedictorian the year after he graduated. She too gained a law degree at Washington, graduating with the highest honors in her class.

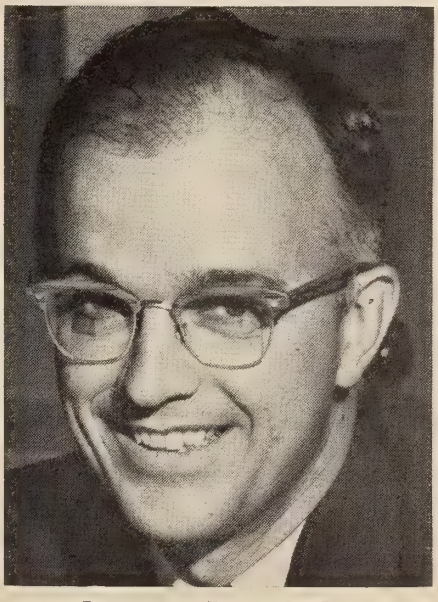
Such friendly rivalry often ends in partnership. They were married Jan. 1, 1943, a day after he was inducted.

Entering the Army as a private in the Quartermaster Corps, Ken rose to captain in Intelligence, putting in his first hitch in Washington, D. C., at the Pentagon.

Discharged in 1946, Capt. Cox became Prof. Cox; he returned to U. of Michigan law school as assistant professor. Early in 1948, the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons asked him to join its practice. When Ken explained he was committed to finish the semester, the immediate response was, "Then send us Nona," and Mrs. Cox "held down" the job until he finished at Michigan.

Mr. Cox has remained with the firm, which specializes in corporate and tax law, ever since. He was made a partner in June 1953.

The Korean conflict was the first of the "interruptions." Capt. Cox was recalled to duty as instructor and administrative officer at the Army General School, Ft. Riley, Kan.



Broadcast Bureau's Cox
Firm—but reasonable

Kenneth Cox pitched tirelessly into Seattle civic projects and Democratic activities. Among other posts, he served as vice president of the Municipal League of Seattle, the Seattle World Affairs Council and president of the local chapter of the American Assn. for the United Nations. He was Democratic precinct committeeman 1954-60 and active in district political clubs.

Mr. Cox relishes the challenge of politics but his standards of civic responsibility outweigh purely partisan considerations. In Seattle he was a member of a committee which investigated the views and background of municipal candidates, made recommendations to the voters and supported selected candidates from both parties.

A Senate staff member who worked with him emphasizes, "Ken commands great respect from both sides of the aisle."

Sen. Warren G. Magnuson (D-Wash), chairman of the commerce committee, recalls Mr. Cox was a "most efficient, painstaking counsel, who offered every opportunity to the opposition to develop their points as he developed his points for the committee majority."

For three protracted hearings on tv, Mr. Cox conducted investigations, examined witnesses and wrote reports. In April 1959 when Sen. Magnuson needed a top trial counsel for hearing on the nomination of Adm. Lewis L. Strauss to be Secretary of Commerce, he again called on Kenneth Cox.

FCC Chairman Newton N. Minow, although he had never met Mr. Cox, was impressed by "his fine record and reputation" and called him immediately after being confirmed to offer Ken the post of FCC general counsel. Although it meant another hiatus in his practice, Ken accepted. When he returned to Washington, D. C., the chairman suggested he could be of more service as chief of the Broadcast Bureau.

The Home Scene ▪ "My favorite hobby is traipsing after my boys," Ken says. The Coxes' three sons, Gregory 11, Jeffrey 8 and Douglas 5, are avid tv viewers.

The family is scouting for camping sites near Washington and their suburban Bethesda, Md. home. They own a tent and frequently camped out in the Northwest.

He's a voracious reader, particularly history and political science. But when job pressures build up he reads detective stories. "But this doesn't mean I approve of crime and violence," he adds.

New economics of tv

THE accelerating trend toward the sale of network participations, which is described in detail elsewhere in this issue, is less to be deplored as an evil than to be examined as a change in one of the fundamental sources of station income.

There is no discernible way the trend can be reversed. Indeed it is likely that a year from now the networks will be selling a higher proportion of participations to programs than they are selling now. Events are forcing that condition.

There are critics who say that the networks have suffered from inadequate salesmanship and have cravenly settled for the easier sale of bits and pieces when they should have vigorously adhered to the principle of selling whole shows. We are disinclined to attempt an appraisal of network salesmanship. To us it seems that the costs of full-program sponsorship on national networks have grown so big that no amount of sales ingenuity could have achieved anything approaching a sold-out situation on a universal application of the full sponsorship principle. The problems of the network salesmen are further complicated by the rise of a third network, ABC-TV, to fully competitive status.

There is no way to measure the effect that network participation selling will have on spot tv, but it is safe to assume that spot will not be helped. This means, of course, that stations face the prospect of a decline in revenue. The compensation that an affiliate gets for carrying a network participation announcement is no more than a fraction of what it gets for carrying the same announcement bought at spot rates. This is the problem that must somehow be overcome.

It seems to us the only way to overcome it is for affiliates to appeal to the networks to increase rates of station compensation. If networks are to eat into spot business as a necessary means of maintaining their own volume, they should be willing to compensate stations for the spot revenues they have taken away. It is not too soon for affiliates to begin working on revisions in their network compensation schedules.

Collins conundrum

NEXT to the NAB presidency the post of executive vice president organizationally is the most important in the trade association. That is the reason the 43-man board last June urged the selection of an experienced broadcaster for this No. 2 spot.

The new executive vice president, however, is not a broadcaster. Vincent Wasilewski, a 12-year veteran of the NAB's staff at 38, and its vice president for government affairs, has been elevated to this position. NAB's president, former Gov. LeRoy Collins of Florida, made the selection. It was endorsed by the three-man NAB advisory committee and is expected to be confirmed by the full board. The board really was given no alternative.

Mr. Wasilewski is an able young man. He is dedicated, sober and reliable. But because he is not a broadcaster, he doesn't meet the qualifications spelled out by the board. The board wanted a broadcaster because Gov. Collins isn't one either. It also wanted a man who could stand in for the president and perhaps succeed him if a vacancy occurs.

Promotions from within ordinarily are to be desired. It does not demean Mr. Wasilewski to say that the board did not have in mind a promotion from within. Mr. Wasilewski had no idea that he would be tapped. He made no drive for the job.

We agree with those members of the board who felt that an infusion of new blood was needed. Mr. Collins has been handicapped by a lack of knowledge of broadcasting and of the attitudes of the preponderance of the NAB membership. While he shifted his position from one of all-out support of program controls by government to passive resistance at the most in certain areas, he hasn't yet successfully made the transition from bureaucrat to chief lobbyist of the nation's broadcasters.

Cited as a mitigating circumstance is the selection of Robert D. Swezey, a seasoned broadcaster and former network and station executive, as chief administrator of the television and radio codes. This is an important post and Mr. Swezey—an attorney as well—appears eminently qualified for it. The code authority, however, is a position apart from NAB's overall management. It functions as a separate unit. Paradoxically, Mr. Swezey does meet the board's criteria for the executive vice presidency.

There are rugged days ahead. What Mr. Wasilewski can do as executive vice president that he could not do as vice president for government affairs, which principally is a lobbying job, is difficult to discern. He can't inculcate in Gov. Collins the practicalities of station or network operations because he hasn't had the experience.

If Gov. Collins had had a strong individual, conversant with broadcasting's problems based on first-hand experience, at his side in recent weeks, he might not have stumbled as he did in initially endorsing the FCC's proposed program forms or in advocating a freeze on am grants (and by implication on tv) without recognizing the dire consequences that inevitably would lead to rate regulation.

Gov. Collins is persuasive. He is a salesman par excellence in politics and at the state level. But a salesman must know his product and the goals of his principals. His product is free enterprise broadcasting and his principals are the members of the association he is privileged to head. Unless he follows the bidding of the majority of his membership, he is not working for them but against them.

Gov. Collins has learned a few harsh lessons in the past several weeks. He now seems less reluctant about joining issue with the government but he's still far from being the champion of free broadcasting that the broadcaster has the right to expect. He has the capacity to do the job expected of him. He must show now that he has the will.

Gov. Collins should deny or confirm the widespread report that he has in mind running for the Senate from his native Florida. And he should realize that playing footy-footy with the administration isn't necessarily in the best interests of his membership.



Drawn for BROADCASTING by Sid Hix

"With a hard news program like ours, how could we ever have trouble with the FCC?"



Take a second look

(it's Master Furriers, in Duluth)

Take a second look at the Duluth-Superior market -

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Charleston, Erie or Tucson!

Duluth-Superior - BIGGER than you think - and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

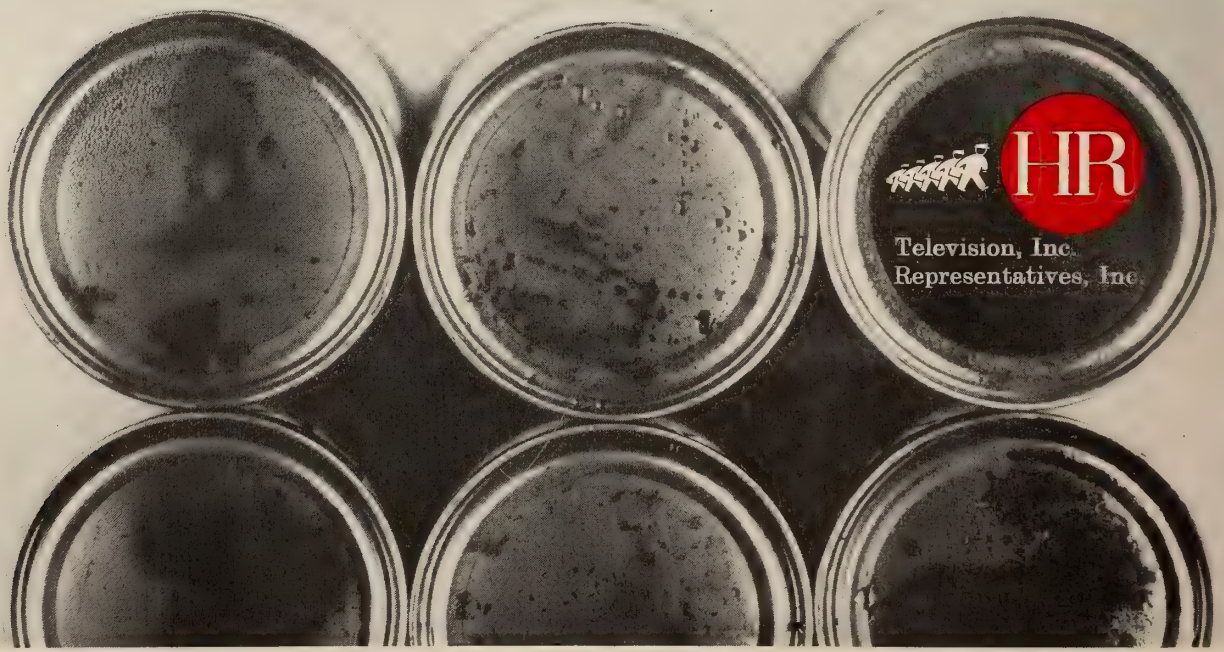


The D'Arcy Agency working with Anheuser-Busch advertising manager R. E. Krings created the PICK A PAIR theme to boost sales of Budweiser 6-paks. One of the most powerful elements behind the four-year success story of this promotion has been spot radio and spot TV – another example of the power of spot.

Pick a Pair

BUDWEISER® IS A REGISTERED TRADE-MARK OF ANHEUSER-BUSCH, INC.

You can PICK A PAIR of markets, a hundred markets or even more! Spot Radio and Television are the most economical and flexible media to boost your sales. Your HR Radio or Television salesman will be glad to show you why.



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 28, 1961

How much will automakers depend on radio-tv to promote new models? A preview 27

Gridcasts to involve big advertiser spending, despite that court order 40

In listeners' hearts there's still a big beat for radio, Politz study finds 48

Tv bloodletting to be toned down this fall, program plans indicate 74

COMPLETE INDEX PAGE 7

JACK and KENNEDY





JAMES STEWART
ARTHUR KENNEDY
Starring in
THE MAN FROM LARAMIE

Two more greats starring in
COLUMBIA POST-48's!



SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



LEADERSHIP REQUIRES RESPONSIBILITY

And Sioux Citians are accustomed to KVTV's leadership on the local scene. The men of the KVTV Public Affairs team are well-known, as a result of their active participation in community affairs. They are listened to with respect. Above, Newsmen Charles Powell, Dick Compton, Bob Billman and Program Director Clark Pollock discuss with City Manager Connie Bodine (center) a model of the new 18 million dollar Floyd River flood control project. The project, now under construction, will eliminate future flood problems in the Floyd River basin. This team produces KVTV's award-winning monthly documentary "Channel Nine Reports," one of many News and Public Affairs programs that has earned the continuing attention of Siouxland.

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES
BROADCASTING CORPORATION

KVTV . . . Sioux City, Iowa
WNAX . . . Yankton, South Dakota
WGAR . . . Cleveland, Ohio
WRFD . . . Columbus-Worthington, Ohio
WTTM . . . Trenton, New Jersey
WMMN . . . Fairmont, West Virginia



Buffalo **LISTENS**
IN THE DAYTIME

HOOPER*

WKBW	**38.2**
Station "B"	**21.8**
Station "C"	**10.4**

*June-July, Share of Audience
Mon.-Fri., 7:00 A. M.—6:00 P. M.

PULSE*

WKBW	**32**
Station "B"	**23**
Station "C"	**12**

*May-June, Share of Audience
Mon.-Fri., 6:00 A. M.—6:00 P. M.

First Place RUNS IN THE "KB" Family

Buffalo **WATCHES**
IN THE EVENING

ARB*

WKBW-TV	**36.7**
Station "B"	**32.0**
Station "C"	**30.9**

*June, Share of Audience
Mon.-Fri., 6:00 P. M.—12:00 MID.

NIELSEN*

WKBW-TV	**35**
Station "B"	**33**
Station "C"	**31**

*April-May, Share of Audience
Mon.-Sun., 6:00 P. M.—12:00 MID.

WKBW • WKBW-TV
Buffalo, New York

Represented by ***AVERY-KNODEL***





Pioneers in public service

Dr. Vladimir K. Zworykin spent long years of research that resulted in major television developments; among them the camera tube he named the iconoscope, for which he filed patent application in 1923, and the cathode ray or picture tube called the kinescope, which he first demonstrated in 1929.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

JFK's "Montgomery"?

It wouldn't surprise Washington observers to see Fred Coe, one of television's top producers, figure in future direction of television-radio appearances by President Kennedy. Since President's broadcast last month on Berlin crisis, dissatisfaction has been expressed with "production" relating mainly to manner of delivery and emphasis. Mr. Coe is personal friend of President and it was logically presumed, that despite other offers, he would become President's "coach."

Because of congestion in President's office during broadcasts, consideration also is being given by Pierre Salinger, President's news secretary, to limiting each news medium to one-man pool operation. Whereas tv now works on that basis, newsreel men, still photographers and USIA have insisted upon individual pickups. Plan is to have each medium rotate coverage on pool basis.

Viewers and violence

How much do viewers really object to tv's "violence," anyway? This is more indicative than definitive, but for what it's worth, in month after FCC Chairman Newton Minow's "Wasteland" attack last May, NBC received 1,005 letters characterized as "complaints"; of these, 25 complained of violence. Following month, after Mr. Minow's blast had run out of headlines, there were 217 complaints, of which 11 were against violence.

Maggies running early

Although election is more than a year away, campaign for re-election of Senator Warren G. Magnuson (D-Wash.) chairman of Commerce Committee in which communications legislation originates, already has gotten under way. Magnuson supporters will kick off campaign Nov. 16 with $100 per plate Silver Anniversary banquet in Seattle. Senator Henry M. Jackson (D-Wash.) is chairman of dinner committee and Irv Hoff, former administrative assistant to Senator Magnuson and now director U. S. Cane Sugar Refiners Assn., is executive vice chairman.

Who Senator Magnuson's Republican opponent will be is not yet known. Senator Magnuson has been in Congress since 1937, having served four terms in the House and is running for his fourth successive six-year term in Senate. His committee chairmanship ensconces him as unofficial "superchairman."

Collins won't be there

Despite elimination of date conflict, NAB President LeRoy Collins won't participate in seven-state seminar on broadcast regulation in Atlanta, September 15, under auspices of Georgia Assn. of Broadcasters. Reason is his Advisory Committee recommended against it because he would be preoccupied in Washington with other matters including plans for his own high-level government-broadcaster conference on same subject. Seminar will be moderated by James L. Howe, WIBA Fort Pierce, Fla., District 5 NAB Radio Board member (Ga., Fla., Ala., Puerto Rico).

Credit clean-up

Television's "clean-up campaign" (see page 74) isn't being aimed at "violence" alone. NBC-TV, for instance, plans to simplify credit-crawls by eliminating wardrobe credits altogether. Target date for this policy—applied gradually for some time now—is October, start of new fall season. It's not that wardrobe credits are considered improper, but that crawls will look "cleaner" without them. Policy means more money will have to be spent to buy or rent wardrobes, but NBC obviously figures it's worth money to get rid of that much "clutter."

NAB executives in

Despite some grumbling about method, NAB joint board of directors is headed toward almost unanimous approval of appointments of Vincent T. Wasilewski, as executive vice president, and of Robert D. Swezey, as chief administrator of radio and tv codes. As of last week, 36 of 43-member board had given endorsement. Those who had not yet voted, it's understood, either had not voted because of absence from city or illness.

Several directors reported they were not pleased with method used in selecting officers and expressed misgivings over failure to select "practical broadcaster" for executive vice presidency. All felt, however, they had no alternative. Mr. Wasilewski is now on job. Mr. Swezey is in Europe until after Labor Day. *(Story page 70).*

No food, no foolin'

Agencies and sales-representation firms concerned about need for "serious" training course for new buyers and new rep-firm traffic personnel may find answer this fall in "radical change" being considered for Radio & Television Executives Society's 1961-62 timebuying and selling seminars in New York. They're being sounded out quietly, reportedly are enthusiastic. Result may be abandonment of "potroast and a talk" luncheon approach in favor of no-food, no-fooling "classroom" sessions with set instructors, probably in late afternoons. At least four agencies and three rep firms reportedly have already pledged help in getting project rolling.

Free dishes, anyone?

Can stations counter network motion picture programming? Test case might be developing with premiere this fall of NBC-TV's *Saturday Night at the Movies* (9-11 p.m.). WCBS-TV New York, for example, plans to promote its own *Late Show* movies (after prime time) with dual purpose: (1) persuade movie fans to "wait" for *Late Show* (and not defect to NBC), or (2) if they watch NBC-TV movies, to switch to *Late Show* afterward.

Sponsor for VOD

There's still some work to be done but it appears reasonably certain Veterans of Foreign Wars will adopt Voice of Democracy contest which NAB and Electronic Industries Assn. dumped early in summer. VFW is seeking sponsors such as hotels to help share expense of sending 50 state winners to capital. Contest was discussed last week by VFW council during national convention at Miami Beach, Fla. but was not brought to convention floor.

Educators miffed

Educational tv interests greatly upset over FCC refusal to reserve new Rochester, N. Y., and Johnstown, Pa., vhf channels for etv, as they requested. Feeling is FCC failed to back talk boosting etv with action. Educators are talking of going over commission's head to courts.

No room

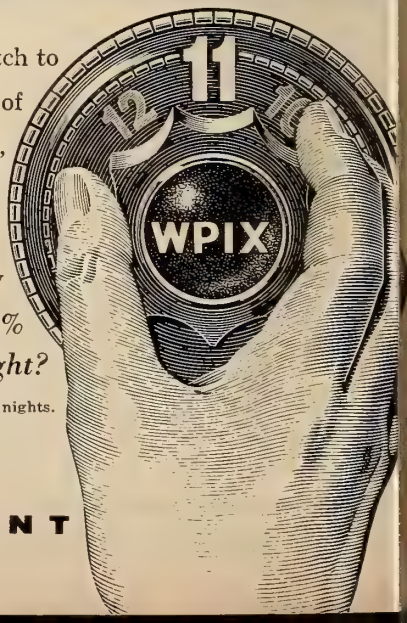
Despite list of willing sports sponsors, new American Basketball League is facing problem of clearances on radio-tv outlets. With schedules already jammed with pro and college football games this fall in addition to National Basketball League schedule, new loop reportedly is exploring a video tape solution before its November debut.

Published every Monday, 53rd issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. ***where are your 60 second commercials tonight?***

*During every month of this year ARB reports WPIX-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

The parade starts earlier this fall. Detroit's auto makers are already unveiling their bright, new models and they're planning intensive promotion to sell them. Media plans of big auto firms—a comprehensive preview. See . . .

ARE AUTOS RADIO-TV ACTIVE? . . . 27

Violence and brutality are due for de-emphasis, judging by a careful check of networks, agencies and production companies. This self-imposed policy has already led to easing of shock violence on tv programs. See . . .

LET'S YOU AND HIM FIGHT . . . 74

Radio's firm hold on the American home is shown by a new Politz study. For example, 98% to 99% of homes are found to have radio. Two-thirds of people listen every day, 97% to 98% during an average week.

RADIO HOLDS ITS PLACE . . . 48

That baffling problem of the electronic era—what's the military doing with all those frequencies?—has Sen. Pastore annoyed. He wants to find out if there are unused bands non-government services might use. See . . .

SECRECY PEEVES PASTORE . . . 58

A Philadelphia court ruling has garbled football advertising plans for autumn but the sport will still be a major revenue source for radio and tv. A checkup of professional sponsorship plans. See . . .

AUTUMN FOOTBALL PLANS . . . 40

Plain talk on liquor advertising came last week from Capitol Hill. Sens. Magnuson and Pastore warn that use of radio-tv for liquor commercials could bring laws barring alcoholic beverages from the air. See . . .

WARNING ON HARD LIQUOR . . . 56

Gather round, kiddies, and get a load of this. Pop and mom are taking Pogo lessons so they'll know how to cope with television and its perils. Cartoon book lays out rules of responsibility for parents. See . . .

PLAYING POSSUM WITH TV . . . 68

One of NAB's next projects, instigated by President LeRoy Collins, will be a broadcast research center. Don McGannon, of Westinghouse, is head of a committee that's making a study of this major project. See . . .

NAB'S NEW RESEARCH PLAN . . . 66

The two key appointments for NAB's top-drawer jobs have been confirmed by the board. They are—Vincent T. Wasilewski, executive vice president, and Robert D. Swezey, radio and tv code administrator. See . . .

WASILEWSKI, SWEZEY OK . . . 70

Just how tough will these new FCC station forms be? A good idea will come out of field tests that are now underway at several stations in Georgia. Stop-watch checks will be made during these tests. See . . .

DRY RUN ON FCC FORMS . . . 67

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	82
BROADCAST ADVERTISING	27	LEAD STORY	27
BUSINESS BRIEFLY	44	THE MEDIA	66
CHANGING HANDS	72	MONDAY MEMO	22
CLOSED CIRCUIT	5	OPEN MIKE	16
COLORCASTING	77	OUR RESPECTS	101
DATEBOOK	14	PROGRAMMING	74
EDITORIAL PAGE	102		
EQUIPMENT & ENGINEERING	80		
FANFARE	88		
FATES & FORTUNES	84		
FOR THE RECORD	90		
GOVERNMENT	56		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC–TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

NAB plans to be firm on liquor violations

NAB will take "prompt and decisive" action against any subscriber violating radio and tv code bans against acceptance of hard liquor advertising.

President LeRoy Collins, in letters to Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I), said NAB agrees with letters sent him by two Senators in which they suggested self-regulation in tradition of free enterprise is preferable to legislative strictures (early story page 56).

Gov. Collins asked legislators to advise association if they receive any specific information that stations are violating NAB codes.

"Were the total industry behind our efforts in these delicate areas, such problems would not arise," Gov. Collins added. "I am hopeful that the strengthening of our code operations and their greatly-stepped-up activity in the coming weeks will enable us to impress more clearly on broadcasters the folly of carrying this advertising."

Two legislators were commended Aug. 24 by Robert W. Coyne, president of Distilled Spirits Institute, for initiating inquiry into reports broadcasters are considering acceptance of liquor advertising.

"It is interesting to note that the two Senators stressed the point 'self-regulation'," Mr. Coyne said. "Also interesting is the fact that members of the Distilled Spirits Institute, by self-regulation, have barred broadcast advertising of spirits for more than 25 years. This self-imposed discipline antedated the NAB codes.

"No member of the institute ever breached this industry rule. This self-government by the industry has been adequate and the broadcasters' code restriction at a later date merely reflected the attitude of the organized distilling industry."

Mr. Coyne said institute is in accord with Senators' statement that public interest is not being served by broadcasting and televising of liquor advertising into the American home.

NBC-TV isn't buying

NBC-TV will not subscribe to American Research Bureau's national Arbitron which begins on Sept. 24 (BROADCASTING, Aug. 21).

ABC-TV and CBS-TV officials said Friday (Aug. 25) they are "considering" subscription but have reached "no decision." NBC-TV spokesman said A. C. Nielsen Co. provides its reports 16 days after close of its twice-monthly rating periods and network deems this sufficient for its needs.

USIA relates Berlin to world situation

U. S. Information Agency is making heavy use of television and radio to inform people around globe that Soviet threat to Berlin endangers freedom everywhere.

Agency has been aware that peoples of Africa, Asia, and Latin America regard Berlin crisis as none of their affair.

USIA projects include 30-minute tv documentary, "Anatomy of Aggression," produced in 30 languages; three-part series prepared by Voice of America on tape for use by radio stations abroad; and VOA short-wave broadcast documentary on Berlin, based mainly on interviews with refugees.

USIA campaign portrays Berlin crisis as brought on by bankruptcy of Communist system. It underlines unity and resolve of Western allies, and their desire to settle dispute through negotiation.

Senate unit approves three tv-related bills

Senate Antitrust and Monopoly Subcommittee, unable to decide among three sports bills involving television, on Friday approved all three without recommendation and sent them on to parent Judiciary Committee.

Two (S 2427 and S 1856) would permit type of package tv contract negotiated by National Football League and CBS-TV but voided by court on antitrust grounds (BROADCASTING, July 31).

S 2427 was introduced by Subcommittee Chairman Estes Kefauver (D-Tenn.) as direct result of that decision. Bill (HR 8757) similar to Kefauver proposal is subject of hearing today (Monday) by House Antitrust Subcommittee (see story, page 60).

Third bill approved by Senate group (S 168), also (introduced by Sen. Kefauver), would provide for tv blackouts of major league baseball and professional football games within 75 miles of minor league baseball and Saturday college football games, respectively. Similar provisions are in two other bills approved Friday.

Congressmen ask hedge on satellites

Thirty-five members of Congress, in letter to President Kennedy, have urged that creation of satellite communications system be achieved through government research and development contracts.

They also asked that decision of ultimate ownership and control of system be deferred until plan is completely operational.

Letter is being released today (Monday) by one of its signers, Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee and its Antitrust Subcommittee. Other signers were New Frontier Senate stalwarts Hubert Humphrey (D-Minn.), Senate Whip; Estes Kefauver (D-Tenn.), chairman of Senate Antitrust and Monopoly Subcommittee; and Wayne Morse (D-Ore.).

Letter, which stressed importance of U. S. being first to put space communications system in operation, said "present commitments of any kind as to the control of this system may hinder its rapid development and prejudge vital questions of public interest and international relations."

It said if private ownership is finally decided upon, safeguards must be adopted to avoid monopoly of system's ownership and use. These would include, letter said, opening ownership to domestic communications carriers and communications and aerospace manufacturers, as well as international carriers.

New ABC-TV series set

New daytime audience participation series titled *Make a Face* will bow on ABC-TV Oct. 2 (Mon.-Fri. 12:30-1 p.m.).

Other changes in daytime schedule, also effective Oct. 2: *Number Please* moves to 2-2:30 p.m., *Day in Court* to 1-1:25 p.m. and *American Bandstand* to 4-4:50 p.m.

Chiquita back to tv

United Fruit Co., Boston, is shaping plans for return of "Chiquita Banana" jingle to tv spot after January 1962, starting in west coast markets. Advertiser, through Grey Adv., New York, concluded 1961 tv spot campaign in June.

more AT DEADLINE page 10

Vermont in Census: 88% tv; 92.6% radio

First radio-tv returns from 1960 U. S. Census show 88% of homes in Vermont have one or more tv sets; 92.6% have one or more radio sets. Vermont radio figure is close to 91.3% saturation for entire U. S., based on sample of national radio data (BROADCASTING, Aug. 7).

Bureau's data show number of television homes (110,732 occupied homes in state) with sets in working order as follows (one-set homes, two-or-more set homes and total circulation):

State: 90,019 one-set tv homes, 7,325 two-or-more, total 97,344.

Counties:

Addison, 4,075; 414; total 4,489.
Bennington, 5,995; 507; total 6,502.
Caledonia, 5,645; 404; total 6,049.
Chittenden, 16,027; 2,203; total 18,230.
Essex, 1,448; 104; total 1,552.
Franklin, 7,173; 487; total 7,660.
Grand Isle, 760; 58; total 818.
Lamoille, 2,550; 249; total 2,799.
Orange, 3,625; 220; total 3,845.
Orleans, 4,928; 205; total 5,133.
Rutland, 10,985; 737; total 11,722.
Washington, 10,223; 913; total 11,136.
Windham, 6,315; 362; total 6,677.
Windsor, 10,270; 462; total 10,732.

Radio circulation (one-set homes, two-or-more, total for state and by counties):

State: 60,322 one-set homes, 42,414 two-or-more, total 102,736.

Addison, 2,487; 2,024; total 4,511.
Bennington, 4,036; 2,850; total 6,886.
Caledonia, 3,427; 2,799; total 6,226.
Chittenden, 10,207; 8,663; total 18,870.
Essex, 953; 585; total 1,538.
Franklin, 4,535; 3,019; total 7,554.
Grand Isle, 614; 232; total 846 (100% saturation).
Lamoille, 2,023; 872; total 2,895.
Orange, 2,761; 1,360; total 4,121.
Orleans, 3,278; 2,019; total 5,297.
Rutland, 7,775; 4,566; total 12,341.
Washington, 6,829; 4,736; total 11,565.
Windham, 4,707; 3,620; total 8,327.
Windsor, 6,690; 5,069; total 11,759.

Better NBC news film role

Upgrading of role played by NBC news film in over-all NBC News operation was underscored Friday (Aug. 25) in new executive appointments.

Lefferts A. McClelland, director of operations, WRC-AM-FM-TV Washington, was named manager, news film. He fills post vacated by Eugene Juster, who becomes director, news film. David Klein was appointed manager, film procurement.

Grim humor

Perhaps one approach to counteracting charges of violence leveled at network tv programs (see story, page 74) is to inject humor into action shows. Initial program on NBC-TV's *Thriller* series on Sept. 18 (10-11 p.m.) will be "Masquerade," humorous drama about vampire-infested, haunted house. Story line centers around married couple who seek refuge during rainstorm in dilapidated southern mansion inhabited by three deranged human beings who act like vampires.

D.j.'s arraignment set on tax evasion charge

Hunter D. Hancock, disc jockey indicted last week (Aug. 23) by federal grand jury in Los Angeles on charges he evaded income tax payments on $18,000, including payola reportedly received from record companies, has been released on $250 bail pending arraignment in federal Judge Harry C. Westover's court Sept. 18. Period involved covers 1956-58, while Mr. Hancock was disc jockey at KPOP, KGFJ and KFOX, all Los Angeles, and KSON San Diego, according to allegations by IRS official Virgil C. Crabtree, who revealed that three other disc jockeys are currently being investigated.

Downyflake radio-tv plans

Downyflake Foods Inc., frozen bakery products, will spend 85% of its $1 million budget in spot radio and tv campaign. Radio will be used only in New York; tv agreements have been reached in eight markets and more will be scheduled. Agency: Smith/Greenland Inc., N. Y.

Lincoln-Mercury news buy

Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich., will sponsor six hour-long NBC News special programs over NBC-TV starting in September. Dates are indefinite but casts will include two "JFK Report" programs in September and December; two "Nation's Future" shows in October and January, and single programs on Japan in November, and on heart disease in December. Agency: Kenyon & Eckhardt, New York and Detroit. (Also see auto buying story, page 27.)

NAB to oppose Celler bill

NAB is scheduled to testify today in opposition to bill (HR 8757) authorizing package radio-tv contracts by professional football leagues. Association will take position bill would deprive public of some football programming but it will admit subject is controversial within broadcasting industry. Hearing will be held before House subcommittee headed by Rep. Emanuel Celler (D-N.Y.). (Early story page 60.) Networks are not expected to testify.

WOOD-TV asks reopening of record on site move

WOOD-TV Grand Rapids Friday asked FCC to reopen record on its request to change transmitter site (BROADCASTING, July 17). Original FCC permission was reversed by U. S. Court of Appeals last month following protest by WILX-TV Lansing-Jackson, Mich.

Court found station moved from under-served area to more adequately served area and directed FCC reconsideration. WOOD-TV Friday said whole record should be reopened in light of subsequent FCC grants to stations in that area which now provide coverage for under-served area about which court was concerned.

RKO, Crowell-Collier call off WGMS transfer

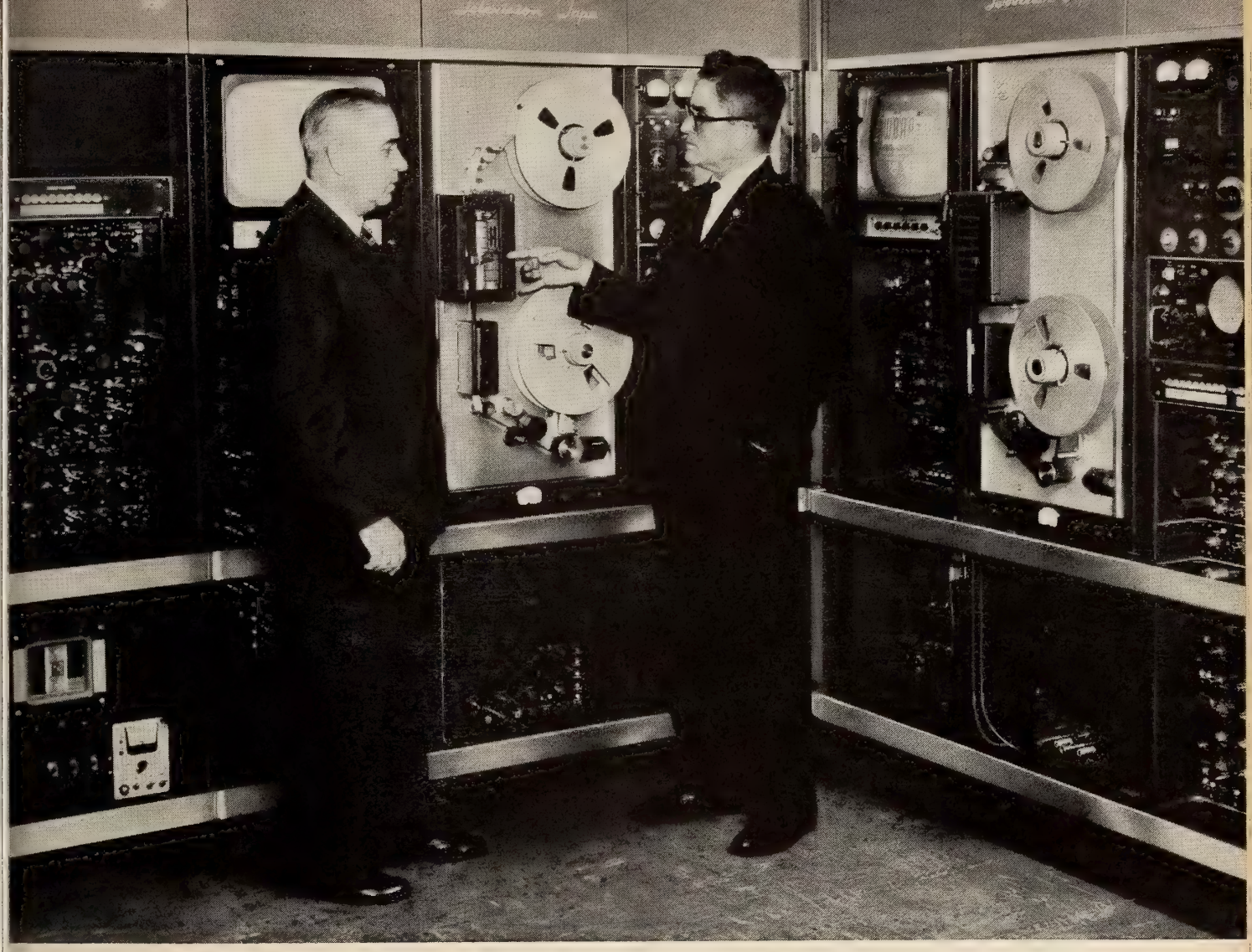
RKO General Inc. and Crowell-Collier Broadcasting Corp. on Friday (Aug. 25) announced agreement for sale of WGMS-AM-FM Washington has been called off.

Robert M. Purcell, C-C president, issued following statement: "This mutual termination was agreed upon because of the legal complications including those of the other participants in this omnibus situation which could not be resolved sufficiently soon to allow Crowell-Collier . . . to forward in timely fashion its program of radio-tv expansion."

C-C was to pay $1.5 million for Washington "good music" stations as part of deal whereby RKO General and NBC were to exchange radio-tv properties in Boston and Philadelphia, respectively, NBC buying KTVU (TV) San Francisco and RKO buying network's WRC-AM-FM-TV Washington. Because of latter contract, RKO General had arranged to sell its WGMS stations to C-C.

Grove opposes program form

William C. Grove, owner of KRAL Rawlins, Wyo., and KSID Sidney, Neb., added his voice Friday to other small station operators criticizing bookkeeping burden FCC proposed program forms would levy on them (story page 56). Mr. Grove suggested in comments to FCC that stations billing less than $150,000 annually and/or with less than 20 fulltime employes be allowed to continue under existing program reporting rules.



"60 color commercials a month prove the quality of RCA TV Tape!"

—says Roy Bacus, Station Manager, WBAP-TV, Fort Worth

"How did we ever get along without RCA TV Tape!" he adds. It makes possible special telecasts which can be done at the convenience of clients and talent. It facilitates special promotions, program intros and closes. And it helps us do a better overall production job.

"Besides all this, color really impresses our advertisers. Color sets are on the increase and our advertisers like the extra impact they get from color. This is especially true of food, toy and department stores. We've jumped from 17 to about 60 color commercials a month. This proves we get the finest performance from our two RCA Color Recorders!"

RCA TV Tape Recorders are ideal for station use. They are designed for color and part of a completely matched line of equipment. Unique RCA features include multiple monitoring checks for the very best picture . . . unequalled in sharpness and color realism. And precision headwheel interchangeability makes it possible to get uniform quality time after time.

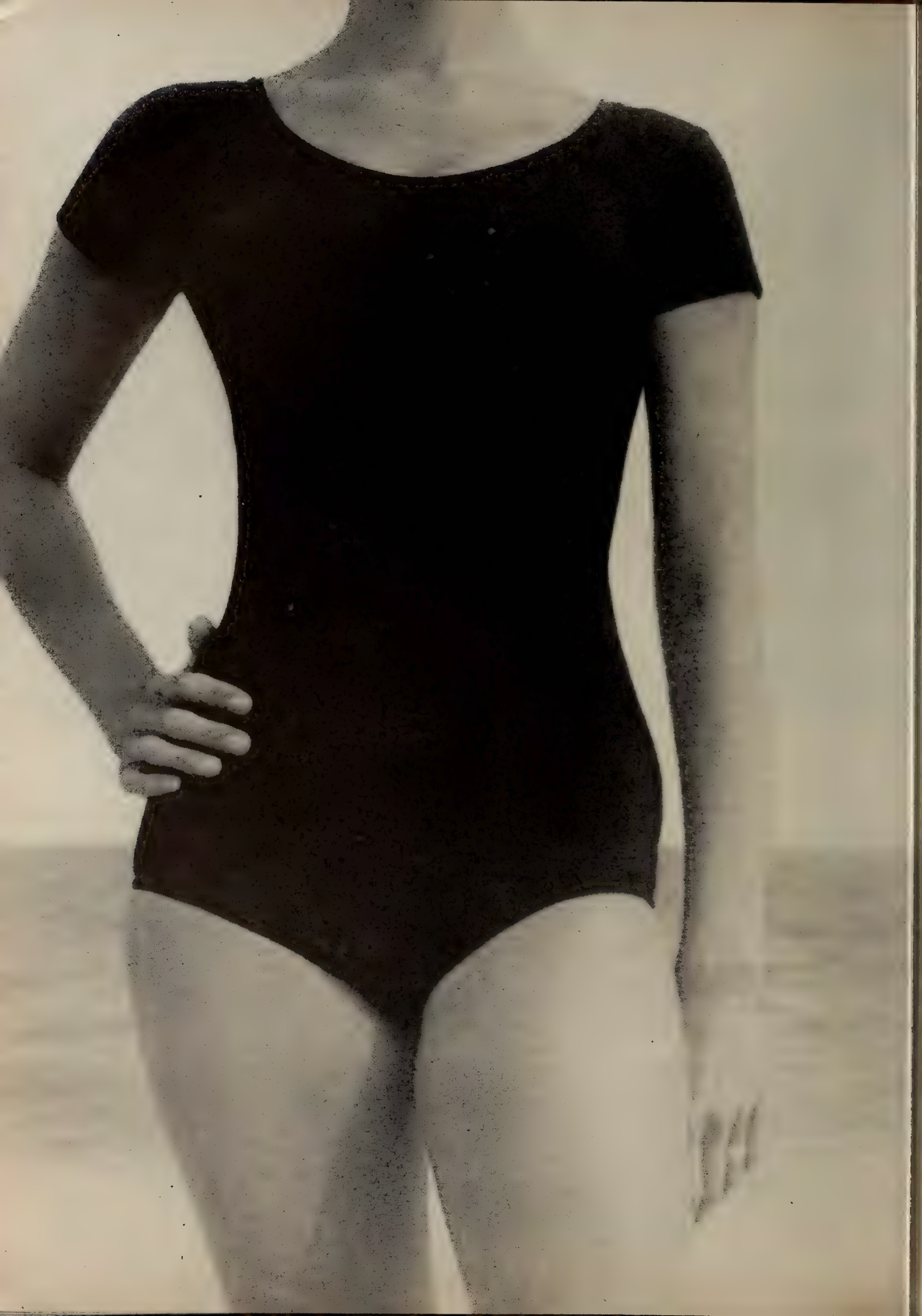
Incidentally, it's these color design features that make the RCA Tape Recorder best for monochrome.

If you're looking for this *performance plus* in your commercials, you'll find the answer in RCA tape equipment. Call your nearest RCA Representative, with complete assurance, for the finest in equipment and service. Or write to RCA, Broadcast and Television Equipment, Dept. YD-22, Building 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA



Fascinating figures

Some of Florida's most fascinating figures are one-sided . . . such as the 65 counties in Northeast Florida and South Georgia covered by WJXT vs only 39 for the other station . . . such as the top 35 shows in homes delivered according to Nielsen *all* appearing on WJXT. No matter what figures interest you, WJXT *consistently* offers a one-sided picture with thundering leads in this booming, bustling regional market!

WJXT 4

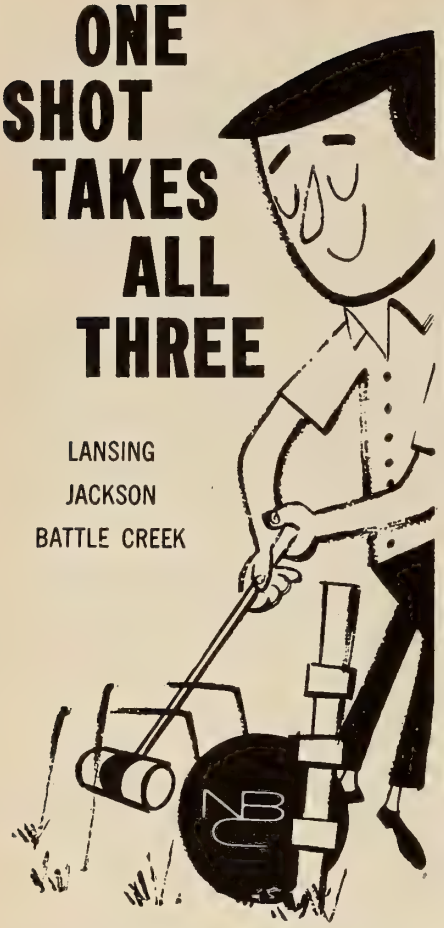
JACKSONVILLE, FLORIDA

Represented by TvAR

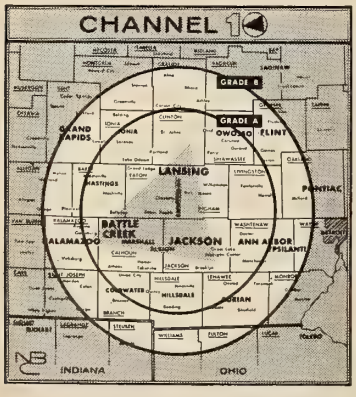
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ONE SHOT TAKES ALL THREE

LANSING
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BATTLE CREEK



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

AUGUST

Aug. 27-29—**Atlantic Assn. of Broadcasters**, annual meeting. Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

Aug. 28—**ABC Radio Affiliates Meeting**, Sheraton-Chicago Hotel, Chicago.

Aug. 30—**ABC Radio Affiliates Meeting**, Sheraton-Charles Hotel, New Orleans.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

*Sept. 8-10—Fall meeting of **West Virginia Broadcasting Assn.** Speakers and panelists include Elmo Ellis, Cox stations; Eula Reggin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohnes & Albertson, Washington; Franklin Snyder, WTAE(TV) Pittsburgh. Dinner speaker: Sol Taishoff, editor & publisher, Broadcasting Publications Inc. Greenbrier Hotel, White Sulphur Springs.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise. annual convention. Seaway Hotel, Toronto. Ont.

*Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers**. Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar**, sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Reply comments due on **FCC**

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

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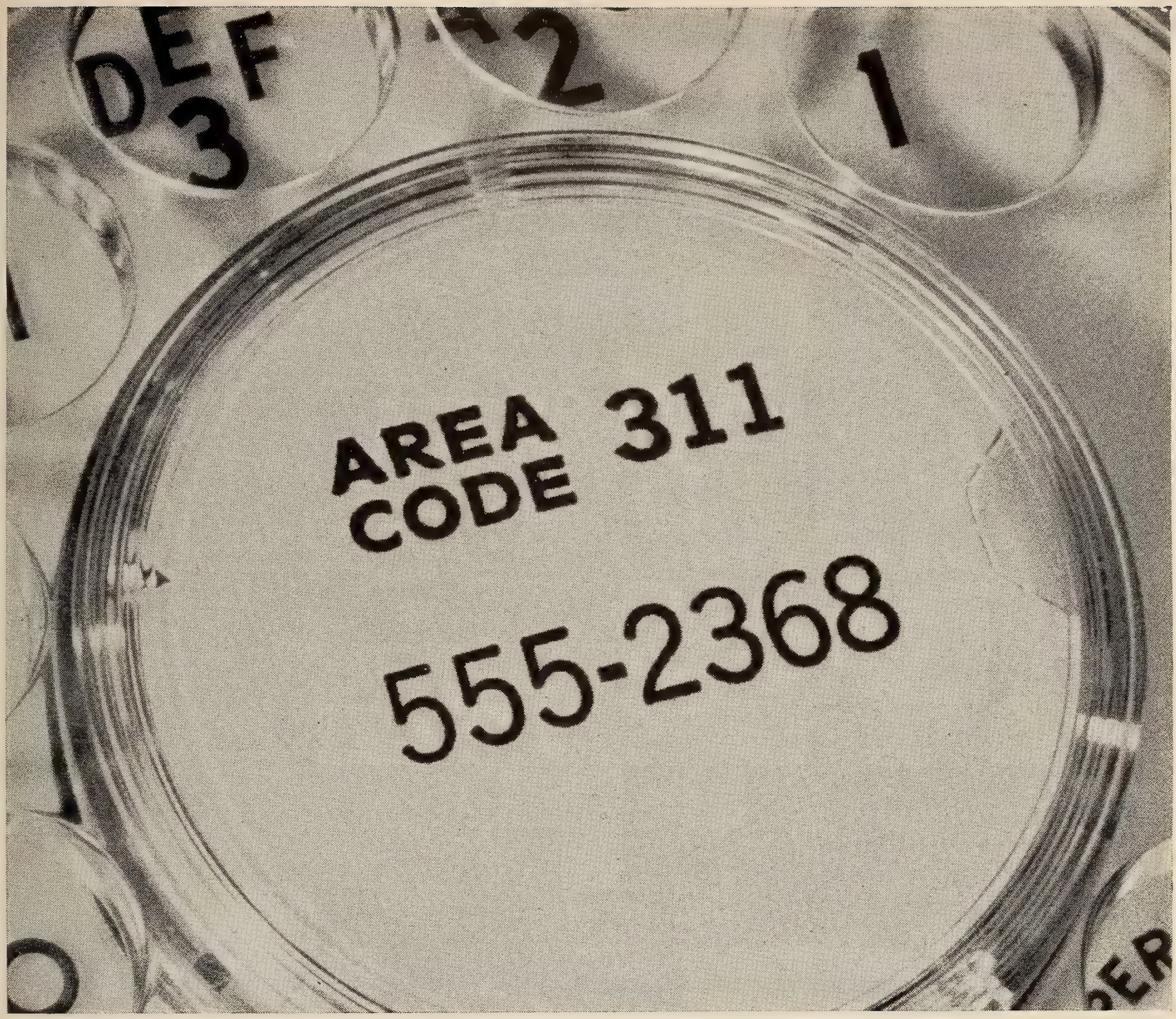
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*Reg. U.S. Patent Office

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New for you—a more useful telephone number!

You may already have a telephone number like this. If you don't, here's how it will look.

The first three digits are your Area Code. They tell the telephone system what part of the country you live in. The next three digits designate your particular telephone office, and the last four pinpoint your particular phone.

It's *your* phone number. Unique. Not another like it anywhere.

This new kind of number helps others reach you—and helps you reach others—faster.



Area Codes here now— All-Number Calling on the rise

Today the majority of our customers already dial their Long Distance calls directly by means of Area Codes. Eventually everyone will be able to. Until then, if you call through the Operator, you can save time by giving her the Area Code of the telephone you are calling when it is different from yours.

And already, in many parts of the country, letters have been replaced by numerals in telephone numbers. Before this change, we were running out of usable telephone numbers containing letters, while phones were steadily increasing. All-Number Calling, however, will give us enough numbers to meet our needs into the next century.

Telephone progress like this benefits everyone. Your new personal telephone number is another step in our effort to anticipate the needs of a growing America.

BELL TELEPHONE SYSTEM

All-Number Calling may permit you to use simple, tiny number-buttons on portable phones of the future.

COMING... SEPT. 3rd!

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***the TALLEST TOWER in the SOUTH...makes SHREVEPORT the Nation's Newest 3-Station TV Market**

* *300,000-plus TV HOMES!*
* *MAXIMUM Power!*
* *CITY-GRADE signal in TWO standard metro areas!*

. . . covers TWO markets with ONE cost! . . . and BLANKETS the tri-corners of Texas, Arkansas, Louisiana!

KTAL★TV
CHANNEL 6
NBC for
SHREVEPORT
TEXARKANA AND THE ARK-LA-TEX

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**1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from . . .*

BLAIR TELEVISION ASSOCIATES
National Representatives

rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.,** annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2.—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

*Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.**

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society, annual fall conference and technical exhibit. Hotel New Yorker, New York.**

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

*Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Why WTAE, Pittsburgh bought Seven Arts' Volumes I and II

Says Franklin C. Snyder:

"The decision to purchase the Seven Arts features—Volumes I & II—was reached **after thorough analysis of the various 'post-48' film packages** currently available.

"The Warner's 'Films of the 50's' add balance, freshness, quality and prestige to our film library. This new and exciting product will make it possible for WTAE to continue to program consistently high quality features and to maintain our position as Pittsburgh's dominant movie station."



FRANKLIN C. SNYDER
Vice President and General Manager
WTAE—Channel 4—Pittsburgh

Warner's Films of the 50's...
Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's". . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

WMCT/MEMPHIS features more local interest programs than all other Memphis TV stations combined!

In fact, locally-produced programs that **serve** the community's needs and interests have been a major effort of WMCT for over twelve years. Here are a few.



1. **Mid-South Today** . . . the area's only daily television farm information program.
2. **Your Esso Reporter** . . . Memphis' top rated television newscast for over nine years.
3. **Looney Zoo** . . . the most popular children's show in the Memphis market.
4. **News Specials** . . . the largest TV news staff in the Mid-South prepares special programs on local events.
5. **News Picture** . . . News Director Norm Brewer's popular evening regional and local news.
6. **Weather** . . . three daily weather programs. Complete in every detail.
7. **Sports** . . . golf, bowling, and other leading sports action is covered by WMCT's mobile unit.
8. **Pride of the Southland** . . . amateur talent show seen every Saturday morning.
9. **TV Chapel (Religion)** . . . live religious program featuring a different church each week.
10. **Remotes** . . . on-the-scene live coverage of important Mid-South events.

If it's of interest to the Mid-South, it's of interest to WMCT

WMCT 5 MEMPHIS

FULL POWER • NATIONAL REPRESENTATIVE: BLAIR-TV

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required

OPEN MIKE ®

Texas market story

EDITOR: The special article on Texas [SPECIAL REPORT, Aug. 21] is most impressive.—*J. W. McLean, President, Texas National Bank of Houston.*

EDITOR: Your series on Texas was tremendous and I enjoyed reading . . . it. —*Leonard H. Marks, Cohn & Marks, Washington.*

EDITOR: . . . A beautiful job and done in real Texas style. . . . Your story made me homesick.—*J. P. Taylor, Manager, Market Administration, Broadcast & Television Equipment Division, RCA, Camden, N. J.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

New correspondent

EDITOR: . . . I realized your publication was powerful, but I had no idea I would hear from so many old friends as a result of the article [MONDAY MEMO, Aug. 7].

You have a fine publication and I am delighted to be one of your correspondents.—*Sherman J. (Jack) McQueen, Vice President and Director of Broadcast, Foote, Cone & Belding, Los Angeles.*

New approach

EDITOR: We were delighted with the article, "A fresh, clean approach to sex" [BROADCAST ADVERTISING, Aug. 14] and we very much appreciate your taking the space to describe our efforts. . . .—*Morris L. Levinson, President, 5-Day Labs, New York.*

Death Valley Days

EDITOR: . . . Many thanks for your splendid cooperation and the most wonderful article, "Death Valley Days, U. S. Borax's big gun for 31 years" [BROADCAST ADVERTISING, July 31]. It is greatly appreciated.—*Robert Werden, Publicity Manager, U. S. Borax, Los Angeles.*

Editorials reader

EDITOR: . . . I want to express my gratitude for the many fine articles you have published—all so fair, so down to earth and so true.

The one "Which Collins comments d'ya read" [GOVERNMENT, Aug. 7] was especially fine. I celebrated my 25th year in radio in June 1960 and it would seem to me that with a leader like BROADCASTING radio stations should not only marshal their forces when you suggest it in emergencies, but should

Station on the move in the Market on the move

COMPLETE MOBILITY PUTS FIRST ON THE SPOT!



WINTER HAVEN, FLORIDA,
March 13-18, 1961.

WTVT ORIGINATES CBS NETWORK PROGRAMS

WTVT originated "The Garry Moore Show" and two "I've Got a Secret" programs at the Florida Citrus Exposition for the CBS Television Network. All three shows were recorded with the ultra-modern facilities provided in WTVT's mobile videotape unit.

KEY WEST, FLORIDA,
April 17-21, 1961.

WTVT COVERS CUBAN INVASION

Since all communications between Cuba and the United States were cut off during the recent rebel invasion, CBS Television News dispatched WTVT's mobile videotape unit to Key West in order to record news from the Cuban Government television station CMQ in Havana.

TAMPA, FLORIDA, May 4, 1961.

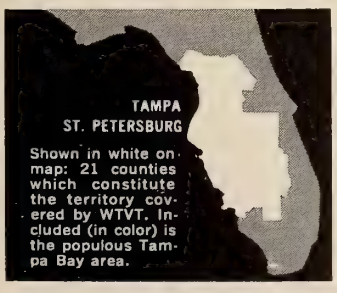
WTVT COVERS ALBATROSS SURVIVORS

After the brigantine Albatross sank in the Gulf of Mexico, taking the lives of six of its nineteen crew members, WTVT provided the only live coverage of the arrival of the survivors in Tampa. CBS Television News used the WTVT mobile videotape unit to record the memorable scenes.

SAVANNAH GEORGIA,
May 11-13, 1961.

WTVT ORIGINATES NBC NETWORK PROGRAMS

The NBC Television Network chose WTVT to originate a portion of their "Here's Hollywood" program in Savannah. One outstanding reason for their choice was WTVT's mobile generator which allows the videotape unit to record while in motion.



Shown in white on map: 21 counties which constitute the territory covered by WTVT. Included (in color) is the populous Tampa Bay area.

SHARE OF AUDIENCE 44.4%
Latest ARB 9:00 AM-Midnight

CHECK THE TOP 50 SHOWS!

	ARB	NIELSEN
WTVT	37	43
Station B	13	7
Station C	0	0

A.R.B., Tampa-St. Petersburg Metro Area, June, 1961, 4-week summary.
N.S.I., Tampa-St. Petersburg Metro Area, Mar., 1961, 4-week average.

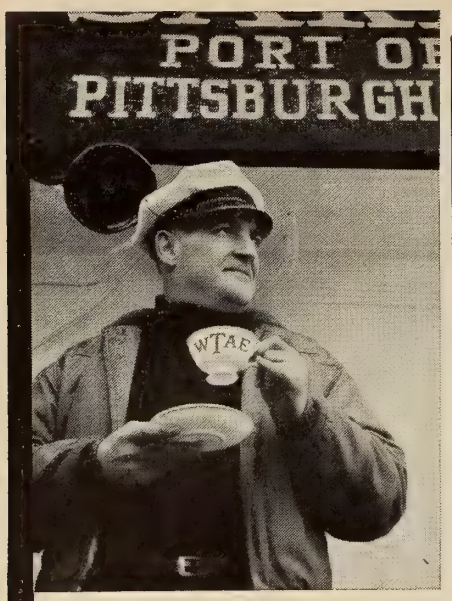
FOR QUALITY TAPE PRODUCTION NEARLY EVERYONE TURNS TO

CHANNEL 13

CBS

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO
Oklahoma City. Represented by the Katz Agency



Take TAE and see

how to get more sales tonnage in the port of **PITTSBURGH, PA.**

According to the U. S. Army Engineers, the Port of Pittsburgh handled 6,872,194 tons last year. The greater Pittsburgh marketing area is even bigger when it comes to sales tonnage. Last year retail sales totaled $2,883,162,000. How to tap that market? Buy WTAE. Need proof? Just look at the record. In the past year, 46 major local Pittsburgh advertisers have switched to WTAE. They know the market. They demand sales. You can get more sales for your clients' money on WTAE, too. See your KATZ representative for the story of the overwhelming local and national trend to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

take extra precautions to put their houses in order.

Then, too, there's more truth than poetry to the article, "An open letter to Newton N. Minow" [GOVERNMENT, Aug. 7]. . . .—*Nat L. Royster, Sales Executive, WINA Charlottesville, Va.*

Well-wishers

EDITOR: A belated thanks for the picture and story BROADCASTING ran on my appointment to the post of station manager [FATES & FORTUNES, July 31].

If clips have the market value that box tops have, I'd like to send them in for a free subscription. It seems everyone read it in BROADCASTING and sent me the clipping. . . . —*Peter M. Affe, Station Manager, WNBC-TV New York.*

Drug Fair story

EDITOR: The article, "Radio has made Drug Fair a 'buy' word" [BROADCAST ADVERTISING, Aug. 14] does a fine service for the senior medium.

This case of Drug Fair is by no means an isolated, exceptional success story for radio. There are countless others like it, but all too infrequently do trade publications print such articles. . . .—*Lloyd W. Dennis Jr., Vice President and General Manager, WTOP Washington.*

EDITOR: Congratulations on the fine article about Drug Fair . . . (and) . . . of the tremendous job that has been done by Kal, Ehrlich & Merrick. . . .

WMAL is very proud to have been a part of this success story.—*A. M. Ockershausen, Station Manager, WMAL Washington.*

A bouquet for tv

EDITOR: At a time when television stations are getting a lot of brickbats, I feel impelled to send a bouquet.

Three years ago my husband and I started a "do-it-yourself" international good will project. We had been in the Far East and saw how rare and expensive were American magazines and how plentiful and cheap were the Russian ones (printed in English and full of lies about us).

I wrote to a newspaper in Indonesia offering their readers contact with Americans who would send them magazines they had enjoyed. I expected about 50 answers. We received about 2,500. It was overwhelming until KNXT (TV) Los Angeles heard about it and arranged to have our story told on one of their programs. The response was quite wonderful. . . . Since then we have arranged for over 75,000 Asians to have magazine contacts in America.

Although Mr. Austin Heywood, promotion director of KNXT, has given us every facility of his station, he feels the idea is larger than one station and so we have used all the other stations in town and in various parts of the country tv stations have taken up the message.

Without this help we never would have gotten off the ground. . . .—*Sophie Meyers, Volunteer Chairman, Magazines for Asians, Los Angeles.*

Real first radio code

EDITOR: As the Greeks used to say, "Even Homer nods once in a while."

So many people refer to BROADCASTING as the gospel truth, I thought I would call to your attention one of the few mistakes [CLOSED CIRCUIT, July 31] I have ever seen in your magazine.

The first code was drafted in March 1939 and presented to the NAB at Atlantic City in July or August 1939. It was adopted in spite of Ed Craney (then KGIR Butte, Mont.) and his mimeograph machine. The committee was: Edgar Bill (now deceased; former president, WMBD Peoria); Walter Damm (now retired, formerly WTMJ Milwaukee); John Elmer (president, WCBM Baltimore); Edward Klauber (now deceased, former executive vice president, CBS); Niles Trammell (former president, NBC, now president, WCKT (TV)-WCKR Miami); Neville Miller, chairman (former president, NAB), and Edward Kirby, secretary (now director of public relations, USO New York).

Bob Swezey was not active in NAB affairs in those days.

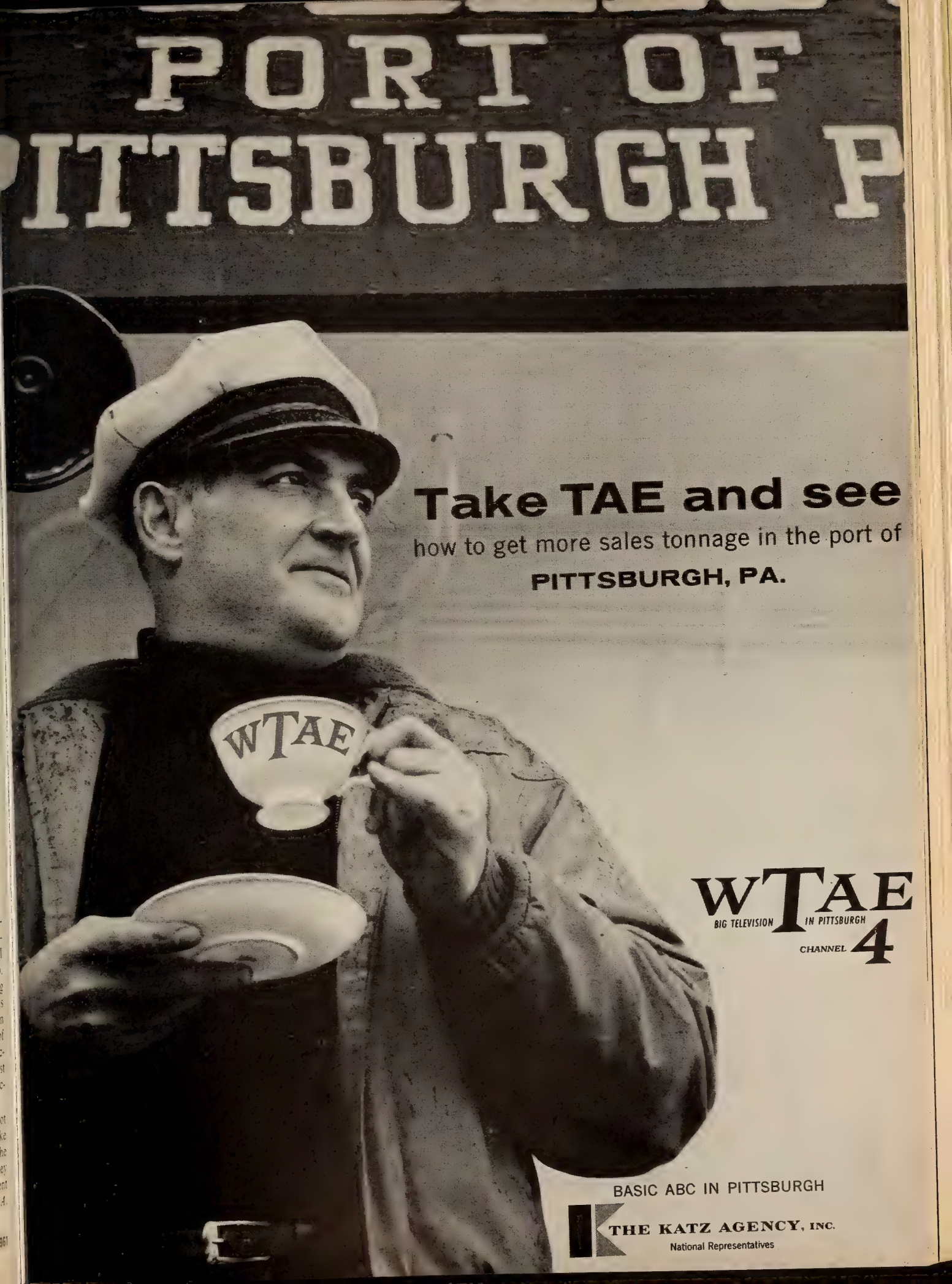
Your inexperienced newsmen were not born back then so there is no reason why they should know.—*Neville Miller, Esq., Centerville, Mass. (vacationing).*

(Mr. Miller refers to the item's mention of Robert D. Swezey's chairmanship of the committee which drafted the "first" radio code in 1947. Technically, Mr. Miller is correct. The first code, described by Mr. Miller, had fallen into disuse by the time the 1947 code was adopted.)

Wanted: good manners

EDITOR: Are everyday common manners entirely lacking among broadcasting station executives? For months I have been trying to find work in radio, but although I have ability and training and even some experience, no one is willing to give me a chance. Even worse, most stations ignore letters of application without so much as an acknowledgement. Those that request tapes never return them, nor even acknowledge receipt.

. . . I feel that these people do not realize the bad impression they make on those aspiring to employment in the industry, nor do they realize how they are contributing to the discouragement of possible future hopefuls.—*Paul A. Daly, New Haven, Conn.*


PORT OF
ITTSBURGH P
Take TAE and see
how to get more sales tonnage in the port of
PITTSBURGH, PA.
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives

MONDAY MEMO from JAMES W. BEACH, Foote, Cone & Belding, Chicago

'Television can and is doing the job'

Criticism is the endeavor to find the best—GEORGE SAINTSBURY.

Can anyone truly say that this definition is being applied to the critique of television programming today?

As Mark Antony said in his obituary to Caesar, "The good is oft interred." It's happened to tv, too.

Television occasionally inspires the "noblest instincts" in its diversified practitioners, from the ablest of admen to the most vocal of broadcasters. Rarely, however, is there a consistency in their accolades. Why not?

Look at Record ▪ For some strange reason, I have not been able to find anyone inclined to research and recount the really good television fare which has been exposed to the American public during recent years.

It would certainly be revealing if broadcasters, both station and network, were to document the superlative educational and entertainment accomplishments since the genesis of commercials in the U. S.

The job, however, would probably be so time-consuming and the lists in each program category so lengthy that it would be impossible to truly represent the medium's performance. Television should be interested in its accomplishments and should use its own medium to tell the world about it.

During this period of tv's history the American public has seen firsts of all kinds: glowing historical documentaries; widely diversified educational programs by entire series; beautiful, sensitive, emotionally-stimulating dramatic endeavors; laugh-evoking, tension-relieving comedy sequences, and on and on. These have been composed of contributions on the part of the many parties that comprise the teams of sponsors, producers, actors, technicians, broadcasters, agencies, all those who really are sincerely dedicated to continue to provide and constantly improve the video fare which has become such an important part of the American way of life.

Critics and 'Critics' ▪ Do not misunderstand me. I have no dispute with those who earn their daily beans as professional critics, though a good number of this group are rarely successful "crystal-ballers"; more often they are "hindsight-Hindus."

I refer primarily to the non-professional critic "who decries but knows not why." Take some politicians for example—not necessarily typical of most of the dedicated men who are earnestly striving to lead us somewhere in this day of uncertainty—but the ones who know the tricks of exploitation of public opinion. They know well that a caustic comment today regarding alleged abuses in tv—violence, sex, blue material, etc.—will evoke the same public reactions that their predecessors were able to arouse by crying "for shame" at Hollywood and its sinful ways during moviedom's heyday.

We might also examine the motives of certain prideful individuals associated with our own fine industry. Let's take certain producers for example, those whose fur may have been ruffled by a network or station, or group of stations or sponsor or advertising agency. They may become vocal, quite articulate and convincing "Don Quixotes," zealously testifying before a congressional committee, purportedly in the public interest but really airing a personal grudge. Move them back to their former pinnacles and they would abhor the thought of such criticism.

Next we find well-known talent who have lost their sponsors and ratings. They sometimes are willing to vilify the industry's methods and policies without taking into consideration the many complexities of program scheduling and the overwhelming desire of the broadcaster to give his public the best balance of programs possible.

The Inside Job ▪ Then there's the occasional disgruntled ex-broadcaster who is grinding his own bludgeon. He points to what he thinks are the Machiavellian motivations behind program plans and decisions of the different broadcasting interests. And last, but equally as opportunistic, is the professional advertising man who decries, sometimes from the hallowed halls of the client.

In the main, I think the various mass media strive manfully to adhere to the American principle of fair play. But there is room for improvement.

Why don't all truly representative media band together for a common goal: to establish a better understanding among ourselves so that we might better convey to the public a clearer representation of our culture, not only via entertainment, but via news, public affairs, education, etc.

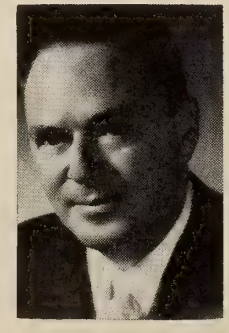
To this end, why not establish a so-called "National Inter-Communications Committee"? It could function as an added arm of public service in this critical time, supported by all media and composed of leaders from each area of endeavor. There can be competition and still be cooperation.

Sell the Positive ▪ Despite the loud wails of questionably-motivated critics, who is there who can say that tv has not already contributed tremendously towards elevating our cultural level? It would be impossible to list here every program from every station and network which in some way has contributed to the public welfare during the past ten years. And by welfare, I define the word not only in an educational and informative vein, but as an entertainment contribution as well.

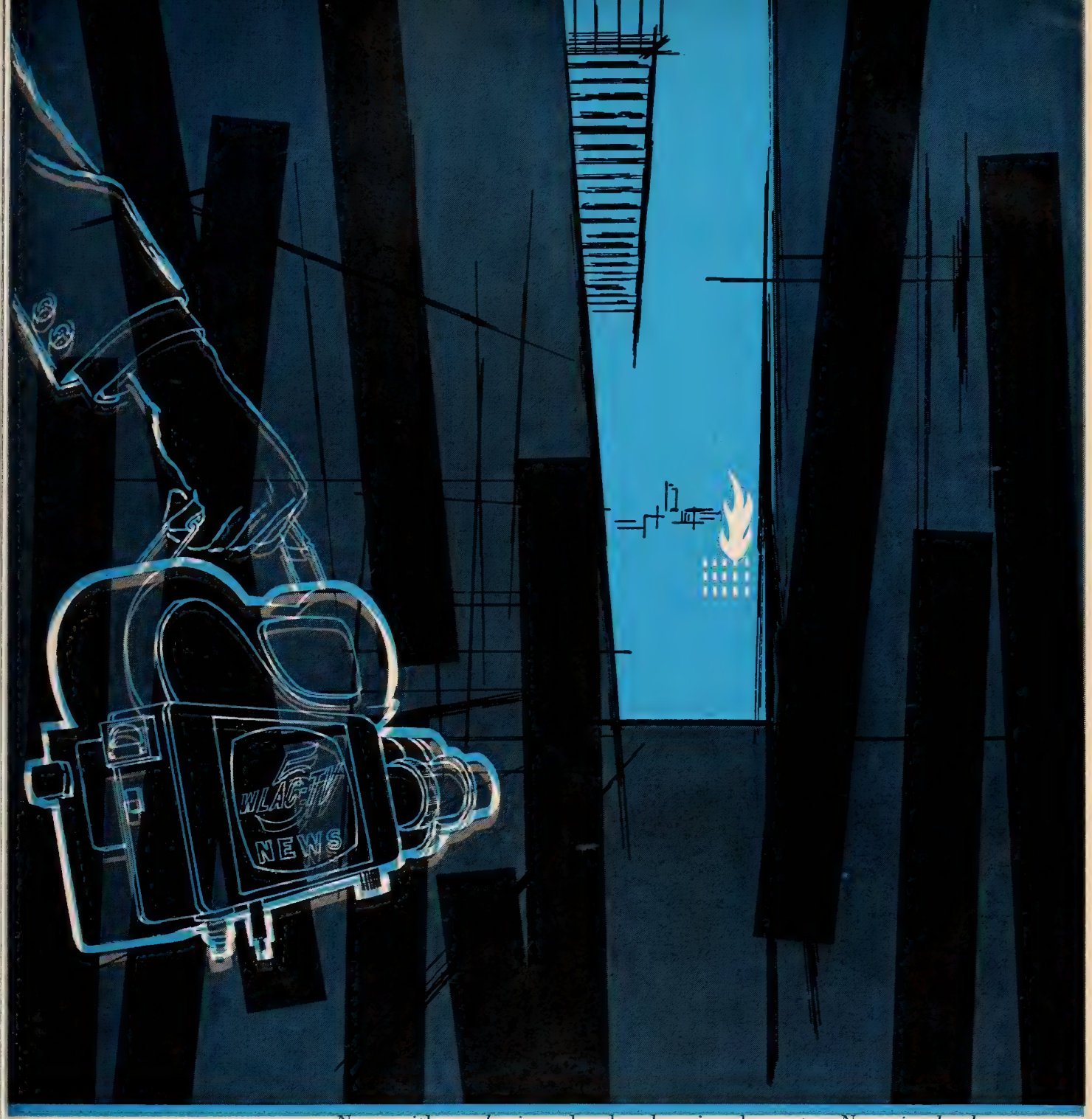
Television can and is doing the job.

So let's talk about the good it has done and is doing. Let's give it the opportunity to do more good by providing it with the tools to do so. Let's keep government controls to a minimum. The glaring light of public opinion and the alertness of American journalists are the best controls we have. Broadcasters' sincere dedication is the best insurance of improvement.

Let's not apologize. Let's weigh what we are getting in qualitative video fare against that of the rest of the world and, unlike Mark Antony, say, "Bury the evil and brag about the good."



Jim Beach for three decades has been well known on Chicago's broadcast and agency scene. Until his recent move to FC&B as a broadcast supervisor, Mr. Beach was vp in charge of ABC's central division. At FC&B he is working on Red Skelton and other top programs. Midwestern by birth, he attended Northwestern U. and started his career with Hearst Newspapers. He is past president of Chicago's Broadcast Ad Club, is active in other clubs, too.



News with *emphasis* on local and regional events. News in *depth* where news occurs. News with *reach* across 36 Kentucky and a full 50 Tennessee counties, plus the northern rim of Alabama and a slice of Illinois. *Way ahead with all the news that's fit to see.* That's WLAC-TV, winner of 4 out of 5 top area news awards in the past 4 years.

Way ahead with news feeds to the network, too. of course.

WLAC-TV nashville

the "way" station *to the central south*

THE KATZ AGENCY, INC.
National Representatives

Robert M. Rounsavell, General Sales Manager

T. B. Baker, Jr. Executive Vice-President and General Manager

Pardon Us . . . We're on the Grow!

A hole in the ground, a super-structure climbing skyward, new expressway complexes, ribbon cutting ceremonies...these are familiar scenes in Kansas City today. Not since early days has the Kansas City skyline undergone such vast alterations. In the Country Club Plaza alone, five new luxury apartment buildings are currently under construction. This is the largest building volume of its kind at any one time in Kansas City history. • Now, let's take a broader look at the market, from Sales Management's projections for metropolitan Kansas City in 1961:

POPULATION	1,100,400 (**UP** 49,700)
HOUSEHOLDS	360,600 (**UP** 15,900)
EFFECTIVE BUYING INCOME	$2,513,767,000 (**UP** $215,359,000)
RETAIL SALES	$1,611,791,000 (**UP** $51,454,000)

Keeping pace with this bustling market are Transcontinent Television Corporation's WDAF AM-FM-TV. Ask your Petry men how the sights and sounds from Signal Hill can be your most effective tools in reaching this booming Heartland.



BLUFF STREET INTERCHANGE

WDAF•TV 4 WDAF•AM-FM 610 KANSAS CITY• NBC

SYMBOL OF SERVICE

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

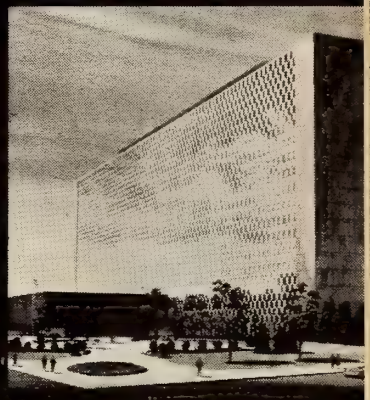
Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

TRADERS NATIONAL BANK



FEDERAL OFFICE BUILDING

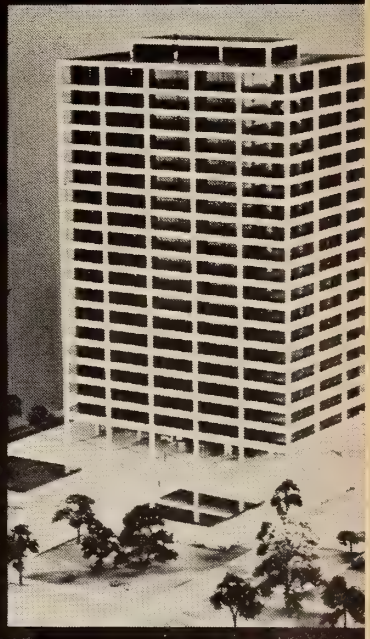


CONTINENTAL TOWER

BUSINESS MENS ASSURANCE CO



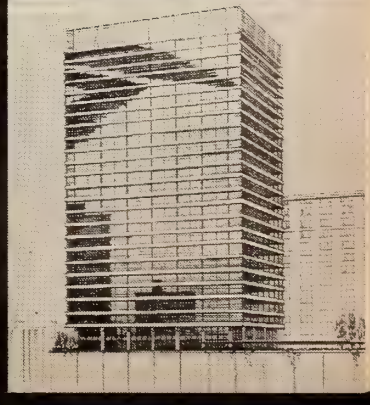


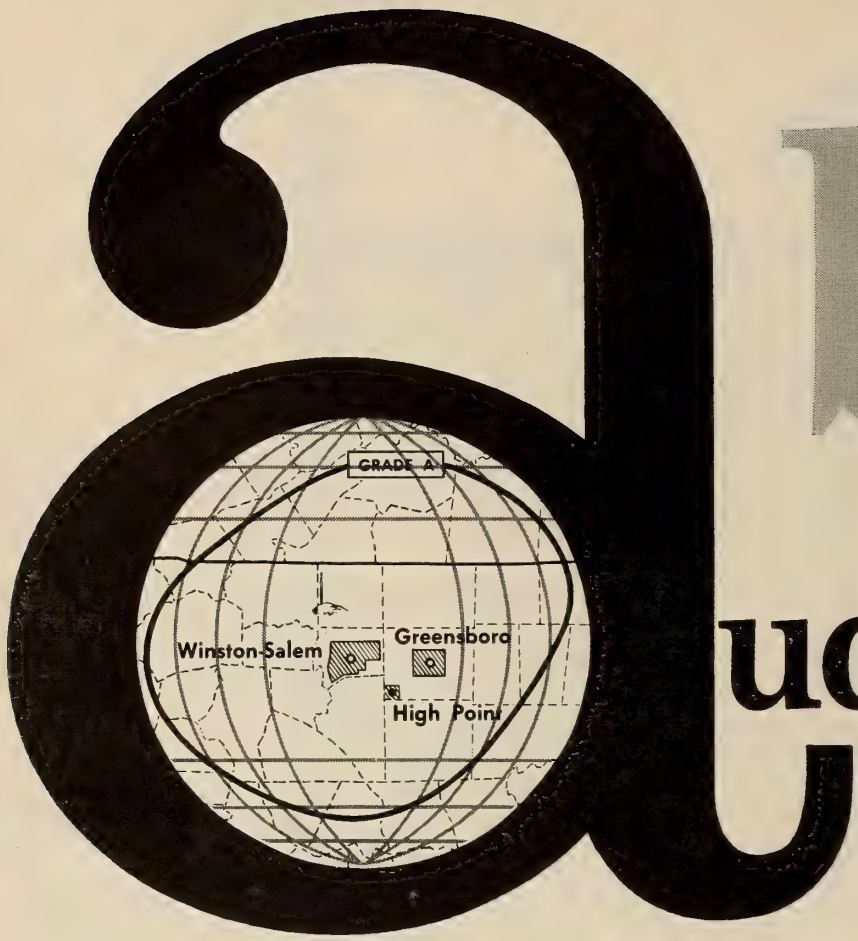


REGENCY HOUSE APARTMENTS

COMMERCE TRUST COMPANY







a big audience

North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market– Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST SEAL OF GOOD PRACTICE

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 28, 1961, Vol. 61, No. 9

WILL '62 CARS BE RADIO-TV ACTIVE?

■ Acceptance of new models will determine broadcasting volume

■ Automakers feel total sales may exceed 1961 by 1.5 million

■ Strike threat tends to hold advance radio-tv contracts down

The 1962 model year for U.S. auto makers—starting off unusually early with a fast parade of introductions led by Pontiac and Tempest Sept. 21—may turn out to be one of broadcasting's brightest in automotive revenues.

This is the long-range view of the optimists among Detroit's auto and advertising authorities. It is based on expectations of passenger car sales of 7 million units or more, a healthy jump over 1961's poor showing of only 5.4 million cars.

Routine Buying ▪ For the moment, however broadcast buying by the auto brands is conservative and routine. This follows the industry's classic pattern of budgeting on the basis of current sales, with increased spending to come only after new sales catch fire and a small portion is ploughed back to stimulate the sales curve higher. For this reason, automotive billing increases in both spot and network are not expected until later in the fall and after the first of the year.

The auto makers' long-range view is premised on the theory that there will be no long strike by labor when contracts expire Thursday night and that the Berlin dispute will be contained.

Detroit is openly bullish about the sales potential of the new car offerings. Public introductions of the brand regulars have been advanced a week or more over last year. Introductions of the new "senior compacts" next month and various luxury-sports models and the new "compact compact" cars later are calculated to stimulate keen interest early on the part of the consumer and sustain and renew that interest during the year. The chief communicator: Advertising.

Safety Features ▪ Most lines of cars this year will get only exterior trim changes and chief emphasis apart from style apparently will be placed on maintenance-free operation and safety features. The European look will be stronger in some lines.

With the enlarged range of compact offerings and the luxury-sport model or "personal" car trend, Detroit's fundamental marketing strategy seems to be to have something attractive in style or price for almost anyone who is in the slightest buying mood.

Here is the short-range look at the auto picture:

▪ During August the media-planning and buying patterns for both print and broadcast have been running almost routine. There will be the usual all-media big-splash promotions for new model introductions in late September-early October (see check list summary page 32) and radio-tv will get their usual strong supporting share of national budgets but not the major share that still goes to print. For the moment all media budgets are tight and there are distinct signs of frugal paring here and there.

▪ Network and spot spending, both radio and tv, are generally along the lines of the same formulas used last year, but there is slight trimming and shifts of strategy in some cases because of budget restrictions. Network tv gets the major share. Radio spot at the moment shows up much stronger than tv spot for the traditional showroom traffic buildup.

▪ General Motors and its five car divisions as usual is expected to outspend its next two competitors com-



Last week Detroit production lines were turning out new models at top speed to stock dealers' showrooms for the early announcement dates set this year by nearly all companies. Here's a view of new Plymouths undergoing final inspection as they come off the line at the company's huge assembly plant in the motor city.

WILL '62 CARS BE RADIO-TV ACTIVE? continued

bined, Chrysler and Ford. GM's plans appear the most settled; Ford is next, but with considerable secrecy over its spot plans. Chrysler is undergoing an internal executive and basic-policy shakedown for its strong come-back bid and may continue somewhat unsettled until early next year when additional spending is predicted, particularly for network tv. Prospects among the independents are mixed.

▪ Part of the auto industry's conservatism in media and budget planning is attributed to the wait-and-see attitude about the labor agreements which expire Thursday night. Expectations on the outcome have cycled between gloom and glow with each daily development but as of late last week the outlook appeared favorable again for settlement without a long strike although a short one was considered possible. Government representatives have been talking quietly with both sides because of Berlin and the economic situation.

The shutdown, if it comes, would leave the industry with only a bare handful of new 1962 cars and a fast-diminishing supply of 1961 leftovers, mostly high-priced models. If there is a long strike, probably only the major tv network buys would survive and this year even some of these are said to contain short-run escape hatches because of the labor talks. Radio-tv's flexibility would be to its advantage at the end of a short strike as makers rushed to firm up their promotion.

Where does the bright outlook for the long-range trend come from? Here are the principal factors:

▪ Detroit executives on the whole are unusually enthusiastic about the prospects for the 1962 line and there is a general optimism in the motor city that 1962 could turn out to be the best year since the 7.9 million passenger car record of 1955. One GM estimate last week predicted 1962 sales of 7.25 million cars, including imports. A Ford estimate: At least 6.5 million domestic, possibly 7 million.

▪ No one in the auto business will dispute the view that 1962 will probably be the most competitive model year to date, a factor advertising media men consider is distinctly to their advantage. Compacts now have a one-third share of the market, a strong gain over the previous year's quarter share.

As one Detroit advertising executive noted: The average man with $2,500 to spend on a new car 2½ years ago could pick from about four. This year he will be able to choose among 50 different models that are expected to fall in that price range. Advertising could become the most influential factor in helping him to make that choice.

▪ Detroit is encouraged by the selling cleanup of the 1961 line and its production pacing which closed out the assembly lines in early August with less than a million surplus cars. Although the first quarter slumped badly, second quarter sales ended up strong. Assembly lines are pouring out new models.

▪ There are reports from the dealer level that although traffic is slow moving at the high end of the 1961 leftovers, shortages are beginning to show up among 1961 compacts, some standards and certain popular luxury-sports models and wagons. This means Detroit's early introductions of the 1962 cars will come just in time to satisfy not only the whetted appetite of the consumer but also a hungry dealer team that has run short of something to sell. Added plus: Used car stocks last week also were at a three-year low.

▪ The optimists also draw their strength from the general uptrend of the entire economy, a recession recovery that has enough of its own to be significant even before the extra impact of the new defense spending is mixed in. The most recent gross national product estimate of $516 billion exceeds earlier predictions.

There is one viewpoint that the Berlin crisis could drive consumers into a wave of hard-goods buying, particularly cars, a motivation based on World

Present radio and television plans of major motor companies for

Here's a company-by company summary of the present broadcast plans of the major auto brands:

American Motors Co. ▪ The first to be successful with the compact, American this season will get even heavier competition from the big three of Detroit than it has in the past two model years. As a result it is expected to review its strategy and launch a counter-offensive. Factory sources reported Rambler is negotiating for additional newscasts on ABC Radio to augment its sixth-year renewal of participations on weekend Monitor on NBC Radio. Television spot and tv network participations also are being weighed carefully. They have been used before. Rambler already has ordered participations during October on the new CBS-TV *Frontier Circus*. Geyer, Morey, Madden & Ballard, New York, is agency. Rambler and Ambassador dealers also have been users of radio-tv on the local scene.

Checker Motors Corp ▪ The CAB maker that now is in the consumer market with its Checker Superba and Marathon models is getting its taste of broadcast success as a result of dealer use of radio in Cleveland. Checker Universal Sales, Cleveland, has been using local stations for about three months and response has been good, according to the firm's Chicago agency, Herbert Baker Adv. Checker is considering a tv test in Miami.

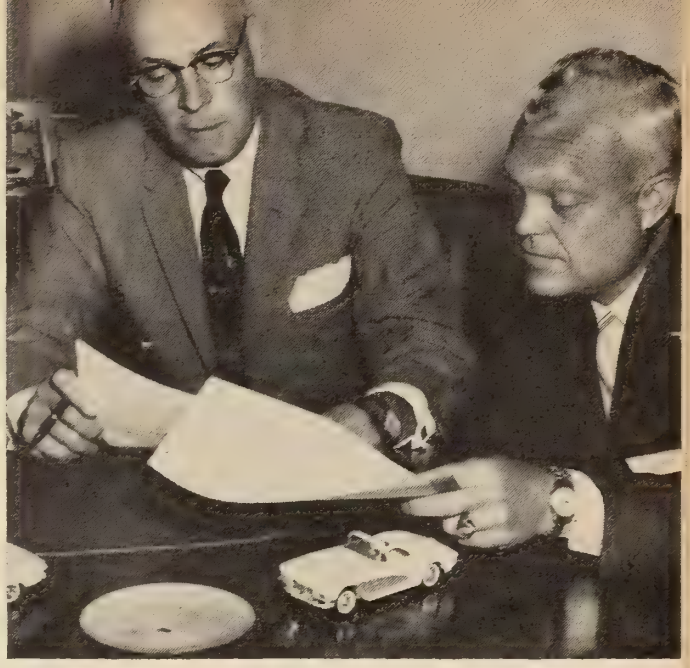
Chrysler Corp. ▪ Under the new presidency of 42-year-old Lynn A. Townsend, the No. 3 of Detroit's big three is working hard to get into battle trim for the fall marketing season after a poor 1961 showing. All Chrysler Corp. models will bow Sept. 29 with exposure on World Series coverage by the NBC radio and tv networks. The World Series buy is part of a $3.5 million sports package which Chrysler picked up after it was dropped by General Motors. It is a co-sponsorship with Gillette. Other parts include all-star baseball games, Blue-Grey, Sugar Bowl and Rose Bowl football games. Chrysler's corporate agency is Leo Burnett Co.

Because of the internal reorganization, a lot of the company's advertising plans may be delayed. Some of the major buys in network tv won't be settled until after the first of the year when a healthy $6 million more is expected to be invested in tv to give Chrysler's sales curve a boost. The company's car divisions, especially Plymouth and Dodge, have been heavy radio users too. Under the new corporate organization, the Plymouth-Valiant division has been merged into the Chrysler division, leaving the company with but two, Chrysler-Plymouth and Dodge.

Plymouth dropped the CBS-TV *Garry Moore Show* and Dodge gave up ABC-TV *Lawrence Welk* after many years, feeling the selling impact had worn thin. N. W. Ayer, Philadelphia, has ordered radio spot for Plymouth-Valiant in about 50 markets for three weeks around Sept. 29 announcement time plus another two weeks in November. No tv is planned. Dodge-Dart, through BBDO, plans no radio spot but will use tv ID spots for two weeks around Sept. 29 in possibly 100 markets although it may use only 40 or 50. In previous years Chrysler has spent as much as $4.2 million in national radio spot. Last year the firm spent almost $9 million in tv, all in network except for about $320,000 spent for tv spot.

Ford Motor Co. ▪ National billings of this auto major go heavily into network tv, about $11 million worth, with some radio spot. The rest of the spot advertising in both radio and tv is bought by the highly-organized Ford dealer advertising fund and by the Lin-





Making advertising plans to sell an estimated seven million cars next season is keeping Detroit executives busy. At left W. E. Hazard (l), tv and radio director of the Detroit office of J. Walter Thompson talks with John R. Bowers, car advertising manager, Ford Division of Ford. In right photograph Carl Uren (r.) Chevrolet's assistant advertising manager, reviews billing figures with Colin Campbell, executive vice president of Campbell-Ewald Co., Detroit, Chevrolet's agency. General Motors Chevrolet division last year spent $8 million in tv.

War II scarcity. Another view, based wholly on the premise of prosperity, cites the growing proportion of American families who now own two cars, hence a good second-car market.

▪ Another good omen for a rising auto market is the improved auto credit picture. For the past two months the volume of auto credit has continued to increase after a seven-month decline.

▪ Last but not least, the Detroit experts point out that as far as radio-tv or any advertising is concerned, budgeting is based on previous sale and not expectation. This accounts for the current conservatism, they note, and supports the long-range prospect. If the new cars catch on, budgets will blossom and so will broadcast billings.

While Detroit still may be basically print-oriented many dealers and their

introduction of their 1962 models

coln-Mercury dealer groups. They spend some $7 million in radio alone. J. Walter Thompson Co. represents the Ford Car Division and the Ford Dealer Fund while Kenyon & Eckhardt places for Lincoln-Mercury Division, the L-M dealer account and the Ford corporate institutional account.

Ford institutional has renewed its previous buys of *Leonard Bernstein and the New York Philharmonic* on CBS-TV and this season will present three Bernstein specials on dates to be set. Ford division (Ford, Falcon, Fairlane, Thunderbird) has renewed quarter sponsorship of NBC-TV *Wagon Train*, dropped NBC-TV's *Ernie Ford* and picked up new NBC-TV's *Hazel*, a Screen Gems package based on the *Saturday Evening Post* cartoon character. Ford also is quarter sponsor of the National Football League tv package. Both Ford and Ford Tractor are Keystone sponsors.

Lincoln-Mercury Division (Comet, Mercury, Meteor, Continental) has renewed NBC-TV *Alfred Hitchcock Presents* and is shopping for an alternate sponsor. If it finds one, the budget saving is to go into spot or network specials, according to agency sources.

Station representatives in New York were a bit confused last week as to just what the Ford division plans to do in spot. JWT asked for availabilities for Ford division for a five-week campaign in radio running mid-September through October, to be selected on a market by market basis, but plans were still up in the air at the end of the week. K&E sent out tv spot availability inquiries for Lincoln-Mercury but then recalled them. K&E said it has plans but isn't quite ready to disclose them.

General Motors Corp. ▪ The nation's No. 1 advertiser in total all-media billings, GM this year will again place more national broadcast business through its five car divisions than any other auto maker. Only Ford comes close. GM will spend nearly $25 million in tv, mostly network, plus several million in radio network and spot. All GM dealer groups are heavy spenders in broadcast, especially Chevrolet.

At the network level this year in tv, GM expects to use another *Danny Kaye Special* on CBS-TV this fall but has dropped its $3.5 million sports package shared with Gillette (picked up by Chrysler) and redistributed the funds to the divisions. D. P. Brother & Co. places GM institutional, but some corporate billings flow through divisional agencies too.

Among division network tv plans, Buick (Buick and Special) instead of Bob Hope will *Sing Along with Mitch* on NBC-TV, placing through McCann-Erickson. Oldsmobile (Oldsmobile and F-85) has dropped *Hawaiian Eye* and *Michael Shayne* for CBS-TV's *Garry Moore Show* which Plymouth gave up at season's end. Olds' agency is D. P. Brother. Pontiac (Pontiac and Tempest) continues with ABC-TV's *Surfside Six* through MacManus, John & Adams.

Chevrolet (Chevrolet, Corvair, Chevy 11) tears itself away from NBC-TV's Dinah Shore to find new fortunes in the *Bonanza* color hour on the same network. Chevrolet, through Campbell-Ewald, also continues with *Route 66* on CBS-TV and *My Three Sons* on ABC-TV.

Radio network by GM divisions includes the full 1,100-station network of Keystone. It also has renewed heavy news schedules on both CBS (*Lowell Thomas*) and NBC. Cadillac through MacManus, John & Adams has bought 335 Keystone stations for the showroom introduction period. Oldsmobile uses Keystone all year but varies the market list.

Television spot business for GM cars

WILL '62 CARS BE RADIO-TV ACTIVE? continued

group associations are very heavy broadcast advertisers and except for the recent recession are the principal local accounts for most stations, both radio and tv. If the 1962 cars sell, dealer buying will expand too and just how much local stations get will depend on how aggressively they go after it.

Broadcasting Busy ▪ National Broadcaster groups will not be idle on the sidelines this fall just waiting for nature to take her course. They are going to fight harder for a bigger share of the Detroit auto dollar.

The Station Representatives Assn. has organized a new Detroit Chapter and two major spot presentations are planned, one for radio and another for tv.

The Radio Advertising Bureau is continuing its company-by-company campaign of personal presentations and will step up dealer level pitches before introductions in the next few weeks.

Television Bureau of Advertising has scheduled its annual meeting for Detroit this year, Nov. 15-17, and expects otherwise-hard-to-see auto chieftians will turn out to listen to speakers such as John Hay Whitney, whose interests include the Corinthian group of radio-tv stations and the *New York Herald Tribune*.

Other Problems ▪ But advertising campaigns and their planning are only a part of Detroit's basic problem. With a product to move each year that values out to perhaps $14 billion at wholesale, Detroit's concern about how to spend nearly $250 million in advertising hinges almost entirely on the strategy of a total-marketing concept, this year perhaps more than ever. For 1962 the total-market strategy appears to be to offer Mr. & Mrs. Consumer the most complete price-and-style choice possible within each car line.

Chevrolet is no longer competing just with Ford or Plymouth. Its expanded and diversified range of compact and standard models is competing with itself. Or rather, as auto observers feel, it is expanding its sales opportunity by keeping the prospect and his choice within the Chevy family and preventing him from wandering afield to shop another company's line or to another General Motors division for that matter.

As a result, 1962 may be remembered best for the battle of the compacts. Virtually every standard label in the industry will have its compact cousin this year.

Compact Fairlane ▪ Ford Motor will introduce the senior compact Fairlane between the compact Falcon and the standard Ford. Ford also will have the Meteor to slide in between the Comet and Mercury. GM's new senior compact, first dubbed the Corsair, then called the Nova and now Chevy II to avoid confusion with the compact Corvair, will go in between the Corvair and Chevrolet.

Ford also will come out sometime during the season with a "compact compact" called the Cardinal to compete with Volkswagon and the other "small smalls." But Ford has been having trouble getting its tooling dies made in Europe (Ford plans to make foreign versions of the Cardinal abroad for those markets) and has shifted its orders to U.S. diemakers. Ford could be forced to delay introduction until the 1963 model year.

Detroiters feel that whenever Ford's little car markets and finds any acceptance, GM won't be far behind with its junior version and a prototype has been reported on the proving ground.

Beat the Imports ▪ Auto men are confident the U. S. compacts will continue to beat off the foreign competition. They feel that the strongest selling point for American compacts is the vast domestic dealer-service organization. And this is the kind of a selling point advertising can best get its teeth into, agency spokesmen say. It's a copy theme that's certainly a lot more understandable to the consumer than attempting to explain to him the differences

Present radio and tv plans of major motor companies continued

will be mostly at the dealer level. Only Oldsmobile is presently buying nationally. Its effort is a limited ID campaign Sept. 20-21 in about 33 markets.

In spot radio the GM buying picture is much brighter. Buick will use 83 markets for a radio spot drive two to three weeks around announcement date and may buy more later. Cadillac is a traditional big spender at introduction time and this year will buy spot on some 1,230 stations for three weeks. Chevrolet plans a heavy spot drive in 150 markets Sept. 18-Oct. 11 and continues year-round campaigns on a few selected key-market stations.

Oldsmobile's radio spot drive will run Sept. 18-Oct. 7 in 27 markets, according to present plans. Pontiac will use a brief four-day saturation flurry in 80-100 markets around its Sept. 21 announcement date.

International-Harvester ▪ This farm and industrial equipment giant is scoring successfully in spot radio with a quarter-hour dealer co-op program in some 100 markets. Young & Rubicam, Chicago, is agency.

Renault Inc. ▪ This French small-car import used the PGA Tournament coverage on CBS-TV this past summer to make a national impression but fall plans have not been set apart from continuing dealer group regional radio buys in major marketing areas such as New England, Chicago and California. Renault made strong impact in radio with its Renault "beep beep" horn. Needham, Louis & Brorby, New York, handles both national account and some regional accounts. National Peugeot account is handled by Papert, Koenig, Lois Inc., New York.

Rootes Motors Inc. ▪ Typical of some of the strong regional use of radio-tv by foreign car importers, the Rootes group on the west coast has budgeted $400,000 for advertising this year of which 40 percent will go into broadcast. Rootes' cars include Hillman, Sunbeam, standard-Triumph and luxury compact Humber.

Studebaker-Packard Corp. ▪ Company officials last week said they were so enthusiastic about the response for the small Lark and the luxury Hawk from the talking horse situation comedy program *Mr. Ed* that they will co-sponsor the half-hour tv show again this next season. Program moves from NBC-TV to new Sunday 5:30 p.m. time on CBS-TV. Some radio spot also is planned.

Volkswagen of America Inc. ▪ This highly successful German import is considering network television for 1962 as a result of its dealer experience in local radio-tv and the $225,000 national spot tv splurge VW itself placed in 1960-61. The national campaign in tv won agency Doyle Dane Bernbach the New York Art Directors Club special award earlier this year for the VW Karmann Ghia commercial. VW's 16 regional dealer groups are spending about $5 million a year in broadcast. They are especially strong in tv in the greater Los Angeles and San Francisco markets. Doyle Dane Bernbach buys for six of these dealer groups.

Volvo Import Inc. ▪ Sweden's successful import gets an 85 percent share of budget plunked into broadcast this year. About $450,000 is going into radio-tv this year in 21 major markets.

Willys Motors Inc. ▪ This Kaiser industries subsidiary intends to increase its network television spending this fall and is putting 95% of its corporate budget into the medium. Family and sports model jeeps, including four-wheel drive models, have been advertised on ABC-TV's *Maverick* and *Hong Kong* this season, will get exposure on the new ABC-TV *Follow the Sun* this fall. Young & Rubicam places for Kaiser.

MUTUAL BRINGS TO WINSLAND

WORLDWIDE NEWS COVERAGE



Radio listeners will be glad to know that at 9:30 A.M. today WINS, New York's outstanding independent station, joined the Mutual Radio Network. This means the big, wide, wonderful world of WINS will now have a **Mutual** feeling. WINSland's own Lonny Starr, Jack Lacy, Stan Z. Burns, Murray Kaufman, Les Keiter, Jack Lazare, Jim Gordon, Lou Fisher, Brad Phillips and Paul Sherman now share the air with Mutual's famous news personalities such as Bess Myerson, Tony Marvin, Bill Stern, Westbrook Van Voorhis, Leo Durocher, Fulton Lewis, Jr., Bill Costello and many, many more. Now you'll hear **everything** when you stay tuned to WINS, 1010.

WINS IS YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

MUTUAL RADIO

A Service to Independent Stations
A Subsidiary of Minnesota Mining & Manufacturing Company

3M

among the cars themselves, they note.

The burden on advertising this season will be as great to educate as to sell, Detroit experts say, considering the variety of car brands being offered and the range of custom options possible even after a model choice. Thinking varies on how radio and tv can best meet this challenge. But there does seem to be aggreement on the need for sound evaluation of ratings and a demand for qualitative analysis of audience composition.

For instance, Gail Smith, director of tv advertising for General Motors and former Proctor & Gamble broadcast executive, expresses himself very forcefully when anyone appears to be talking down the importance of ratings. He feels they are basically honest, reasonably accurate and the best tool available that must be used until the the industry comes up with something better.

Mr. Smith also is firm about the marketing significance of audience composition apart from rating quantity. He finds it hard, for example, to be sold on using a station with a high income white collar audience for battery spots although he would place new-car business there. Most batteries are bought by blue collar used car owners, he notes, and from his own personal observations this group generally tunes top forty outlets, not quality music stations.

W. D. (Pete) Moore, advertising director of the Dodge division of Chrysler, hopes that media analysts will devote more attention to the specific marketing needs of the manufacturer instead of vague box-car audience figures.

Robert J. Fisher, director of advertising and sales promotion, Ford Motor Co.'s central office at Dearborn, is aware of how much the increased model diversification "increases the necessity for reaching all degrees of public taste and demand with clarity." He said it requires "sharp commercial focus for clearly positioning each of our entries in the market place. We think we have met the issue, at least in part, by diversifying our television programming and increasing the frequency of our commercials."

Richard E. Forbes, director of corporate advertising for Chrysler, said his company is meeting the diversification challenge by introducing all lines at the same time Sept. 29. Chrysler is cosponsoring with Gillette the NBC radio and tv network coverage of the World Series. He felt this big splash technique "will be most effective in registering a keen awareness of Chrysler Corp. cars" and in getting prospective customers into showrooms to inspect them.

26 American lines include 400 models

MOST NEW CARS WILL BE UNVEILED THIS YEAR IN LATE SEPTEMBER

More than 400 models of some 26 brands of American-made passenger cars will be fighting for consumer attention in the marketplace this fall and another couple of dozen models of popular foreign imports will be in there pitching too. Only three years ago there were just 18 American-made brands.

Detroit quips that the prospective buyer will need a scorecard to know what he is shopping for this season.

But it's no joke to the time salesman working overtime to get his share of the automotive billing. In the next few weeks he's expected to brighten up the luncheon chatter with a prospective auto account by rattling off authoritatively his instant knowledge of each new entry, every styling change and all the key selling features of the 1962 line.



Chrysler advertising executives discuss strategy with Leo Burnett Co. officials. Shown left to right are Draper Daniels, executive vice president, creative services, for the agency; Richard E. Forbes, director of corporate advertising for Chrysler; F. Strother Cary, agency vp and account supervisor on the Chrysler account and Leo Burnett, agency chairman.

Top Secret ▪ It's not easy when Detroit traditionally clutches such highly competitive secrets close to its corporate bosom right up to announcement date. Agencies servicing the accounts often are kept in the dark on key model data and timing of introductions until the last possible moment.

Based on the best information available in late August, here's a checklist of the principal models, their corporate genesis, the announcement dates (in parentheses) set or predicted for showroom unveiling to the public and a brief summary of what the experts guess will be done to the cars this year:

New compact compact car

Cardinal ▪ (late 1961 at earliest; probably not until spring 1962 and possibly not until 1963 model line comes out in fall of 1962). Ford Motor Co. has been having trouble in getting its tooling orders filled abroad and has shifted to American diemakers. Ford's new little car is slated to fight Volkswagon in both size and price. Front-wheel drive, V-4 engine up front, 97½ inch wheelbase. Ford will produce the Cardinal in U. S. and at its plant in Cologne, Germany, for import to U. S. and export to world market. Ford also will make a Cardinal at its plant in

"Charlotte's WSOC-TV... results keep us going back for more" —Tabberer, LNB&L



"Effective tv spot schedules for our fine clients such as Colonial Stores, H. W. Lay & Co., Bev-Rich Co., and Carling Brewing Co., keep us going back for more. We like the results we get on WSOC-TV."

PAMELA TABBERER,
Media Director
Liller, Neal, Battle and Lindsey, Inc., Atlanta

Four Liller, Neal, Battle and Lindsey account executives discuss WSOC-TV and the Charlotte market. Life to right—Howard Axelberg, handling Carling; Pat Patterson, H. W. Lay; Clay Scofield, Colonial Stores; Jack Burton, the Bev-Rich account.

Picture-shy Miss Tabberer says the nicest things. Spot schedules do produce exceptional results on WSOC-TV. This station programs the choice offerings of two major networks. Strong local and regional services, a terrific film library, round out a structure that's made to order for spot. Big audiences, a wide range of audience compositions. Get what you want—get on WSOC-TV, a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

WSIX TV 8

Does it Again!



IN NASHVILLE

*NEW ARB REPORTS WSIX-TV 8 NO.1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday

(*June ARB, 1961)

abc

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

England for sale there. Working name is Archbishop. Still another version for sale in Germany is dubbed Monsignor.

Note—Auto circles are confident General Motors' Chevrolet division won't be caught napping if Ford's Cardinal catches on and will be in market too with its version of a compact compact. GM is said to be proving out a small four-cylinder front-wheel drive prototype now.

Compact cars

Corvair ▪ (Introduction date Sept. 29). GM Chevrolet division's original 1960 entry into the compact field broke U.S. tradition with its rear-end flat engine, rear-mounted transmission and individually sprung rear wheels. Has been second in sales only to Ford's Falcon in its field. Luxury-sport model Monza with bucket seats, introduced last May, has been surprisingly popular. Biggest news for 1962 is line of convertibles, including one hand-operated job with low price tag, but the soft-tops may not be introduced until next spring. Otherwise Corvair will look much the same except for front-end cosmetics.

Falcon ▪ (Sept. 28). Sales leader in its field, Ford Motor Co's compact was a record-breaker in its initial introduction year 1960. Ford too has been trying out convertible models for Falcon and might spring them this fall. Bold front-end changes hinting of Thunderbird are predicted, plus some of the low-maintenance features of the standard 1961 Fords.

Lark ▪ (Sept. 22). Studebaker-Packard's compact is expected to get rid of its stubby look this year by minor styling changes that include a front-end hint of Mercedes-Benz, the foreign-import which S-P markets here, and an overall continental look. Lark also will have a fully-instrumented dashboard, hot selling point of the company's luxury Hawk, plus semi-bucket seats.

Rambler American ▪ (late in first week of October). American Motors' President George Romney last year said not to expect any major changes in the American for three seasons. So the exterior look won't change much for 1962 except for modification of the much-criticized square-screen grille. Interior passenger convenience improvements are expected (seating, driver vision, luggage room, weather conditioning) plus a new optional automatic clutch.

Valiant ▪ (Sept. 29). Although the compact cousin of Plymouth, this sporty Chrysler Corp. car has been noted for its high-styling relation to the luxury Chrysler 300 line. For 1962, Valiant's third year, it will be even more so styled and overall very European. Full panel instrumentation is planned. Sturdy slant-six engine will be retained, although it may go aluminum.

Large compacts

Buick Special ▪ (Sept. 27). General Motors Buick division's Special is not to be confused with pre-1958 Buicks of that name, it was a new entry last year as a compact. Although GM doesn't like to call it a compact, the trade does; its overall length is under 200 inches. For a look today at the 1962 Special, the experts say go to the nearest dealer and examine the Skylark, the luxury version introduced several months ago and which for 1962 will get a facelifting. The new Special will also offer a new cast iron V-6 engine. Last year's aluminum V-8 continues as optional. Convertible models are due this fall too, including low-priced manual. GM seems intent on making the Special a hot contender as the low-price utility family car, thereby possibly making up some of its losses on its big cars.

Comet ▪ (Sept. 29). Ford Motor Co.'s Lincoln-Mercury division for a long time appeared to be hiding the fact the Comet was the Mercury compact, but this fall it will be clearly called the Mercury Comet, according to informed sources. Minor style changes are in store, including more distinctive grille. Comet has been popular ever since its midseason introduction on St. Patrick's Day 1960, so any future major innovations could come in that manner as a Ford strategy to renew consumer interest later in the usual model year, but this is trade speculation.

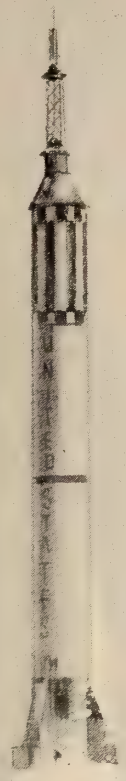
Lancer ▪ (Sept. 29). This Chrysler Corp. Dodge compact, sort of a luxury Valiant, suffered some during its introductory period last year because of lack of consumer identification with Dodge, but the tie-in will be much stronger this season. Changes will be limited to new front-end sparkle and more luxurious interiors, including semi-bucket seats up front. All new instrument panel is planned, plus lube-free suspension feature of big Dodge. Lancer sport coupe hardtop offering may give sporty Corvair Monza run for its money.

Lark Cruiser ▪ (Sept. 22). This not-so-compact compact is Studebaker-Packard's luxury version of the smaller Lark. It offers a range of luxury optionals. Not much change is expected for 1962 apart from following facelifting trend of the Lark toward the continental.

Olds F-85 (Sept. 22). Going into its second year, the F-85 will be the top luxury compact of the General Motors family. Only minor trim changes are predicted, although the sporty Cutlass version introduced last April will possibly get increased emphasis. The F-85 Cutlass, according to reports, may get an exhaust-driven turbo-supercharger to hop its V-8 engine up to nearly 250 horsepower, plus the Borg-Warner four-

AS USUAL...

WFAA RADIO WAS THERE!







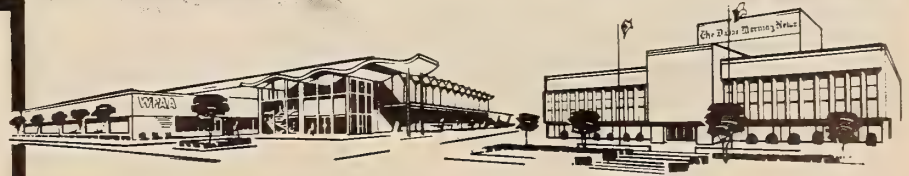
John Davenport, WFAA-820's own Aerospace Reporter was sent to Cape Canaveral to cover our astronauts' historic space rides. Within minutes after the network reports, Davenport was giving a Texan's "eye witness account" that delved into many interesting aspects not heretofore reported. But that's the way "Southwest Central" covers the news . . . specialists for special stories, and on-the-spot whenever possible.

It is just another reason why more of the great news-conscious public stay with WFAA-820 all day! In most instances there are 3 to 4 special reports hourly, in addition to regularly scheduled newscasts. Just imagine what such an audience could mean to you!

WFAA—820

RADIO NBC DALLAS

Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "Communications Center." DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

speed transmission now featured in the Corvette.

Rambler Classic ▪ (late in first week of October). Major front and rear-end styling changes are in prospect for this American Motors' car and all semblance of tailfins is gone. Roof style will be sculptured too. New automatic transmission and stronger suspension system to improve the ride also are reported.

Tempest ▪ (Sept. 21). You will have to look at the grille to distinguish between the 1961 Tempest and its new 1962 version. That's about the most distinctive change in this General Motors Pontiac compact introduced last year and featuring unique four-cylinder front engine with rear transmission. Plushy deluxe convertible called the LeMans will be added to the line. New six cylinder and V-8 engine options are understood in the works but these may not be ready until 1963.

New senior compacts

Chevy II ▪ (Sept. 29). This new General Motors' car, to be available in a range of models, will fall between the compact Corvair and the new standard Chevrolet Biscayne. It will not be a radical design. Instead it will be quite conservative with soft rounded lines and a front end that looks much like the 1957 Ford. It will have only two headlights, vertical rectangular tail lights. The name has gone through an evolution from Corsair, dropped because of possible confusion with Corvair, to Nova to Chevy II and Chev II. Wheelbase estimates range from 110 inches to 115 inches but overall length of 190 inches appears consistent. Weight: about 2,800 pounds. With comparative extra height and interior spaciousness the total image impact will be similar to that of the 1949-50 Fords and Chevys. New engines will be straight four and six cylinder jobs with a small V-8 possible power option. Major innovation will be a single-leaf spring for rear suspension. A top-of-the-line luxury sport model Chevy II is expected to be brought out later as General Motors' answer to Ford's personal Thunderbird.

Fairlane ▪ (Sept. 28). Ford Motor Co.'s senior compact entry into the family-utility market will drop in between the compact Falcon and standard Ford Galaxie. Reports are that the new Fairlane, on 115-inch wheelbase, bears a strong affinity for the present Comet. Although styling is conservative, lines of the Fairlane also are said to resemble pioneer Thunderbird look. Engines expected are the 170-cubic-inch six now optional on Falcon and Comet plus a new lightweight 221-cubic-inch cast iron V-8. Both standard and automatic transmissions will be available. Overall size and weight are expected to be just a bit more than Chevy II, but initially it is believed Fairlane's model diversity will be less than its GM counterpart.

Meteor ▪ (Nov. 20, earlier if possible). This is the senior-compact for Mercury and will fall between the latter and the compact Comet. Ford Motor Co.'s second senior-compact entry will be virtually a repeat of the Ford Fairlane senior compact except for exterior trim and length. Meteor will be a bit longer. The grille will look like the Mercury's and side trim will shadow some earlier Mercurys. Tail lights will have the same jet-pod appearance as those expected on the standard 1962 Mercury Monterey. Meteor engines will be the same six as Falcon and Comet and the same new V-8 of the Fairlane.



Geyer, Morey, Madden & Ballard and American Motors, Rambler division, executives discuss advertising plans. Left to right (seated): John F. Henry, v.p. GMM&B; Fred W. Adams, director of marketing, AMC; E. B. Brogan, advertising manager, Rambler; S. M. Ballard, president, GMM&B; (standing) Roy Abernethy, executive vice president, AMC, and B. B. Geyer, chairman, executive committee, GMM&B.

Low-price standard cars

Chevrolet ▪ (Sept. 29). Despite some predictions that the new senior compact utilities will eventually replace the old low-price standards, there is no evidence of it now at General Motors. The new Chevy II senior compact however might nose out Chevrolet's low-end Biscayne line and force upgraded emphasis on Bel-Air and Impala models. The 1962 Chevrolet will be based on last-year's body shell, without fins. Grille will be rectangular, high, with heavy horizontal-vertical lines. Rear will be clean, boxy, slanting down. Simple round tail lights are predicted. Chevrolet is dropping its complex and costly Turboglide automatic transmission in favor of a new two-speed Powerglide. Chevrolet engines will include regular standard six and a big 409-cubic inch V-8 that is expected to soup up to top 400 horsepower.

Dart ▪ (Sept. 29). A major facelifting in basic style is reported for this economy-standard model which Chrysler Corp.'s Dodge division introduced first in 1960 and which has been stealing business from the bigger Dodge. Dart will share a 116-inch wheelbase and body shell with Plymouth but trim out a bit longer. Dart will feature a strikingly-individual grille design with twin sets of headlights centered in separate grille cavities. Rear fender fins are being softened. There will be three Dart model series this year. Engines will be same basic power plants used in Plymouth.

Ford ▪ (Sept. 28). About all that is left for this standard to do is concentrate on its Galaxie series and there will be two versions for 1962. Both Ford and Chevrolet standards appear destined to become low-price luxury cars, instead of family utilities, with introduction of the new senior compacts. Ford's low-end Fairlane and Fairlane 500 names go over to the company's new entry in that category. New Galaxie styling is reported to be cleaner, simpler, with de-emphasis on fins. Roof contours have Thunderbird overtones. Big range of luxury and sport options are expected in the new Ford series plus still-additional low-maintenance features such as 30,000-mile wheel bear-



NEVER!

Never . . . never . . . never . . . do you hear *that* kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

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Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine *15-minute* newscasts daily, news analyses, discussions, editorials.

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And there's humor, variety, women's programs, farm news, fine arts and . . . well, the list could go on and on.

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Rock 'n' roll on WJR—never in a million years!

ing packing and posibly permanent coolant. Wide range of engine power options are reported for the 1962 Ford, including a four-speed manual transmission and a big 400-plus horsepower engine.

Plymouth ▪ (Sept. 29). Because of slow 1961 sales for this standard, Chrysler Corp. reportedly is gambling on a major style change, whitling Plymouth down to a trim Valiant-European look on a 116-inch wheelbase. The all-new car (except engines) will feature a concave mesh screen grille with two sets of twin headlights seated in deep chrome wells. Engine choices will be the well-established 225-cubic inch slant six, 318-cubic inch V-8 and big 361-cubic inch V-8.

Medium-price cars

Ambassador ▪ (first week of October). Top end of American Motors' Rambler family will be redesigned for 1962 on a shorter wheelbase of 108 inches (formerly 117 inches), same as the Rambler Classic, but it will be longer overall as a result of styling. The Ambassador in a sense becomes a deluxe compact. With the same big 327-cubic inch V-8 engine in the lighter car the experts predict the Ambassador will become a "hot" performer popular with the drag strip crowd.

Buick ▪ (Sept. 27). This basic General Motors line will get only minor changes this year in style (grille and tail variations, bit more chrome) plus some small mechanical innovations. Electra 225 becomes the basic long wheelbase series, four V-8 engines available up to 401-cubic inch 325 horsepower plant.

Chrysler ▪ (Sept. 29). Conservative styling but with plenty of power seems to be the emphasis for 1962. Tailfins are gone. Front end is almost unchanged. Chrysler's low-end Newport series, some models selling under $3,000, have been strong sellers during the past year and should be pushed even harder this next year. Entirely new lower-priced 300 series will be introduced as replacement for Windsor line between Newport and more luxurious New Yorker, but the big performance 300-H series at the top of the line also continues.

Dodge Polara ▪ (Sept. 29). This Chrysler Corp. luxury version of the big Dodge is moving out of the medium-price category and becoming a personal luxury car that can compete in the Thunderbird field. In fact its new side profile is said to have the T-bird flair although the "wild" front end will be much like the 1962 Dart, Dodge's compact. Polara will have a 116-inch wheelbase, same as Dart and Plymouth. Polara power plant will be souped up version of Dodge's big 361-cubic inch engine.

DeSota ▪ Believe it or not, this now-deceased Chrysler Corp. car is rumored about to be reborn as the name for a new line of Chrysler cars being developed under top secrecy.

Mercury ▪ (first week of October). With its compact Comet and new senior compact Meteor in the market this year, Ford Motor Co.'s Mercury will undergo only slight exterior styling variations this year on its basic 120-inch Monterey wheelbase. Mercury is reported in many respects becoming a glorified Ford, sharing basic Ford chassis and body shell and adding exterior Mercury trim. Last year Mercury assembly was moved onto Ford lines. In 1962 Mercury line canted fins are gone. Three big V-8 engines are available, plus the six cylinder plant introduced last year.

Oldsmobile ▪ (Sept. 22). With its smaller F-85 making a dent in the economy minded portion of its market, GM's Oldsmobile can't look anywhere but up. That's just where it is going in 1962 with sporty roof contours in the 88 and 98 series plus new squared-off Fisher bodies which are a cross between the fully unitized body and the separate frame-body construction. Difference is that the frame will be welded instead of bolted to the body during assembly. Dramatic new grille design is expected. No major mechanical changes are reported for Olds this year.

Pontiac ▪ (Sept. 21). Recent sales improvement in the younger market for this General Motors car is said to have spurred Pontiac designers to push even emphasis on power and performance with a new 428-cubic inch engine. No radical exterior style changes are expected other than a new grille pattern that may be an attention-getter. It's said to be a horizontal-chrome bar version of the oval Edsel design. A new plush Grand Prix hardtop model is expected to be a competitor in the sports-luxury class.

High-price cars

Cadillac ▪ (Sept. 22). The experts had a hard time agreeing on what will happen to the image of General Motors' top luxury car when it is unveiled just a few weeks from now. One school had predicted extensive engineering changes and another saw only minor exterior fact lifting for 1962. Most accurate guessers appear to be the latter. A super-luxury Brougham type model is expected in the line.

Continental ▪ (Sept. 27). Unlike Cadillac speculation, there seems to be more agreement that few changes over the basic 1961 style will be made in the top luxury offering of Ford Motor. Continental's unusual 24,000-mile warranty and well-promoted handcraft assembly and testing procedure appear to be winning sales in the quality class.

Corvette ▪ (early October). There has been some speculation that the new sports-luxury model at the top end of the new senior compact Chevy II might replace Chevrolet's Corvette, but it's not expected for the present. Some features of the Corvette are being introduced in the new Chevy II sportster. For the time being Corvette will introduce only minor cosmetic change in its fiberglass body but a big new 327-cubic inch V-8 engine will top the present line of five power plants. Horsepower range now runs from 230 to 315 with the present engines.

Hawk ▪ (mid-October). Studebaker-Packard believes it may have the surprise car of the year with its completely redesigned semi-sport coupe. Described in the trade as a "Continental Thunderbird" with tail end that looks like the European Lancia, the Hawk will continue to feature its fully-instrumented dash and big V-8 engines. Automatic, three-speed manual and four-speed floor mounted manual transmissions also are featured.

Imperial ▪ (Sept. 29). Top Chrysler Corp. officials believe there will always be people who want a big big luxury car with all the quality refinements possible. So they intend to continue offering them the Imperial even though assembly is being moved onto regular Chrysler lines for economy. Separate body frame construction will be continued however, despite fact other Chrysler lines employ unit construction.

Thunderbird ▪ (Sept. 29). Last year's major style change in this highly successful personal luxury car by Ford Motor Co. will undergo only slight alteration for 1962. Slight grille and trim switches and that's about it. Plans to convert to front-wheel drive apparently have been postponed.

Other cars

International Harvester's new multi-purpose family Scout, Willys' family and sports model Jeeps and Checker Motor Co.'s Checker passenger cars are increasing their bids for the consumer market this year. There also are the "affiliated imports" of the American companies: Anglia (Ford), Mercedes-Benz (Studebaker-Packard), Metropolitan (Rambler), Opel (Buick), Simca (Dodge-Dart), Taunus (Lincoln-Mercury) and Vauxhall (Pontiac). Leading imports: Volkswagen, Renault, Volvo, Triumph, Hillman, Sunbeam, Singer, Fiat, Saab, Morris, Austin, Toyopet, Porsche, Jaguar, Borgward, Rolls Royce, Alfa-Romeo, Morgan, BMW, NSU Prinz, MG.



WHERE'S GEORGE?

Three name droppers lunch at the Three Seasons. Each orders the same thing, paying $10 apiece in advance. After lunch, however, they complain that the chilled artichoke hearts stuffed with blanched truffle whip were rather tepid. The maître d' cuts the check to $25, sends the waiter back with a $5 refund.

The waiter, fearing he might not get a tip after the truffle rebuffal, gives each man only $1 and pockets the other $2. Thus each man has paid $9, making a total of $27. Add this to the waiter's $2, and the grand total is only $29. What happened to the other dollar?*

If you can explain this money dilemma, we'll send you an exciting new prize. We're offering several so tell us what you've already won.

**If number dropping has you confused, check ARB, which stoutly maintains WMAL-TV is first in the Washington, D.C. market, 6 PM - Midnight, Monday - Friday. (June '61)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Team	1960 Attendance	Radio-Tv Rights (1961)	Radio-Tv Rights (1960)	Sponsors	Originating Stations	1960 Won-Lost Records
American League						
Boston Patriots	118,260	$ 223,000	$ 200,000	Pabst Beer; Phillips Petroleum; Carlings Brewing; Sinclair Oil, all ¼ regional with Carlings all or mostly in Texas. Autolite, Mobil Oil and Keystone Camera have minutes on most of the telecasts.	WHDH-TV WEEI	5-9
Buffalo Bills	111,890	225,000	203,000		WKBW-TV WBEN	5-8-1
Dallas Texans	171,500	234,000	210,000		WFAA-TV KRLD	8-6
Denver Broncos	91,333	217,000	196,000		KBTV(TV) KBTR	4-9-1
Houston Oilers	140,127	240,000	215,000		KTRK-TV KILT	10-4[3]
Oakland Raiders	69,122	216,000	194,000		KGO-TV KNBC	6-8
New York Titans	114,628	225,000	200,000		WABC-TV	7-7
San Diego Chargers[1]	110,376	225,000	198,000		KOGO-AM-TV	10-4
TOTALS	927,236	$1,805,000	$1,616,000			
National League						
Baltimore Colts	342,858	$ 235,000	220,000	Ford, Busch Beer, National Beer, ¼ open	WBAL-TV WFBR	6-6
Chicago Bears	278,943	320,000	300,000	Ford, Marlboro, American Oil, Falstaff	WBBM-TV WGN	5-6-1
Cleveland Browns	337,972	280,000	250,000	Ford, Marlboro, Carlings, Standard Oil	WJW-TV WGAR	8-3-1
Dallas Cowboys	128,500	195,000	180,000	Ford, Marlboro, Falstaff, ¼ open	KRLD-TV KBOX	0-11-1
Detroit Lions	306,110	270,000	250,000	Ford, Marlboro, Falstaff, Speedway Oil	WJBK-TV WJR	7-5
Green Bay Packers	204,421	120,000	105,000	Ford, Marlboro, Hamm Brewing, American Oil	WBBM-TV WJPG	8-4
Los Angeles Rams	370,341	310,000	300,000	Ford, Marlboro, Falstaff, ¼ open	KMPC KNXT(TV)	4-7
Minnesota Vikings	—	160,000	—	Ford, Marlboro, Hamm Brewing, American Oil	WCCO-AM-TV	—
New York Giants	357,583	370,000	340,000	Ford, Marlboro, Ballantine, American Oil	WNEW WCBS-TV	7-4-2
Philadelphia Eagles	286,301	250,000	210,000	Ford, Marlboro, Ballantine, Sun Oil	WCAU-AM-TV	10-2[3]
Pittsburgh Steelers	172,999	250,000	235,000	Ford, Busch Beer, National Beer	WIIC(TV) WWSW	5-6-1
San Francisco 49ers	312,630	270,000	250,000	Ford, Marlboro, Falstaff, ¼ open	KPIX(TV) KSFO	7-5
St. Louis Cardinals	140,019	190,000	170,000	Ford, Marlboro, Falstaff, American Oil	KMOX-AM-TV	6-5-1
Washington Redskins	144,621	290,000	290,000	Ford, Marlboro, American Oil, Falstaff	WTOP-AM-TV	1-9-2
TOTALS	3,383,298[2]	$3,510,000	$3,100,000			

[1]Played in Los Angeles in 1960.
[2]Announced figures only. League's official paid attendance for 78 games was 3,128,296.
[3]Denotes league champion.

PLAYOFF DATA: Rights to the National Football League championship game and Runnersup Bowl (second place finishers in East and West Divs.) were purchased by NBC-TV earlier this year for $1.23 million, divided over two years. NBC-TV also has rights to the Pro Bowl Game estimated at about $400,000. Rights to the American Football League championship game are included in its package with ABC-TV.

Football gets $12 million from radio-tv

SPONSORS SPEND $20 MILLION FOR RIGHTS TO PRO, COLLEGE GAMES

Football, which recently saw one of its most electrifying financial plays (the NFL-CBS $9.3 million package deal) nullified because of a downfield penalty (violation of the antitrust laws), still figures to make 1961 a banner financial year. But the banner won't be flying as high as some had hoped and others expected.

Payment for radio-tv rights in 1961 amounts to an estimated $12 million in football team coffers with advertisers shelling out about $20 million to pick up the tab.

Broadcasting will parcel out to the National League some $5 million for its games, including the championship, runnerup and all-star games; miscellaneous highlights and pre and post game shows. The American League brings in about $2 million for similar activities from a smaller schedule (eight teams as compared to 14 in the NFL). (See table, page 40). Also being dealt in for a solid share is the National Collegiate Athletic Assn. (college football) with $3 million and various additional attractions (bowl games, minor leagues, tv specials) dividing about $2 million.

It amounts to an all-time record season, both in rights and in billings, eclipsing both records established last year, but seemingly far off the total anticipated in 1962 when both broadcaster and football officials expect an even higher total.

Judge's Ruling ▪ The National League's midsummer night's dream—each owner fondling a hunk of the $9.3 million pot of gold which was to be provided by CBS—ended abruptly (BROADCASTING, July 24) with a federal judge's ruling slicing the league's overall television take about $1.2 million in one fell swoop.

The NFL-CBS agreement called for $4,650,000 per season this year and next, with each of the 14 clubs getting about $332,000, a healthy increase for all, save the New York Giants. Last year, it was estimated, the 13 teams averaged about $172,000 for television rights. Green Bay stood to gain the most—about $257,000—but reverting back to last year's agreement will receive only about $120,000 for combined radio-tv rights, lowest in all pro football.

As one football spokesman put it, "No matter where you turn in that neck of the woods, there's always the same number of eyes and ears—and not many of each. And that's what those advertisers are paying for."

Regional Telecasts ▪ The proposed CBS pact called for the network to telecast the NFL's 98-game schedule on a regional basis with each league city being permitted to view its team on away games only. The blacking out of home games within a 75-mile radius was an idea first formulated by the late Bert Bell, former NFL commissioner, in the early 1950's when football and television became inseparable partners and the NFL's yearly attendance began to swell.

The verdict to void the contract, following questioning of its legality by the Justice Dept., came late last month in a decision by Federal Judge Allan K. Grim. "By this agreement" (selling of the pooled television rights in a package), the ruling said, "the member clubs . . . have eliminated competition among themselves in the sale of television rights to their games.

"Clearly, this restricts the individual clubs from determining from which areas the telecasts of their games may be made, since the defendants [the NFL] have by their contract given to CBS the power to determine which games shall be telecast and where."

1960 Plan ▪ Last year CBS televised the contests of 10 of the 13 teams (Pittsburgh and Baltimore had agreements with NBC and Cleveland with Sports Network Inc.). This year, with all teams reverting to last year's agreements (most getting slight increases), CBS will telecast some 90 games, including those of the new Minnesota Vikings. The other three contracts remain intact.

Ford Motor Co. (through J. Walter Thompson Co.) spearheads the advertisers with a 25% national purchase on CBS, 25% regional purchases on the Pittsburgh, Baltimore and Cleveland games and a similar slice of the championship game. Marlboro cigarettes (through Leo Burnett) is close behind with an equal national buy on CBS and the Cleveland Browns. Other big buyers are Ballantine, Falstaff and Hamm's beer and American Oil. Most clubs are sold out; those still with time available expect to be by next week.

Behind the quick sales of sponsorships all over the league are these interesting speculations:

- Downfall of the champion Philadelphia (as predicted on all fronts).
- A new fight for power.
- The new team (Minnesota).
- A peak balance in the league with only three teams (Washington, Dallas and Minnesota) not conceded much of a chance to rank in the first division.
- Consistently high viewership promising top advertising exposure. (Nielsen figures showed the NFL title game had a 33.8% total audience and the AFL 32.8).

AFL Returns ▪ Meanwhile, the rival American League comes out for a second round, groggy after a costly "setting-up" year, but keenly fortified with cash provided by its 5-year, $11-million contract with ABC. While the league suffered heavy (but expected) financial setbacks in 1960, the $185,000 paid to each of the eight teams softened their respective deficits. In fact, AFL Commissioner Joe Foss says, they are doing business in 1961 solely by virtue of their television money.

But ABC has been more than a financial ally to the American Football League. The network has proved a masterful sales tool for the fledgling loop, selling it to the American public through heavy promotion, new wrinkles and a united effort. Its efforts were successful as AFL ratings climbed noticably during the second half of the season. In 1961, 39 regular season games and the championship tilt will be televised by ABC which will experiment with later starting times for the games.

On 15 Sunday afternoons (Sept. 10 to Dec. 17) two games will be tele-

Pro football consistently wins high ratings on television. High degree of skill of players, unpredictability of outcome and team loyalty all contribute to winning record audiences for the contests. Satisfied sponsors often stand in line for the privilege of presenting the games.



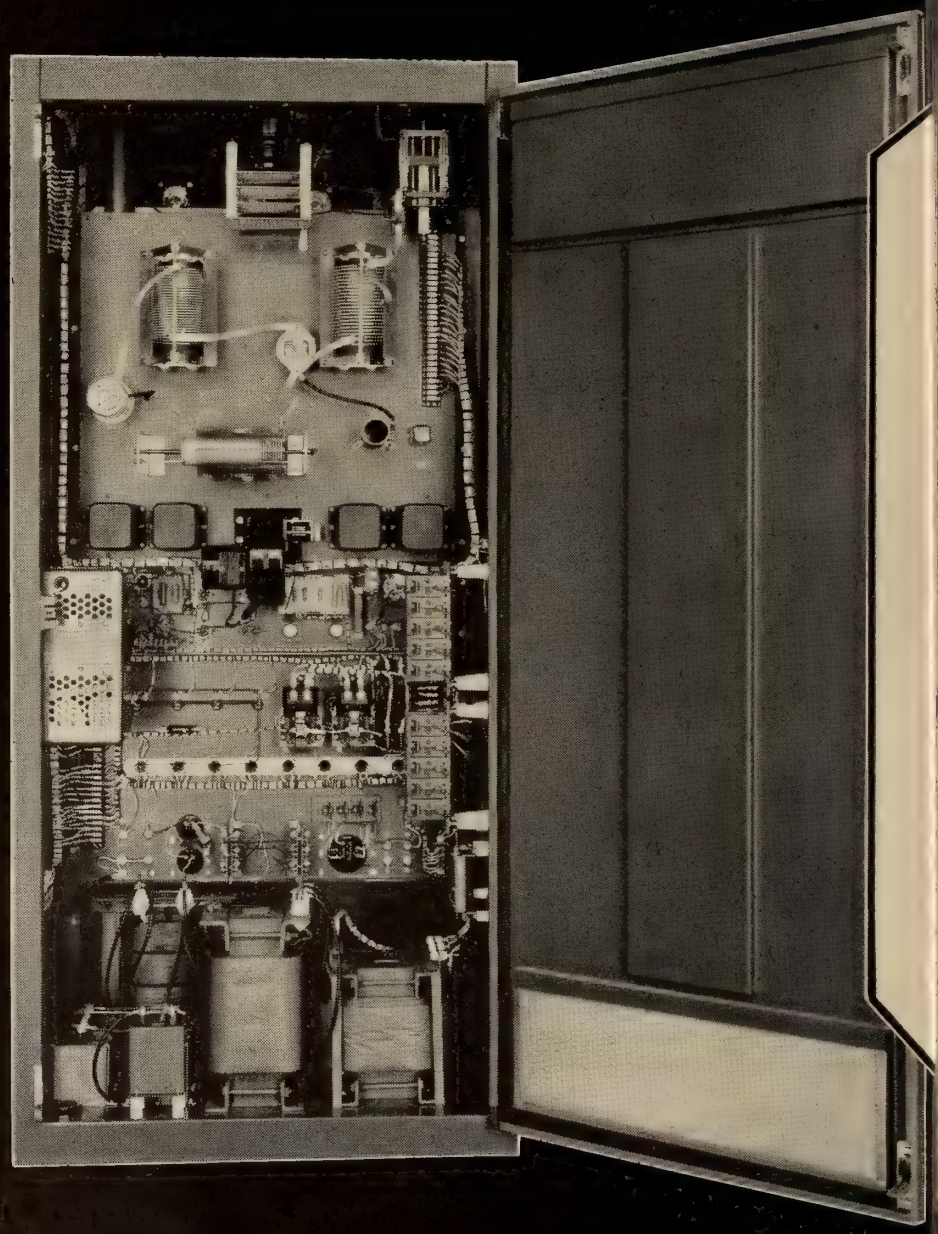
ONLY 1 KW AM TRANSMITTER

- **FULL ACCESSIBILITY**
  All tubes and components accessible through interlocked front and rear doors. No rear or side panels to remove. All components mounted on vertical panels.

- **REMOTE CONTROL**
  All required meter and control functions terminated at board to the rear. Motors built-in. Relays included for switching crystals, monitoring levels, and power cut-back.

- **AUTOMATIC RECYCLING**
  Circuit automatically recycles transmitter in event of overload or fault. Assures continuity for remote control operation!

- **HEAVY DUTY COMPONENTS**
  All components rated well below maximum capability. Modulation transformer designed for distortion-free 30 cycle operation without affecting high frequency response.

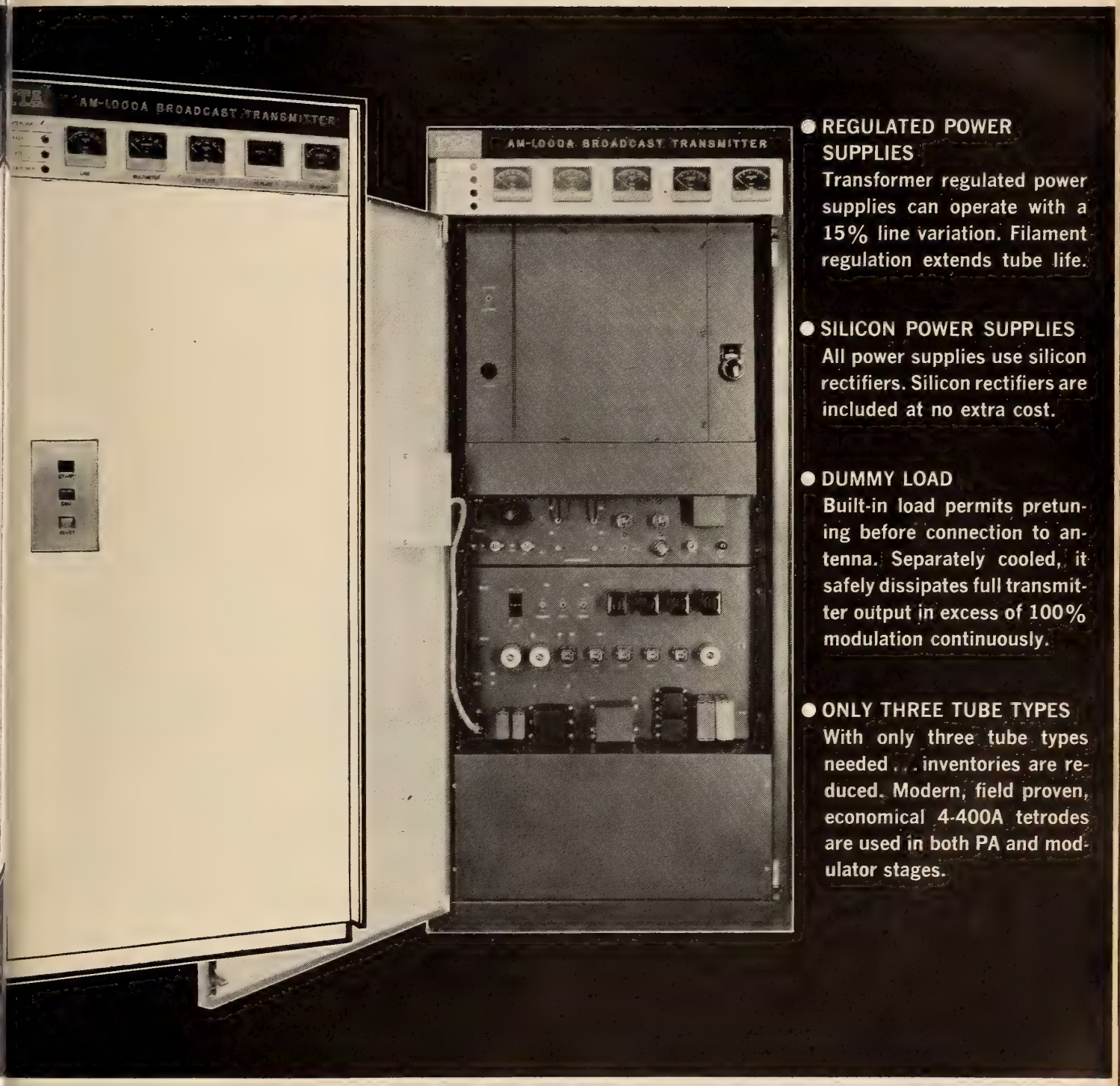


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No matter how you look at it . . . from its clean-cut exterior styling to the smallest, carefully engineered detail . . . ITA's AM-1000-A offers unique advantages. This 1000 watt transmitter has regulated filament and plate power supplies and uses silicon rectifiers throughout. Single control operation and the need for only three tube types make it easy to operate and maintain. What's more . . . these features are basic to the unit, not options added at extra charge!

Before you buy . . . think first of the ITA AM-1000-A. No other transmitter compares for long-life and dependable operation at low cost. Call your nearest ITA representative today. Or write directly to our main offices in Lansdowne, Pennsylvania.

WITH ALL THESE FEATURES



- **REGULATED POWER SUPPLIES**
  Transformer regulated power supplies can operate with a 15% line variation. Filament regulation extends tube life.

- **SILICON POWER SUPPLIES**
  All power supplies use silicon rectifiers. Silicon rectifiers are included at no extra cost.

- **DUMMY LOAD**
  Built-in load permits pretuning before connection to antenna. Separately cooled, it safely dissipates full transmitter output in excess of 100% modulation continuously.

- **ONLY THREE TUBE TYPES**
  With only three tube types needed . . . inventories are reduced. Modern, field proven, economical 4-400A tetrodes are used in both PA and modulator stages.

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Portland, Ore. CA 2-2651
Washington, D.C. 337-2884

vised, one in the East and one in the West. Buffalo and New York meet on Thanksgiving Day. Last year 118 stations carried the AFL schedule, but ABC-TV is hopeful of increasing that figure this year to 135. The league will black out the four home games each Sunday and in addition will beam its games into 11 of the 14 NFL cities where it has no teams.

ABC Regional Plan ▪ Not adhering to its 1960 pattern of selling strictly national schedules, ABC is accepting regional buys. The sponsorship picture shapes up like this: Pabst Beer (through Kenyon & Eckhardt); Phillips Petroleum (through Lambert & Feasley); Carling Brewing (through Liller, Neale, Battle & Lindsay); Sinclair Oil (through Geyer, Morey, Madden & Ballard)—all have one-quarter regional sponsorships with Carling believed to be all or mostly in Texas. Autolite (through BBDO); Keystone Camera (through The Bresnick Co.) and Mobil Oil (through Ted Bates) all have purchased minutes on most of the telecasts. Pabst, Phillips, Carling and Sinclair all are repeaters from last year.

The later starting times will reduce by 25% direct competition with the NFL games on CBS. This year 12 games will begin after 3:30 p.m. EST, and six will run between 4:30 and 7:30. In 1960 about 25% of the games lasted until 7 p.m., none after 730.

Ignoring possible legal problems, ABC-TV two weeks ago signed a two-year $6-million package contract with the NCAA to televise 23 contests on 13 dates starting Sept. 16. (BROADCASTING, Aug. 14). NBC previously had held the rights to the NCAA games. Some 211 stations will carry the games with Gillette, American Oil, Humble Oil and R. J. Reynolds paying the tab.

NBC keeps in head in the football picture with most of the football plums —seven bowl games, the Pro Bowl Game, The National League Championship and Runnerup Games.

Beech-Nut NBC-TV buys

Beech-Nut Life Savers Inc., New York, has placed nearly $8 million worth of business with NBC-TV for the 1961-62 season. Young & Rubicam, Beech-Nut's agency, reported last week that the campaign will be the biggest in the company's history, embracing 931 commercial minutes for baby foods, fruit Stripe gum and Beech-Nut gums.

The nighttime schedule includes *1-2-3 Go, Bullwinkle, National Velvet; Thriller; Laramie, Dick Powell Mystery Theatre; Cain's 100; Bob Newhart; Outlaws; International Showtime; Detectives; Wells Fargo; Tall Man;* Saturday Night at the Movies; and *Jack Paar Show.*

Also included in the saturation campaign are eight daytime shows.

Networks, AAAA, SAG discussing 'wild spots'

Representatives of television networks and a committee of the American Assn. of Advertising Agencies have been meeting with officials of the Screen Actors Guild to try to find a solution to a growing problem relating to performers' commercial fees on network programs which offer time for local sales.

During the past few months, SAG has been insisting that since such a spot commercial is carried within the body of program, even though it is a local cut-away, it merits classification as a local program spot. The performers' rate on local programs is generally higher than for the so-called "wild spot," which is carried during station breaks between programs. SAG claims this rule has been in its contracts since 1955 but concedes it has not been enforced effectively.

The networks and agencies say these commercials are not an integral part of the show and should not carry the local program rate.

It was learned by BROADCASTING last week that at least two of the top advertising agencies have instructed their media buyers for the time being not to purchase time on network programs sold locally.

Four still in running for citrus ad account

The number of agencies in the running for the Florida Citrus Commission account has been reduced to four of the original seven with the withdrawal of BBDO and Gardner Adv. (BROADCASTING, Aug. 21).

Still retaining their candidacy in the competition for the $3 million account are Campbell-Ewald Co., Grant Adv., Lennen & Newell and Benton & Bowles, which has held the account for the past six years. J. Walter Thompson Co. was the first agency to drop out because of company policy.

The competitive presentation to the commission by the remaining agencies takes place Oct. 11-12. Chairman Key Scales Jr. called a special meeting of the 12-man group for Aug. 25 to discuss plans. He promised a "thorough and frank" discussion of ground rules and other matters pertaining to the presentation.

Business briefly...

Nutri-Bio Corp., through Stammco Inc., Los Angeles, will sponsor the first 15 minutes of *Love that Bob* (reruns of the Bob Cummings show) on ABC-TV Mon.-Fri., 11:30 a.m.-12 noon, starting Sept. 4. Budget of approximately $500,000 will be spent for the tv promotion of the company's line of vitamins, minerals and proteins.

Martinson Coffee Co., Div. of Beech-Nut Life Savers Inc., New York, will use spot tv this fall in one of the New York area's most concentrated advertising campaigns for a regular coffee. It was announced Wednesday (Aug. 23) that Martinson will have approximately 40 one-minute and 20-second spots per week on four New York City tv stations, plus print ad schedules. Agency: Grey Adv., New York.

Minute Maid, Div. of Coca-Cola Co., New York, will sponsor *Tournament of Roses Parade* on NBC-TV Jan. 1, 1962 (11:30 a.m.-1:45 p.m., NYT), for the eighth consecutive year. Agency: Ted Bates & Co., New York.

Rayco Mfg. Co., New York, will launch a 52-market spot tv drive next month, with frequency ranging from 5-25 announcements per week in each market, for its new line of tires, batteries, brakes and wheel alignments. All Rayco products will be promoted on radio, with 73 stations in 59 markets airing a saturation spot schedule. Agency: Mogul Williams & Saylor, New York.

General Electric Educational Projects, Utica, N. Y., has bought one minute per week of NBC-TV's *Watch Mr. Wizard* (Sat., 12:30-1 p.m. EDT) from Sept. 30 to Christmas week. Agency: Young & Rubicam, New York.

Motorola Inc., and **John H. Breck Inc.** will co-sponsor a CBS-TV two-hour special, *The Power and the Glory,* Oct. 29 (9-11 p.m., EST). Agencies: Leo Burnett Co., and Reach, McClinton & Co., respectively. [CLOSED CIRCUIT, Aug. 21].

Dutch Masters Cigar Co., New York, will sponsor seven Ernie Kovacs specials on ABC-TV next season, first one to be presented Sept. 21, (10:30-11 p.m. EDT). Agency: Erwin Wasey, Ruthrauff & Ryan Inc., New York.

W. A. Sheaffer Pen Co., Chicago, has purchased participations in NBC-TV's *Jack Paar Show* and *The Today Show* with heaviest concentration in September, November and December. Agency: BBDO, Chicago.

Agency appointments...

▪ Aarben Pharmacal Co., Chicago, has named Geyer, Morey, Madden & Ballard, western division, Chicago, as its agency for new product developments to be announced shortly. Norman J. Phelps was appointed creative supervisor of the account and John H. Stilwell, account executive and supervisor. Aarben Pharmacal is a division of The Wander Co., Chicago.

▪ United Tours Inc. has appointed Grant Adv., New York. Media plans



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PUSHBUTTON BROADCASTING



Spotmaster Cartridge Tape Equipment—the most field tested, most field proven cartridge equipment available to the industry. This is why our 500 series equipment is becoming the recognized standard for precision, performance and extended reliability. Bill Grumbler, President of WHHM in Memphis says, "Its versatility and low maintenance requirements make it the most reliable of all cartridge tape machines." With a new heavy duty deck and hysteresis synchronous motor (at no increase in price) it is the simple, straight forward, competent key to pushbutton broadcasting. Its low cost puts it within reach of all stations.

Spots, themes, I.D.'s, news inserts and sound effects are controlled with the touch of a button. No more scratchy transcriptions, no more wrong speeds. The operator simply slips the cartridge into the playback slot, presses a button and the message is on the air instantly—on cue, on time, every time with no fluffs, no Donald Ducks—only the highest quality sound for every client for the run of the contract. When the message is completed, the tape automatically re-cues, ready for a repeat performance or storage.

Spotmaster is available in the BE500 combination recorder-playback model and BE505 companion playback model. Both guaranteed for one year.

New Product

The all new Spotmaster, Model TP-1, Tape Cartridge Winder makes rewinding of old cartridges easy. Old tape is easily replaced with any length you wish. Save money on new cartridges, too! Wind your own with the TP-1! $89.50. Blank cartridges and lubricated tape available at Broadcast Electronics. For further information call, wire or write today.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road, Silver Spring, Maryland, Dial JU8-4983

Sold Nationally BY Visual Electronics Corp., 356 W. 40th St., N. Y., N. Y. — Richard H. Ullman, Inc., 1271 Ave. of the Americas, N. Y., N. Y. **CANADA**—Northern Electric Co. Ltd., 250 Sidney St., Belleville, Ont., Canada

are not yet definite.

▪ Gordon Baking Co., Detroit (Silvercup bread), appoints Grant Adv., Chicago, effective Nov. 10, to handle its advertising and public relations. Principal markets are in Detroit, New York and Chicago. Approximate budget of $500,000 will be aimed primarily at radio, television, trade publications and newspapers.

Rep appointments...

▪ WQXQ Daytona Beach, Fla.; WTID Norfolk, WHBG Harrisonburg, and WELK Charlottesville, all Virginia; and the Radio Alabama Network: Hal Walton Assoc., New York.

▪ WAIR Winston-Salem, N. C., and KGGF Coffeyville, Kan.: Weed Radio Corp., New York.

▪ WWOK Charlotte, N. C.: Forjoe & Co., New York.

▪ WECT-TV Wilmington, N. C.: Select Station Representatives, New York. Select also reports it wil become exclusive national rep on or before Nov. 1, of four stations it has previously represented only regionally. The stations are WXEX-TV and WLEE Richmond, Va.; WHIS-AM-TV Bluefield, W. Va., and WITH Baltimore. Select has opened an office in Chicago under Irwin W. Unger. Address is 333 N. Michigan Ave.

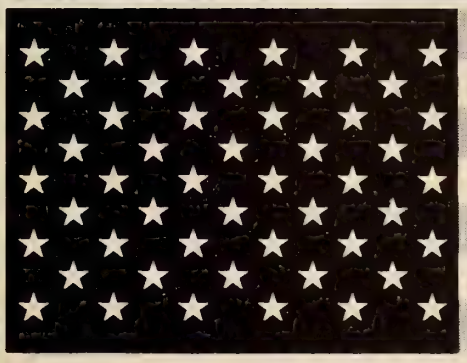
C&W recovers some with new account

Cunningham & Walsh Inc., New York, troubled by client defections in recent months, reversed the trend last week and bounced up as the new agency for Salada-Junket Div. of Salada-Shirriff Horsey, an international food company headquartered in Toronto. The switch is effective Sept. 26. The account, estimated at $2 million, has been with Doyle Dane Bernbach, New York, for the last two years.

Salada-Junket produces Salada Tea and Junket Rennet-Custards, Quick Fudge Mix, Freezing Mix, Sherbet Mix and Danish Desserts. C&W is also the agency for a number of other food accounts, including College Inn Food products, Contadina Foods, Kitchens of Sara Lee (cakes), Sunshine Biscuits and Grocery Store Products Co.

Ad plans for Salada-Junket have not been established. C&W had its first orientation meetings with the client last week. The Salada-Junket Div. is located in Woburn, Mass. John W. Colpitts, is advertising manager.

Between January and June of this year, C&W's losses included Texaco, Sears Roebuck, Revell Inc. and Smith-Corona, which billed a total of more than $20 million.



KTBS-TV GOES ALL-AMERICAN

NOW IT'S ABC ALL THE WAY!

Beginning September 3, KTBS-TV, Shreveport, Louisiana becomes an exclusive affiliate of the American Broadcasting Company. KTBS-TV is proud to join the ALL-AMERICAN ABC family which sets the trend for programs Americans prefer. With this new association, KTBS delivers unduplicated network coverage in America's 68th TV market and the only exclusive ABC programming in its coverage area of 326,500 TV homes with 1,504,369 people in 58 counties covering the four states of Louisiana, Texas, Oklahoma and Arkansas.

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

Stay with
KTBS-TV FOR THE ALL-AMERICAN HABIT
of successful sales.

THE KATZ AGENCY, INC.
National Representatives

E. Newton Wray, Pres. & Gen. Mgr.

Radio's still indomitable, study finds

POLITZ-CHRISTAL SURVEYS ADD PROFILE TO AUDIENCE MEASUREMENT

One of the most solid boosts radio has received from audience research in almost a decade is beginning to emerge from a series of surveys which themselves set new patterns for audience measurement.

The surveys were conducted by Alfred Politz Media Studies, a widely recognized independent research organization, on behalf of five stations represented by the Henry I. Christal Co. They steer clear of the conventional ratings approach to audience measurement and undertake to (1) document the size and nature of radio audiences generally and (2) provide a qualitative as well as quantitative analysis of the audiences of the underwriter-stations.

Although detailed breakdowns were still in tabulation last week, these highlights were already evident (respondents in all cases were 15 years of age or older):

- From 98% to 99% of the persons interviewed said they have working radio sets in their homes (CLOSED CIRCUIT, Aug. 14; for further details also see box on this page). This is approximately 10% more than the much-challenged preliminary estimates given out by the U. S. Census Bureau a month ago (BROADCASTING, Aug. 7).
- From 97% to 98% of the people said they listen at some time during an average week, and the majority listen day in and day out. Approximately two-thirds said they tune in seven days a week, and another 15% to 20% listen at least six days out of seven.
- Tune-in is constant from one day to the next. More than nine out of ten listen on any given weekday; on Saturday the figure is about nine out of ten and on Sunday a little more than eight out of ten.
- Not surprisingly, so-called "morning drive time," from 7 to 9 a.m., gets the biggest tune-in. At least three out of four persons said they listen at some time during this period. But subsequent day-parts—set up to conform to those generally used by advertisers and agencies—also attract audiences whose size and constancy may surprise buyers who insist that their commercials be slotted within the drive-time span.
- In each of the 3 three-hour segments following 7-9 a.m., tune-in was found to be at least on a par with that recorded in this peak two-hour period —that is, within any subsequent three-hour daytime period the audience is equal to and in most cases greater than the total for the two hours between 7 and 9. There is some drop-off after 6 p.m. and more after 8 p.m.; even so, almost one-half said they listen between 8 and 10 p.m. at some time during the week, and one-third reported listening between 10 p.m. and midnight.
- Listening outside the home—in cars and other places—is considerably higher than past research has indicated. The home is still No. 1: more than nine out of ten listen there. But half of the people said they also listen in cars ,and one-fourth said they listen in other out-of-home locations.
- By sex and age group, listening appears to hew closely to general population patterns. Females dominated by 1% or 2% among the listeners just as they do in the general population in the markets involved; similarly, different age groups were represented among the listeners in approximately the same proportion that they are represented within the total population.
- Respondents' music preferences run heavily to the popular category, with full orchestrations of the Kostelanetz-Mantovani type getting a slight edge over the limited orchestrations of the Shearing Quintet-Three Sons type. Folk music (country, western, etc.), classical-concert and rock-and-roll followed in that order in most markets.
- In response to the frequently used "rumor of war" research question, seven out of ten persons said they would turn on their radio sets to verify a report that war had broken out. This figure compares with less than one out of ten designating the second most preferred source (television).

Although the studies relate primarily to radio and radio audiences, television received a secondary benefit: from 94% to 98% of the people said their homes were tv-equipped and 14% to 21% said their homes have two or more sets—figures indicating a considerably higher degree of tv accessibility than those issued a few weeks ago by the Census Bureau, which pegged tv saturation at about 89% of all homes.

Fm Data ▪ Fm did not fare quite so well. From 23% to 33% of the respondents said their homes have fm. This compares with unofficial but widely accepted general industry estimates that one-third of the nation's homes are fm-equipped.

The Politz-Christal studies are based on more than 1,000 personal interviews in each of the five markets where the sponsoring stations are located. The stations and markets are WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford and WTMJ Milwaukee.

The interviews—with one person in each household—were supplemented by listening diaries kept by the individual to show when, where and to what stations he listened throughout one week. The diaries, like the interviews, dealt only with the listening habits of the individual, not those of other members of the household. The individuals were all at least 15 years of age. The survey sample was drawn by generally accepted research techniques to represent the entire coverage area of each station (except coverage areas outside the continental U. S.).

In announcing the study, Christal company officials stressed that it represents a departure from conventional program ratings research in several

CHARACTERISTICS OF AREAS MEASURED (by markets)

	Detroit %	Hartford %	Milwaukee %	Schenectady %	Buffalo %
Total adult population	100	100	100	100	100
Population living in households with at least one radio	98	99	98	99	98
Population living in households with at least two radios	62	60	65	67	67
Population living in households with more than two radios	29	26	32	28	35
Population living in households with FM radio	31	31	33	23	28
Population living in households with at least one automobile	90	83	87	85	82
Population living in households with more than one automobile	26	26	21	19	18
Population living in households with at least one car equipped with radio	73	72	70	66	69
Population living in households which have at least one television set	96	95	96	94	97
Population living in households which have at least two television sets	21	14	16	20	18

4 OUT OF 40 REASONS WHY the GATES BC-1T is chosen by more Class IV stations than any other one kilowatt transmitter manufactured today. ■ *Convenience.* Flip one switch to change power and audio level for either local or remote control. ■ *Efficiency.* You efficiently reduce power to 250 watts by changing the primary voltage of the plate transformer. No power consuming voltage dropping resistors are used. ■ *Economy.* Longer tube life by hundreds of hours as plate voltage for 250 watts is reduced at both power amplifier and modulator tubes. Saves on utility bills too. ■ *Accurate in-built dummy antenna* that will not change characteristics at 100% modulation permits FCC required performance proofs without burning midnight oil. Also quick problem isolation when transmission line or antenna loading problems occur.

Let us give you the 36 other reasons why this is the best selling 1KW transmitter in America. Write today for Brochure No. 99 – yours for the asking.



GATES **GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada. CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ways and is comparable to ratings systems in none. Among the distinguishing features they cited:

1. The survey's "universe" is the subscribing station's comprehensive coverage area, not a city or limited metropolitan area.

2. The study deals with individuals, not households, and hence can be used to develop "reliable breakdowns by sex, age and socio-economic status" which are "vital for a medium as personalized as 1961 radio, particularly with the growth of multiple sets and out-of-home listening."

3. Listening is measured "wherever it occurs," to get "the true dimensions of the 'companion medium.' "

4. The survey samples were far larger than those normally employed for program ratings.

5. Listening data is cumulated for the entire week, with each day divided into nine specific time periods designed to be most useful for advertisers and agencies.

6. The interview-plus-diary technique makes it possible to get qualitative attitude information as well as quantitative data on listening.

Audience 'Profiles' ▪ Instead of ratings, the studies will be used to develop "profiles" of the audience of each of the subscribing stations. This information—now being compiled and expected to be ready for distribution shortly—will include for each market details on the kinds and numbers of people who listen to radio generally and to the subscribing station in particular in the course of an average week; places and times of day that this listening occurs, and audience awareness of the qualitative attributes of the subscribing station in terms of programming and service to listeners and to the community at large.

Nor will the information be used as ratings are used: it will be designed to give advertisers and agencies a clearer picture of radio generally and of the subscribing stations specifically, but presentations based on it will not include competitive data directed against other stations.

This preoccupation with de-emphasis of ratings stems from the stations'—and the Christal Company's—long-standing policies against the use of ratings in presentations to agencies and advertisers. It thus pre-dates the recent wave of criticism, led by FCC Chairman Newton Minow and NAB President LeRoy Collins, of so-called over-emphasis on ratings.

Christal officials also said that although the study was planned before the issuance of the so-called Madow Report to Congress on audience-research techniques, its concept was such that most of the major recommendations of the Madow Report could be incorporated in the final report to be issued on the surveys.

The Politz and Christal organizations have been associated in a number of major radio research studies. Probably the best known is one conducted in 1953 which pioneered in the large-scale measurement of "people" rather than "homes" and found that, even in the areas of heaviest tv saturation, radio was regarded as an "indispensable medium" (BROADCASTING, July 27, 1953, *et seq*).

Nighttime radio has 45 million, RAB says

A new Radio Advertising Bureau nighttime radio study reveals an average audience of 45 million adults, and, the bureau declares, "The figure would be far higher if projected to cover the average week."

The RAB report, called "An In-Depth Study of Nighttime Radio," is termed the most comprehensive study of nighttime radio in recent years. It is based upon some 2,500 personal interviews among adults of both sexes in 125 U. S. locations.

Among the differences between nighttime radio listeners and non-listeners, pointed out in the report:

Adult listeners of nighttime radio have a higher income than non-listeners; the audience is more heavily male than female, and listeners spend less time with nighttime tv than non-listeners—making them a more difficult target for the nighttime tv advertiser.

The research project showed that 20% of all Americans spend more time at night with radio than with tv—an average of two hours, 22 minutes with radio against one hour, 49 minutes with tv.

The report includes a special set of tables, analyzing age, income, area of residence, sex, family size, employment and the amount of time spent listening to nighttime radio.

TvQ raises fees Oct. 1

TvQ, Port Washington, N. Y., qualitative rating service, is increasing its agency-subscriber fees effective Oct. 1. Agencies which sign contracts before that date, however, will enjoy current rates.

Agency clients billing over $20 million annually in network tv time and talent will pay $9,850 if they sign after Oct. 1, as against the present rate of $7,850 for the first year; agencies with $15-$20 million billings will pay $9,350 (against $7,850); those with $10-$15 million billings, $8,850 (against $7,350); agencies with $7.5-$10 million, $8,350 (old rate, $6,850); $5-$7.5 million, $6,850 (against $5,350); and under $5 million, $4,850 (old rate, $3,350).



WAVE-TV viewers buy
28.8% more AUTOMOBILES

—and 28.8% more tires, batteries, anti-freeze and other supplies, of course!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



All these cigarettes and cigars are spotted on the Channel 11 air. Result: Pittsburghers are smoking up a storm. How does <u>your</u> brand stack up?

BEL AIR
EL PRODUCTO
KENT
KOOL
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

CHANNEL WIIC NBC

The eyes of Pittsburgh

Represented nationally by Blair-TV

Videotape expanding to triple capacity

Videotape Productions of New York Inc. is implementing an expansion program involving an expenditure of more than $1 million and covering the tripling of studio facilities, a 50 percent increase in personnel, and the purchase of new equipment.

John Lanigan, vice president and general manager of the company, released details of the expansion project today (Aug. 28) and attributed the move to an upswing in business during the past two years. He said that the number of national spot tv advertisers producing taped commercials at the company's facilities had doubled during the past year and now includes more than 50 top advertisers.

The Big Move ▪ The first step in Videotape Productions' expansion effort, Mr. Lanigan said, will be the move to new studios at 67th St. and Columbus Ave. during the weekend of Sept. 15-18. The company has leased the new facilities from NBC and they will provide the organization with 300 percent more space than at its present space at 208 W. 58th St., he reported.

The company's new Videotape Center will have three completely equipped tv studios, each with its own control room. Mr. Lanigan noted that the largest, measuring 70 by 80 feet, has a balcony seating 199 persons. Four of the latest Ampex videotape recorders will be installed at the new plant, he said. Other equipment available to Videotape Productions includes improved Marconi Mark IV camera chains and devices enabling the company to utilize Intersync, an electronic technique which permits instantaneous optical mixing of unrelated pieces of tape.

Personnel will be increased by 50% from 45 to 65 employes, according to Mr. Lanigan. He said most additions will be in production and creative areas.

Busy Year ▪ The decision to expand, he said, was made after "a complete study of the potential of the tape industry." In the past year, he pointed out, videotape productions had serviced many national spot clients in tape, the latest of which include Westinghouse Electric Co., Smith-Corona, Marchant Inc., Lever Bros. Liebmann Breweries, Pan American Coffee Bureau, Bristol-Myers Co., Fedders Corp., Gerber Products Co., Lestoil, Thomas J. Lipton Inc., Goodman's Noodles and El Producto Cigar Co.

The company's study, he added, indicated there would be a large volume of business in tape commercials this year and for the future, and prompted Videotape Productions to launch the move involving additional capital expenditures and increased overhead.

NBC News sales 'best ever'—Durgin

All of the regularly scheduled NBC News programs for the 1961-62 season will be sponosored, and the sponsorship position of the unit's special program is the "best ever," Don Durgin, vice president of NBC-TV network sales, reported last week.

Purchasers of news specials include: Gulf Oil, Purex, the Bell System, Westinghouse, Du Pont, Elgin and Lincoln-Mercury. The list of regularly-scheduled NBC news programs and sponsors:

Monday-through-Friday—*NBC News Day Report* (12:55-1 p.m.), General Mills; *NBC News Afternoon Report* (4:55-5 p.m.), Mogen David Wine Corp.; *Huntley-Brinkley Report* (6:45-7 p.m.), Texaco Inc. and R. J. Reynolds Tobacco Co.

Sunday—*Chet Huntley Reporting* (5:30-6 p.m.), Mutual of Omaha; *1,2,3-Go* (6:30-7 p.m.), Quaker Oats and Beech-Nut Life Savers.

Wednesday—*David Brinkley's Journal* (10:30-11 p.m.), Douglas Fir Plywood Assn. and Pittsburgh Plate Glass.

Friday—Frank McGee's *Here and Now* (10:30-11 p.m.), Gulf Oil.

Saturday—*Update* (12-12:30 p.m.), Helena Rubenstein.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 17-23 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 17	**Untouchables** (9:30 p.m.)	ABC-TV	21.9
Fri., Aug. 18	**77 Sunset Strip** (9 p.m.)	ABC-TV	19.6
Sat., Aug. 19	**Gunsmoke** (10 p.m.)	CBS-TV	23.2
Sun., Aug. 20	**What's My Line?** (10:30 p.m.)	CBS-TV	20.9
Mon., Aug. 21	**Concentration** (9:30 p.m.)	NBC-TV	18.1
Tue., Aug. 22	**Playhouse 90** (9:30 p.m.)	CBS-TV	17.9
Wed., Aug. 23	**U. S. Steel Hour** (10 p.m.)	CBS-TV	18.4

Copyright 1961 American Research Bureau

Lanin's legacy

"There is no hour of the day and no corner of the land in which these spirited messages cannot be heard," say the notes for a new record album, *Lester Lanin Plays the Madison Avenue Beat.*

Mr. Lanin has arranged 58 commercials as foxtrots, rhumbas and sambas for big band music, making it possible to cha-cha while hearing the virtues of Newport cigarettes, Dust 'n' Wax and Barbasol.

Minute Maid, Snow Crop appoint McCann agencies

The Minute Maid Division of Coca-Cola Co., New York, last week named McCann-Erickson Inc., New York, as agency for its line of frozen, concentrated juices. The billing is estimated at $4 million, of which 75% is in network and spot television.

Minute Maid also announced that McCann-Marschalk has been appointed to handle advertising for its Snow Crop brand of frozen juices, which bills approximately $2 million. Approximately 40% of the budget is in spot television.

Both appointments are effective Dec. 31. Minute Maid is handled by Ted Bates Inc., New York, and Snow Crop by Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York. McCann-Erickson and McCann-Marschalk are separate but wholly-owned domestic companies of Interpublic Inc.

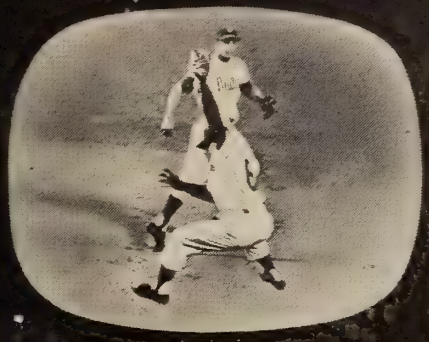
Del Wood gets Monarch

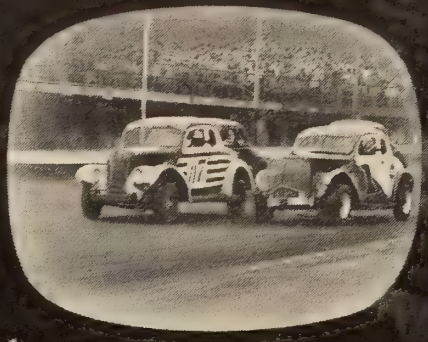
Monarch Wine Co., Brooklyn (Manischewitz table wines and other wines under the Monarch label), has appointed Del Wood Assoc. of New York and Hollywood as advertising agency. The barter account was previously with Grant Adv., New York.

In announcing acquisition of the new account, Charles J. Weigert, executive vice president of Del Wood, noted the appointment of Harold Balk, formerly with Guild, Bascom & Bonfigli Inc., New York, to handle the Manischewitz and Monarch business.

Del Wood's billings now are near $6 million, representing both print and broadcast barter advertising for a dozen clients.

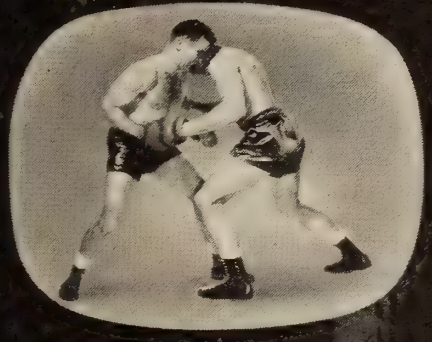
Del Wood is reported to hvae an inventory of several million dollars worth of time, and Monarch expects to buy as much time as possible out of this inventory. Del Wood gives tv stations films or merchandise in exchange for air time which in turn is sold to advertisers.



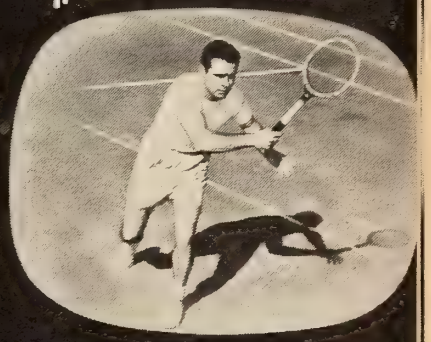




NOW...Night TV Pickup Without Special Lighting







Broadcast-quality pickup at light levels never before possible with supersensitive RCA-4401V1 image orthicon

"Amazing" is the way broadcasters describe the sensitivity of the RCA-4401V1! This is the image orthicon that enabled many stations to move into profitable new fields of evening programming—such as outdoor pickup of sports, concerts, special events—that previously required costly, complex special lighting! Truly the solution to remote nighttime pickup problems, the 4401V1 actually produces a normal broadcast quality picture with illumination of only 10 footcandles on the subject itself with a lens opening of f/8.

RCA The Most Trusted Name in Television

The 4401V1 is but one of the broad RCA family of specialized imag orthicons. Others include:

B & W TELECASTING (3" CAMERA TUBES)

5820A New version of the 5820 for B & W studio and outdoor pick up is destined to be the "standard" of broadcasting.

7293A A field-mesh image orthicon having an image section de signed to prevent highlight ghosts. Field mesh-design to improv corner focus and prevent porthole effects.

COLOR TELECASTING (3" CAMERA TUBES)

7513 Features special precision construction and RCA field-mes design for high quality color and B & W pickup.

4401 For low-light-level colorcasting—studio or outdoor. Availabl in matched sets of three for maximum performance.

4415 For studio pickup of color at B & W light level.

4416 Set of three tubes consists of two 4415's and one 4416. Th 4416 has increased blue sensitivity. Both types have advantage offered by precision construction and field-mesh design. Primaril for studio application at light levels from 50 to 200 footcandles

TAPE RECORDING (4½" CAMERA TUBES)

7295A A field-mesh image orthicon with high resolution and ver high signal-to-noise ratio. For tape and B & W studio use.

7389A A superior-quality field-mesh design image orthicon, wit extremely high signal-to-noise ratio, for tape and exceptionally high quality B & W studio pickup.

Whatever your station's requirements or special problems, there's a RCA Image Orthicon designed to meet them. For information i specific types, see your local RCA Industrial Tube Distributor.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

National Videotape Productions Inc., 36 W. 44th St., NYC 36

Eastman Chemical (Fabrics), two 60s, live, tape. William Duryea prod. mgr. Agency: Doherty, Clifford, Steers & Shenfield; George Lawrence prod. mgr.

F&M Schaefer Brewing Co. (Schaefer Beer), three 60s, live, tape. A. deCaprio prod. mgr. Agency: BBDO; Lou Georgaras prod. mgr.

General Electric Co. (industrial), one 60, live, tape. A. deCaprio prod. mgr. Agency: BBDO; Karl Fischer prod. mgr.

Leukemia Society of America, six; 60s, 30s, 20s, live, tape. William Duryea prod. mgr. Agency: Fallaince Productions; C. Vincent prod. mgr.

Procter & Gamble (Dash), one 60, live, tape. William Duryea prod. mgr. Agency: Dancer-Fitzgerald-Sample; David Davidow prod. mgr.

Wilen Wine, Stella D'Oro (Wine, Bakery Products), six; 60s and 10s, live, tape. William Duryea prod. mgr. Agency: W. B. Doner; Murray Firestone prod. mgr.

Raymond Scott Enterprises Inc., 140 W. 57th St., NYC 19

Autolite Motorcraft Div., Ford Motor Co. (Autolite Products), six 60s, film. Charles Barclay prod. mgr. Agency: BBDO; John Chapin a.e., Bernie Haber prod. mgr.

Robert Lawrence Productions, 418 W. 54th St., NYC 19

General Tire Co. (Tires), two 50s, live, film. Roy Townshend prod. mgr. Agency: D'Arcy; Joe Felice prod. mgr.

Kimberly-Clark (Kleenex, Delsey), four 60s, live, film. Doris Reichbart prod. mgr. Agency: Foote, Cone & Belding; Barney Palmer prod. mgr.

Ward Baking Co. (Tip Top Bread), one 60, one 20, one 10, live, film. Doris Reichbart prod. mgr. Agency: Grey Adv.; Jay Kacin prod. mgr.

Westinghouse (appliances), two 90s, live, film. Jerry Jacobs prod. mgr. Agency: McCann-Erickson; Hal Mathews prod. mgr.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

Consolidated Cigars (Muriel Cigars), ten 60s, two 20's, live, film. Agency: Lennen & Newell.

Chesebrough-Pond's Inc. (Vaseline Hair Tonic), one 60, live, film. Agency: Norman Craig & Kummel.

Cluett, Peabody & Co. (Arrow Shirts), three 60s, live, film. Agency: Lennen & Newell.

Ford Motors Co. (Comet, Mercury), six 60s, live, film. Agency: Kenyon & Eckhardt.

General Motors (Buick), eight 60's, live, film. Agency: McCann-Erickson.

Hagan Chemical & Controls Inc. (Calgon), one 60, live, film. Agency: Ketchum, MacLeod & Grove.

U. S. Steel Co. (institutional), one 135, live, film. Agency: BBDO.

ABC-TV news show used to promote new movie

An unusual development in the advertising of motion pictures on television was announced last week when Columbia Pictures revealed it will promote a new production, "The Devil At 4 O'Clock," on ABC-TV's *Evening Report* news program (Mon.-Fri., 6-6:15 p.m.). The production will be advertised for one month, starting Sept. 25 on an alternate daily basis. The cost will be approximately $250,000.

Walter Weir, chairman of the executive committee of Donahue & Coe, the agency that handled the purchase, said, "This is not the first time a motion picture company has employed television to promote its product; however, it is the first time it has co-sponsored a show which brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-second spot a wholly unnecessary payment of tribute to the enemy."

New tv publicity firm

To provide a more flexible publicity set-up and one more readily adaptable to the changing needs of an advertising agency and its clients, Young & Rubicam, Hollywood, has turned the publicizing of its tv shows over to H. Blake Chatfield and Jean Shanley, who have resigned from the agency to open their own independent public relations and publicity organization on Sept. 1. The pair will handle publicity for *Hennesey, Mrs. G. Goes to College, Top Cat* and other assignments from Pat Hogan, publicity director, of Y&R Hollywood. They will also handle other non-Y&R clients.

VPI/Monarch partnership to speed production

A pair of tv commercial production firms located at opposite coasts have formed a partnership for a new service aimed at improving the speed and quality of New York advertising agencies' production in Hollywood of filmed commercials. Called VPI/Monarch Inc., the new organization's parent companies are VPI Productions Inc., New York, and Monarch Films Inc., Hollywood.

Officers of the joint operation are: Edwin T. Kasper, president of VPI Productions, is president; James H. Chapin, president of Monarch, and George Tompkins, executive vice president of VPI, are executive vice presidents of VPI/Monarch.

P&G plans tv 'salute' to dental profession

The Procter & Gamble Co., Cincinnati, has purchased an hour show on CBS-TV Feb. 6 (8:30-9:30 p.m.) through its agency, Benton & Bowles, New York. Commercial time on the show (about six minutes) will be used for messages about Dental Health Week and the program itself will be turned over by P&G to the American Dental Assn.

It's reported the show in terms of purchase is worth some $350,000 in air time, talent fees and production costs (Henry Fonda, master of ceremonies; theme, the American family; produced in Hollywood by Bud Yorkin and Norman Laer).

Two announcements on the program will note it was made available as a "salute" to the dental profession through the courtesy of P&G, "maker of Crest toothpaste."

ADA Recognition ▪ Crest about a year ago was recognized by ADA as an effective anti-caries dentifrice when used in a program of oral hygiene and regular professional care, and is the only toothpaste brand so recognized. An ADA spokesman in Chicago, who confirmed the air-time purchase, emphasized that although ADA had endorsed some of the ingredients used in Crest, the program benefaction was to no advantage to P&G or its product and would be devoted to public service.

Also in advertising...

New market ▪ Waterloo, Cedar Rapids and Dubuque, all Iowa; and Rochester and Austin, both Minnesota, are part of a "new, important and burgeoning midwestern market." This is the gist of a new station study released by Avery-Knodel Inc., New York station representative. Subject of the study is "KOMBO-TV" which comprises KWWL-TV Waterloo-Cedar Rapids, Iowa; and KMMT (TV) Austin, Minn. Both stations, nationally represented by Avery-Knodel, are sold together as one buy, on one rate card and with one billing.

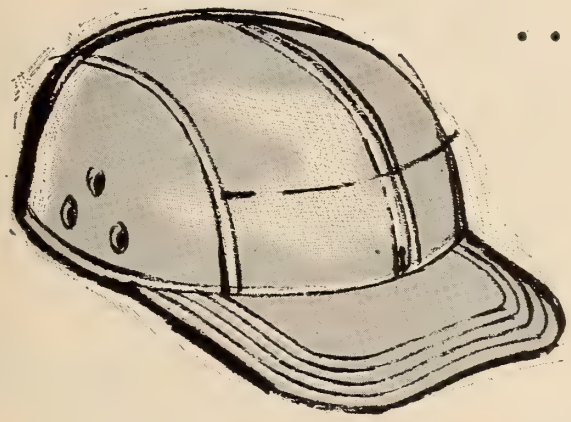
Infant firm ▪ New York and Detroit offices of Marketing Strategy Inc., a new organization in the market and consumer research field, have been opened. Eugene L. Reilly, formerly vice president of Trendex Inc., and Robert W. Bledsoe, associate director of marketing and research at D. P. Brother & Co., are MSI's officers. The research firm, which plans to open an office in Los Angeles early this winter, is located at 35 W. 53rd St. in New York and at 824 Fisher Bldg. in Detroit.



Both their hats . . .

"Now that the unfortunate fifteen-day strike by our 'mechanical employees' is behind us, I want you to know that the prompt, full and impartial news reporting by all media in the Metropolitan area impressed us as responsible journalism at its best. This kind of news coverage that gave the public all the facts promptly made the task easier for those of us who bore the brunt of maintaining a vital public service. WWDC, as usual, had a prominent role in this full and impartial news coverage of the events."

DONALD S. BITTINGER, President
Washington Gas Light Company
Washington, D. C.



. . . are off to us!

"Local No. 63, International Chemical Workers Union, AFL-CIO, wishes to express its appreciation to you and your very fine staff for services rendered during the strike against the Washington Gas Light Company. We found your staff very courteous, and they handled the news situation very fairly. It is unfortunate when disputes between employer and employee must be placed before the public, but in such cases it is a credit to your industry when it is presented as you have done. Thank you again for your very fair handling of this situation."

FRANCIS J. TEBBS, President
Local Union No. 63, ICWU

. . . *the station that keeps people in mind*

We've talked to you in this space before about our editorials. We use them to take a stand on issues that we believe call for comment, *after all the facts are in and weighed.*

Our *newscasts* are something else again. Here we let the developments—*all* the developments—speak for themselves. We don't slant in tone. We don't bury in unprime time. We never pass judgment on events as they are happening. Instead, we pass the *news* along to our listeners—as full, as fresh and as factual as possible. The letters above indicate that we do a pretty balanced job of it.

Keeping *people* in mind is a 24-hours-a-day occupation with us. It explains why we're far and away *first* in Washington, D. C. radio ratings—and the *station* for you to keep in mind.



WWDC *Radio Washington*

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

WARNING ON HARD LIQUOR

Magnuson, Pastore say radio-tv must reject such ads or Congress will take remedial steps

Broadcasters were bluntly warned last week to reject hard-liquor advertising or face the consequences of "appropriate legislation."

The warning came from two senators who have as much to say about broadcasting legislation as anyone on Capitol Hill—Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

Their views were expressed in a letter to NAB President LeRoy Collins. They said they were disturbed by rumors and reports that "certain large distilling companies plan to use broadcast facilities to advertise hard liquor."

A Philadelphia distiller, Publicker Industries Inc., has already begun an advertising campaign involving radio and tv stations (BROADCASTING, Aug. 21).

The senators recalled that it has been "generally agreed that this type of advertising should not be permitted" and that the industry, "as an indication of its good faith," adopted provisions in its code barring the acceptance of hard-liquor advertising.

"We applauded the industry for this approach because it was consistent with our view that self regulation is more desirable than legislation."

Legislation Will Be Ready ▪ But, they added, "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective." They also said they will ask the FCC to consider the type of advertising broadcast by a licensee at renewal time.

The letter called on Gov. Collins to relate what steps the industry is taking to abide by its code and to give his view on whether there is any "substance" to the liquor-advertising reports.

There may be, however, little NAB can do, at least as far as the Publicker account is concerned. NAB officials have said that, so far as they know, no NAB members or code subscribers are taking the Publicker business.

Sens. Magnuson and Pastore said it would be "foolhardy" for broadcasters to permit the no-liquor-advertising ban to become meaningless "in these trying times, with criticism of the broadcasting industry mounting—particularly in the programming field."

The public interest, convenience, and necessity is not being served by beaming hard-liquor advertising into the American home, they said, adding:

"While we are well aware that broadcast licensees are all anxiously looking for new sources of revenue, we never believed that they would be so lacking in their sense of public responsibility as to even consider the broadcast of liquor advertising."

CBA calls program forms 'unnecessary burden'

The Community Broadcasters Assn. has told the FCC that the agency's proposed new programming forms will place an "unusual and unnecessary burden" upon CBA members, who operate primarily in small markets with restricted income and personnel.

Robert T. Mason of WMRN Marion, Ohio, president of the association, sent a CBA resolution to the FCC asking that the comment deadline, presently Sept. 7, be extended so that "appropriate negotiations" can be held. CBA said that a modernized renewal form, which will provide the commission with adequate information, can be adopted through the cooperation of the industry and the FCC.

"There is debatable value, debatable legality and substantial question as to the implications involved in the proposed interrogatories . . ." as presently drafted, CBA said. Community Broadcasters numbers among its members over 200 Class IV stations throughout the country.

Rep. Michel snipes again at Minow over ch.8 Moline

Rep. Robert H. Michel (R-Ill.) returned to the attack last week against the FCC's action in the Moline, Ill., ch. 8 case.

The commission voted to instruct the staff to prepare documents making the vhf grant to Moline Tv Corp. This has been attacked by other applicants on the grounds that Moline Tv Corp. made no study of the needs of the community. Rep. Michel blasted FCC Chairman Newton N. Minow last month for holding that such a study is a requirement in one case, but not in the Moline case (BROADCASTING, July 31) He claimed that Mr. Minow was swung to favoring Moline Tv Corp. because of past political association with one of that applicant's principals. Mr. Minow replied by revealing he abstained from voting in this case.

Mr. Michel charged that Mr. Minow should not have even sat on the oral argument.

As part of his statement, Mr. Michel had printed in the *Congressional Record* the speech of W. Theodore Pierson at the Northwestern U. Law School seminar in Chicago earlier this month (BROADCASTING, Aug. 7). The Illinois congressman pointed out that Mr. Pierson attacked Mr. Minow for his views on the FCC's jurisdiction on programming, even through Thomas N. Dowd, Mr. Pierson's law partner was the attorney for Moline Tv Corp.

Mr. Pierson's speech was also reprinted in the *Congressional Record* by Sen. Jack Miller (R-Iowa).

Still negotiating

The FCC indicated last week that it is still working out jurisdictional problems with the Federal Aviation Agency over who has final say-so on the height and placement of tv towers. The FCC issued public notice establishing interim policies to be followed pending final settlement of the agencies' differences.

Fuqua drops litigation over bid for WNCT (TV)

A $1 million breach of contract suit by J. B. Fuqua against Carolina Broadcasting System Inc. was withdrawn last week.

Mr. Fuqua claimed he had a contract to buy Carolina Broadcasting's WNCT (TV) Greenville, N. C., and its 30% interest in WECT (TV) Wilmington, N. C., for $2,445,000. Mr. Fuqua originally asked $500,000 damages on the ground that the directors of Carolina Broadcasting failed to submit his offer to their stockholders; when the stockholders rejected this bid, Mr. Fuqua doubled his claim of damages.

A federal judge in Washington, N. C., allowed the suit to be withdrawn with prejudice. This means the action cannot be revived. The court ordered Mr. Fuqua to pay all the costs.

At the present time there are two offers for the Greenville property; one by Roy Parks of Ithaca, N. Y., is for over $2.5 million, the other, by Mr. Fuqua, tops that although the figure is not available.

There are no negotiations now underway for the Greenville property, Earl McD. Westbrook, president of Carolina Broadcasting, said last week. He said he didn't think there would be any negotiations for at least 30 to 60 days.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

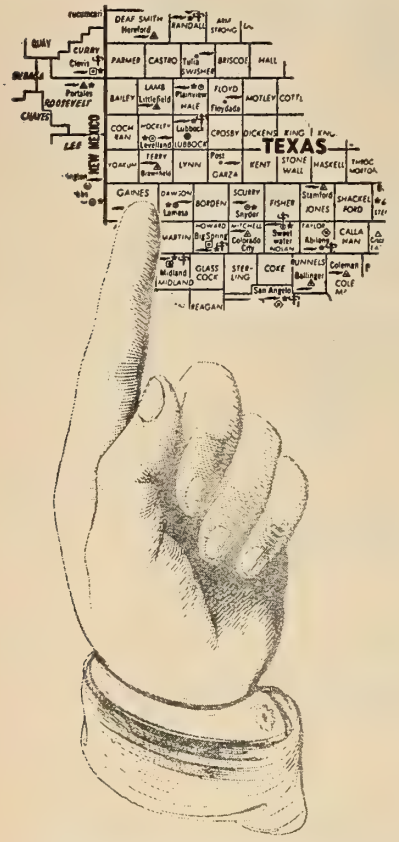
- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

NBC **WAPI-TV** CBS Channel 13 Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,-857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.



west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

SECRECY PEEVES PASTORE

Senator sees need for presidential committee to determine how spectrum should be carved up

Congressional frustration at the secrecy in which the military shrouds the use of its share of the broadcast spectrum erupted last week in the person of Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee.

He said a presidential committee should be created with authority to determine what frequencies the military is actually using and whether any can be turned over to non-government use.

He made the recommendation while presiding at a hearing on a proposal (S. J. Res. 32) to create a special five-member commission to study the way the spectrum is allocated between government and non-government users.

At the witness table at the time was Fred C. Alexander, director of telecommunications of the Office of Civil and Defense Mobilization. He had just finished saying that administration of the spectrum is a coordinated effort between OCDM, representing the President, and the FCC, which has authority over the non-government uses of the spectrum.

FCC Unhappy ▪ But the FCC has complained about government secrecy, Sen. Pastore said. "And when we try to find out about government use of the spectrum, the door is slammed in our face—we can't go any further."

When Mr. Alexander said the FCC "prefers not to know" about "certain highly classified uses" to which some military frequencies are put, Sen. Pastore said, "shouldn't there be an independent agency to go into this . . . which would be helpful to the president, the FCC and Congress?"

He said he thinks it might be proper for the committee to ask the President to consider the appointment of "a public-spirited committee to determine whether the government frequencies are being properly used."

Many things cannot be discussed publicly, Sen. Pastore acknowledged, "but a definitive answer should be arrived at so we can get optimum use of the spectrum." He said he would rather have the President than Congress appoint the special committee since the President has the ultimate responsibility.

No Comment ▪ Mr. Alexander declined to comment on Sen. Pastore's suggestion, declaring that it is a matter for presidential consideration. But another government witness, Francis Colt deWolf, of the State Dept., feels the need for such an independent agency.

Mr. deWolf, who is chief of the department's telecommunications division, said an overall planning unit, with authority over both the government and non-government aspects of the spectrum, would be helpful.

He also thought the resolution introduced by Sen. Vance Hartke (D-Ind.) to create a five-man commission to make a six-month study of spectrum problems "would not be a bad approach" to the creation of the super unit.

Additional support for the creation of an overall spectrum authority came from Donald C. Beelar, counsel for Aeronautical Radio, Inc., a communications agency of the aviation industry.

Lamb's Share ▪ He estimated that the FCC's share of the spectrum "has dwindled to less than 30%," with the remaining 70% government-controlled. And about 40% of the spectrum, he said, is "exclusively government and totally withdrawn from citizen use." He blamed the FCC for not standing up to the demands of the government agencies for spectrum space.

There exists no authority, no agency, and no procedure for determining claims between a government agency and industry for access to the radio spectrum, or for determining the feasibility of shared access to any portion of the radio spectrum, he said.

The aviation industry is bitter over the FCC's action, taken at the request of the OCDM and its Interdepartmental Radio Advisory Committee, denying the airlines permanent use of the 8800 mc band for dopplers, a new aircraft navigational aid. The decision was announced after the FCC had already begun issuing licenses for airborne dopplers on the 8800 frequency.

Ready for Geneva ▪ Although the various government witnesses generally steered clear of direct comment on Sen. Pastore's proposal for a spectrum watchdog committee, all agreed unequivocally that the U. S. will be fully prepared for the proposed special International Telecommunications Union conference in Geneva in 1963. The purpose of the conference will be to allocate frequency bands for space activities.

Admiral M. E. Curts, director of telecommunications for the Defense Dept., said he feels the U. S. will be better prepared for the 1963 conference than for any previous international telecommunications meeting.

Philip J. Farley, a special assistant

to the Secretary of State, said the government has not yet decided whether 1963 should be confirmed as the date for the ITU conference. The determining factor will be how well prepared the administration feels it is to make "useful proposals," he said.

The subcommittee, which is also looking into the U. S. space satellite policy, heard a Defense Dept. official urge that all communications systems, including satellites, be considered as instruments of national policy.

Modern Concepts Needed ▪ Dr. Harold Brown, department director of defense research and engineering, said the government should formulate communications policies in the light of 1961 developments.

He also said the Defense Dept. expects to conduct its Project Westford test within the next few weeks. The test involves placing a belt of 500 million tiny metal reflectors in orbit around the earth. Radio signals will be bounced off the reflectors, each one-third the thickness of a human hair and about three quarters of an inch long.

James E. Webb, administrator of the National Aeronautics and Space Administration, outlined the agency's future space communications plans, including the launching of an experimental satellite that will probably be the forerunner of the ultimate space system.

The satellite, being built by Hughes Aircraft Corp. of Culver City, Calif., will be placed in an equatorial orbit 22,300 miles above the Earth. The satellite would travel at the same speed as the earth's rotation and, therefore, would appear to hover in one spot. Three such satellites, it is believed, would be able to relay television, telegraph and telephone signals to most of the inhabited regions of the globe.

Negotiating ▪ Mr. Webb said NASA is negotiating a $4 million contract with Hughes to construct three of the satellites.

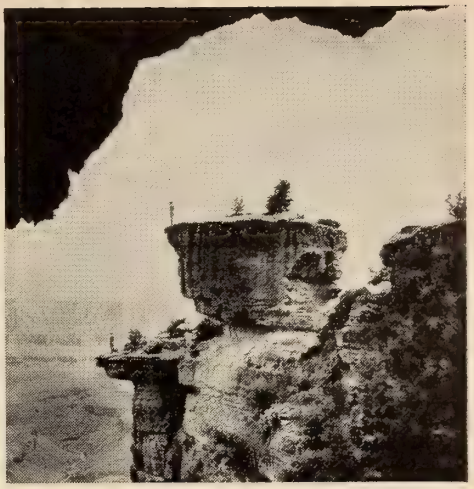
The Justice Dept. assured the subcommittee, as it has a number of other congressional committees, that it would guard against the domination of the coming space communications system by any one company.

ABC, AMST tangle on comments deadline

ABC suggested to the FCC last week that the Assn. of Maximum Service Telecasters had requested at least six months' extension of the deadline for comments on deintermixture and drop-ins in selected markets for the sole purpose of delay. ABC asked the agency to deny the request.

ABC said it could understand AMST's concern with the overall proceeding on the utilization of uhf and





BILLION DOLLAR BACKGROUNDS ON A BUDGET

Nature's majestic realism – "The Center of Scenic America" – can be your background for TV Production at prices you can afford. Teletape, the Intermountain West's only fully equipped, mobile Videotape* unit, puts you on location at any of the West's fabulous scenic wonders for an amazingly low daily or weekly cost. Whatever your imagination calls for . . . lakes, rivers, glaciers, water falls, dams, ghost towns, deserts, forests, ranches, resorts, cities or waste lands. Whichever background you desire . . . Sun Valley, Zion or Bryce National Parks, Grand Canyon, Bonneville Salt Flats, Alta or Brighton Ski Resorts, Las Vegas, or Yellowstone Park . . . all are as near as your telephone and at the price you can afford. Call or write today!



TELETAPE Incorporated

John Brophy, Mgr.

175 Social Hall Avenue • Salt Lake City, Utah • EL9-7691

* T. M. AMPEX CORP.

agreed that perhaps preparing comments on that docket would require more than two months. But the network said it thought two months was enough time for the cases of individual deintermixed markets or those to receive a third vhf channel. ABC said it was "by no means clear" why AMST should concern itself with the individual cases. The network claimed that AMST had given its views on substandard-mileage drop-ins and deintermixture in other proceedings.

AMST responded that the network's opposition should not be considered because it was not filed in time. Aside from that, the opposition is without merit, the association said. ABC failed to refute AMST's reasons for requesting the extension, AMST charged, calling the network filing "an unjustifiable attack" which AMST "will not dignify with a point-by-point rebuttal." Two months is inadequate time to prepare comments on such complicated problems as deintermixture and drop-ins though these questions were studied under other circumstances in the past, AMST maintained.

WISC-TV Madison, Wis., ch. 3, which has been marked by the FCC proposal to move to a uhf channel, last week asked the FCC to extend deadline for comments to Jan. 15, 1962 with replies due 60 days thereafter.



HILL SHOWS APATHY AT FTC PLIGHT

Congress seems unlikely to give agency injunction power

Legislation to give the Federal Trade Commission new temporary cease-and-desist powers appears doomed for this session of Congress, at least.

The House Commerce Committee last week held two days of hearings on the proposal, took testimony from only three of the 20 witnesses scheduled to appear, then adjourned the proceedings indefinitely.

And indications were the commitee, headed by Rep. Oren Harris (D-Ark.), will not resume the hearings until January. The committee has a heavy schedule for the remainder of this session, and the attitude of the members indicated they were not eager to give the legislation special consideration.

The proposal would empower the FTC to issue temporary cease and desist orders pending completion of proceedings against a company accused of violating federal trade laws. The orders could not be issued until a hearing had been held, but would be backed up by the courts, which would direct compliance. Violators would be subject to contempt of court penalties.

The witnesses who testified were authors of similar bills giving the FTC the temporary cease and desist authority—Reps. Wright Patman (D-Tex.), chairman of the House Select Small Business Committee, James Roosevelt (D-Calif.) and Tom Steed (D-Okla.).

Time Important ▪ They argued that unless the FTC is permitted to issue stop orders without waiting for the completion of lengthy proceedings, the "survival" of small business would be jeopardized. The damage of some illegal practices, such as fraudulent advertising campaigns, would be done before the FTC could act, they said.

"A large number of FTC cases are pending from six to ten years," Rep. Roosevelt said. "Small business cannot afford these delays." He said the FTC should have the power to stop clear violations pending final disposition of a complaint.

Committee members, however, while praising the objectives of the legislation, expressed reservations. Rep. John Flynt Jr. (D-Ga.) felt the proposals lacked sufficient safeguards for those against whom the FTC might act. And Rep. Samuel L. Devine (R-Ohio) said the FTC, under the legislation, would become "the judge, jury and prosecutor."

One of the witnesses on whom time range out was FTC Chairman Paul Rand Dixon, who has said the commission needs the new authority to do its job of promoting competition and curbing unfair practices.

Opponents of the legislation, such as the Advertising Federation of America, regard the legislation as unconstitutional and unnecessary. The AFA view is that the FTC already has all the weapons it needs to combat unfair practices. The AFA's general counsel, John J. Ryan, was also on the committee's witness list.

Election legislation approved by Senate

The Senate Committee on Rules and Administration has approved two pieces of legislation affecting federal political campaigns. One would require fuller disclosure of campaign financing, raise the legal spending ceiling and grant tax credits of up to $10 for political contributions. The other

Grid officials on Hill today

Four top sports officials will testify before the House Antitrust Subcommittee today (Monday) on legislation that would authorize professional teams to negotiate package tv contracts with the networks.

Witnesses are not expected from the networks, according to a subcommittee aide. NAB will be represented, however, by Vincent T. Wasilewski, executive vice president-elect. The Justice Dept. is expected to submit a statement.

The witnesses who will testify are Commissioners Pete Rozelle and Joe Foss, of the National and American Football Leagues, respectively; Ford Frick, baseball commissioner; and Walter Byers, executive director of the National Collegiate Athletic Assn.

The bill (HR 8757) was introduced by Subcommittee chairman Emanuel Celler (D-N.Y.), in the aftermath of a court decision voiding the two-year contract the NFL had negotiated with CBS-TV (BROADCASTING, July 24).

It would permit professional football, baseball, hockey and basketball leagues to negotiate group contracts without fear of violating the antitrust laws.

A similar bill has been introduced in the Senate by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust and Monopoly Subcommittee. According to a report late last week, the Kefauver subcommittee might act on the bill (S 2427) without holding any hearings.

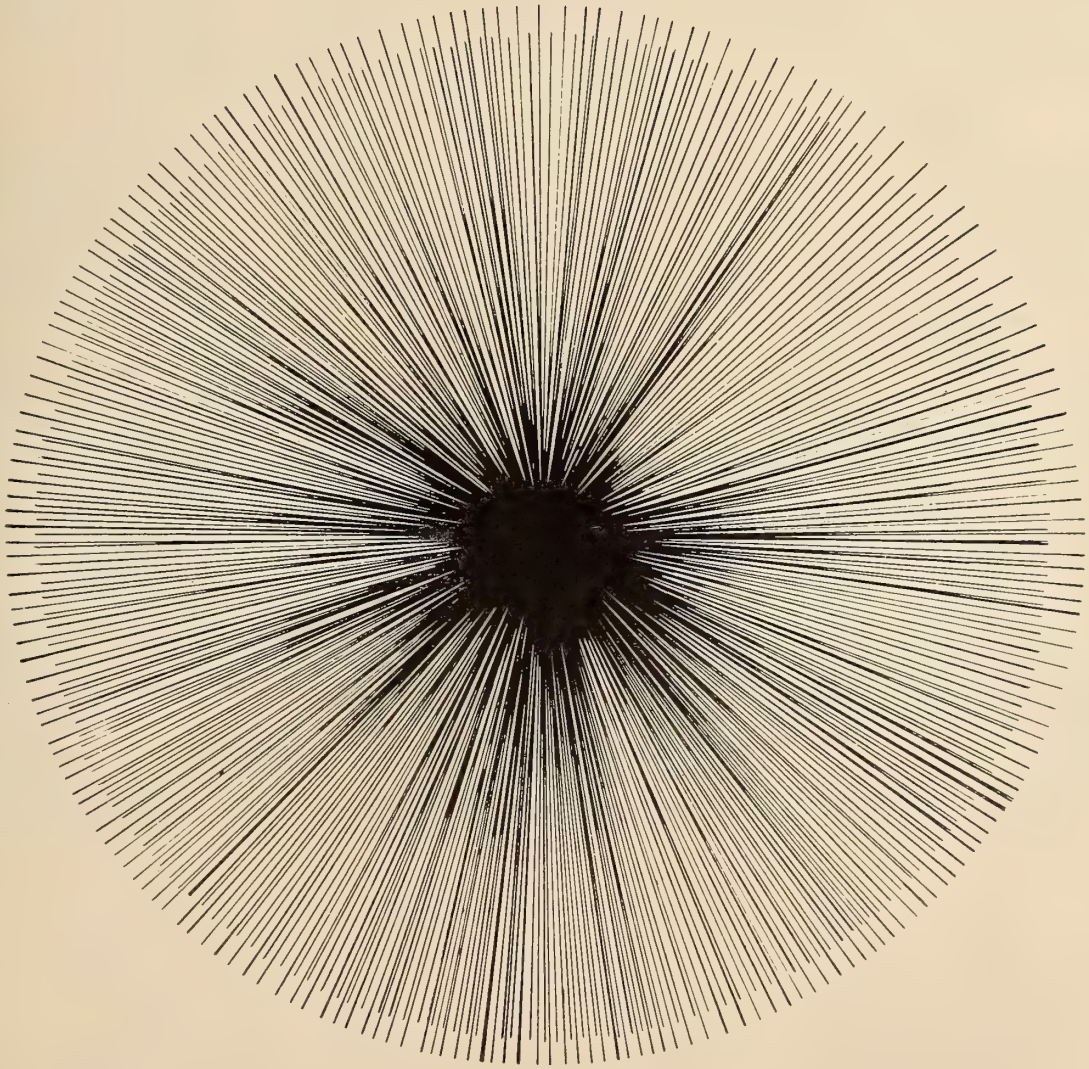


A second sun: made in U.S.A.

The sun produces energy through nuclear fusion—a gigantic hydrogen explosion that has been going on for more than 500 million years. We may duplicate it. Scientists at Princeton University are experimenting with a *Stellerator* to attain controlled nuclear fusion that will produce endless energy from the hydrogen in sea water. The Stellerator is supported by 17 USS Quality Forgings that could be made from only one material—a new, non-magnetic Stainless Steel called Tenelon, developed by United States Steel.

Although the Stellerator is strictly experimental, there would be no nuclear programs of any type without steel. The very heart of an atomic generating plant—the reactor vessel—must be steel, whether it's the power plant of a nuclear submarine or a commercial generating station. In addition to the reactor, the power station literally bristles with tons of special steels developed in the laboratories and produced in the mills of United States Steel. If nuclear power is the door to America's future, the key is steel. *America grows with steel.*

USS and Tenelon are registered trademarks



United States Steel USS

(S Res. 141) would put the Senate on record as favoring shorter presidential campaigns.

The full disclosure bill would require political committees operating in two or more states to list the name and address of each contributor of $100 or more and report expenditures of $100 or more. The present $3 million ceiling on spending by national committees would be raised to about $14 million for presidential candidates and to about $50,000 and $12,500, respectively, for candidates for senator and representative. The income tax credit would amount to one half the political contribution, up to a $10 maximum.

The resolution, which would have no legal effect, would put the Senate on record as urging the political parties to hold their presidential nominating conventions after Labor Day. National nominating conventions now are held as early as July.

Santa Fe's ch. 2 asked by KOAT-TV

KOAT-TV Albuquerque last week asked the FCC to assign ch. 2 (now at Santa Fe) to Albuquerque or that the two cities be considered a hyphenated market. The ch. 7 station said it is applying for a shift to ch. 2 with transmitter site planned for Sandia Crest Mountain, 14 miles northeast of Albuquerque and 43 miles west of Santa Fe. KOAT-TV said its move is occasioned by Thunderbird Entertainment Enterprises' application, which seeks the same transmitter site for Santa Fe. KOAT-TV feels that assigning the site to a Santa Fe outlet would cause unfair competition and asks a hearing on who should be granted the site.

Alfred E. Anscombe, who holds a construction permit for ch. 56 Binghamton, N. Y., asked the FCC to assign ch. 34, now unused in Wilkes Barre, Pa., to Binghamton and indicated he would apply for it.

NAB agrees on stl

The NAB told the FCC last week that it agreed with the commission's proposal to permit broadcasters to use studio-transmitter links for either am, fm or tv audio—notwithstanding present allocations to individual services.

The proposal was issued last month and comments were due Friday Aug. 25.

NAB suggested, however, that the commission spell out multi-program intercity use of a relay channel and specify the fact that am and fm as well as tv could be used on one frequency. This will help many am stations, particularly in remote areas, NAB said, by making it economically feasible for them to receive network programs, thus improving their service to the public and reducing operating costs.

THE RUNT AT FEDERAL TROUGH

Broadcasters feel bypassed after defense meeting

Broadcasters who attended the annual Defense Communications Seminar in Washington last week are at home now, still bemused by a couple of federal government projects that leave them feeling they're holding the dirty end of the stick.

Item: The U. S. is planning to spend up to $60 million to subsidize electric power companies in the purchase and installation of tone generators and associated equipment in the NEAR program. NEAR stands for National Emergency Alert Repeater, a device which is plugged into an electric power outlet in the home, factory or office. It is triggered into a loud buzz by a subaudible tone transmitted from electric power stations over power lines.

Item: The Department of Defense has authorized $125,000 for a study of the feasibility of extending the telephone alerting system, now used by the civil defense organization, into other areas of civilian life, including radio and tv stations.

What miffs broadcasters is that they have been spending their own money in the Conelrad and defense emergency network projects, with no financial assistance from any government agency. Broadcasters, it is estimated, have laid out $10 million in the last decade for these projects.

Several suggestions were offered during the meeting of the National Industry Advisory Committee (NIAC) that some plan be inaugurated to permit broadcasters to borrow money at low-interest, long-term financing to purchase needed equipment for the defense programs—including such items as stand-by generators and bomb shelters.

Other problems brought up at the sessions involved accreditation for key station employes so they can reach their transmitter or studio assignments in the event of an emergency, and arrangements for broadcasters to acquire surplus government equipment, available and needed in the Conelrad and defense network activities.

No Censorship ▪ White House News Secretary Pierre Salinger told the broadcasters there was no intent to invoke censorship when President Kennedy suggested that editors weigh more carefully the publication of news affecting the national security. The President made these suggestions last April in speaking to the American Society of Newspaper Editors and the American Newspaper Publishers Assn. conventions.

The meeting also heard reports on transmission standards for the Conelrad attention signal, the national teletype alerting system, a stand-by script for broadcasting stations, use of standard radio stations for simultaneous broadcast and point-to-point teletype channels.

Other reports were made on the activities of the North American Air Defense Command, Strategic Air Command, Defense Communications Agency, weather warnings to the public, guided missiles, and computer-controlled communication systems.

The two-day meeting was sponsored by NIAC and the FCC. FCC Commissioner Robert T. Bartley, defense commissioner, presided, alternate defense commissioner Robert E. Lee was the second day moderator.

Amateur scholarship

Commissioner Robert T. Bartley presented the first John Gore Memorial Scholarship, a $250 grant sponsored by members of 17 amateur radio clubs in the Washington-Baltimore area, to Alexander F. Burr in a ceremony at the FCC Aug. 21. The FCC said it is the first award of the kind.

Mr. Burr holds three FCC licenses—a general class amateur license (K3NKX), a second class commercial license and a citizen's band license. He is a student at Johns Hopkins U., Baltimore, where he is working toward a doctorate in physics. During the summer he instructs in physics at Drexel Institute, Philadelphia.

The award was named for a past president of the Foundation for Amateur Radio who died last year.

Government briefs...

Anti-destruction measure ▪ The House Judiciary Committee has approved a bill already passed by the Senate to broaden the federal law against destruction of communications facilities. The bill (S 1900) provides penalties of up to $10,000 fine, 10 years imprisonment, or both. The legislation was introduced following the dynamiting of several microwave relay stations in the West earlier this year.

English taught by tv ▪ The U. S. Information Agency will use television to teach English in Latin America, the Near East, Far East and Africa. The agency will start the program, consisting of a series of 26-minute shows, in September. It said the areas selected contain 11 milion television sets.



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FCC reorganization plan goes to Kennedy

Two months after the House resoundingly rejected President Kennedy's FCC reorganization plan (BROADCASTING, June 19), Congress last week completed action on its version of how the revamping should be done. The measure, which now goes to the President for his signature, is designed to accomplish the President's objectives of streamlining the FCC but is tailored to meet the objections of the plan's opponents.

Final action came on Tuesday (Aug. 22). Without further discussion, the House approved the bill (S 2034) first, then sent it to the Senate, which cleared it for the White House. The legislation is a compromise, worked out by a House-Senate conference committee (BROADCASTING, Aug. 21), between slightly different versions passed earlier by the two chambers (BROADCASTING, July 31 and Aug. 7).

It will permit the commission to delegate adjudicatory functions to an individual commissioner or a panel, or to lesser employes, and to exercise discretion in granting review. As a result, say the bill's backers, the commission's work will be speeded up and the commissioners will be able to devote more time to important policy matters.

Missing from the bill is the additional power the President's plan would have given the FCC chairman.

The bill was drafted by the FCC itself after being prodded into action by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee (BROADCASTING, May 29). Sen. Pastore introduced the bill in the Senate, and later a similar measure was sponsored in the House by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Court backs commission ruling on am grant

The U. S. Court of Appeals last week in a 2-1 decision upheld an FCC grant on grounds that the court felt it should not substitute its judgment for that of the commission. Dissenting, Judge Warren E. Burger claimed the FCC had not given sufficient weight to certain factors.

Three companies sought 1320 kc in the same locality—WFMD Frederick, Md., for unlimited time at Gettysburg, Pa.; WGET Gettysburg to shift from 1450 kc unlimited to 1320; Price Broadcasters Inc. for a new daytime station in Frederick.

The FCC reversed the hearing examiner's initial decision that the need for a second service in Frederick exceeded the need for either a second station at Gettysburg or for improving WGET's facilities. The commission decided it was more important that even a comparatively small number of persons in the Gettysburg area receive a primary nighttime and supplemental daytime service than that a larger number of Frederick residents get additional daytime service. It further found that WGET was superior to WFMD "in virtually every area of standard comparative consideration."

Judges John A. Danaher and Walter M. Bastian felt the FCC had shown "ample basis" for its decision. Judge Burger held that since the FCC chose WGET over WFMD because of the latter's "present inadequacies . . . to provide adequate service to [Frederick]," the FCC exposed the need for another service in Frederick, which was conceded to have a more rapidly expanding population than Gettysburg.

Rep. Walter gives Murrow clean bill

In the book of Rep. Francis E. Walter (D-Pa.), chairman of the House Un-American Activities Committee, there's nothing to link Edward R. Murrow, former CBS newsman and current U. S. Information Agency director, with Communism.

Rep. Walter conveyed this reassuring information to Rep. Morris K. Udall (D-Ariz.), who had asked him for the "facts" on Mr. Murrow, Chief Justice Earl Warren and Mrs. Eleanor Roosevelt.

Rep. Walter said that a check of the records, files and publications of his committee reveals no records on Mr. Murrow. He also said that he does not believe there are sufficient grounds to impeach Chief Justice Warren and that Mrs. Roosevelt, though "sincere and patriotic," had given unwitting aid to "Communist-dominated organizations."

New interest-conflict questioned in Boston

Massachusetts Bay Telecasters last week suggested that the FCC investigate conflict-of-interest questions involving a second stockholder in Greater Boston Tv Corp., rival applicant with MBT for Boston's ch. 5.

MBT said Dan Huntington Fenn has gone to work for the executive branch of the government and that Mr. Fenn is public affairs and special events director for Greater Boston and has agreed to buy 2,500 shares of the applicant for $2,500 down plus $22,500 in installments. MBT said Mr. Fenn's activities should be checked in view of the President's conflict-of-interest order.

HOTTE$T ADULT SHOW ON RADIO

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KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
WNAC Boston, Mass.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WDVH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WCAT Orange, Mass.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WJOY Burlington, Vt.
WFLA Tampa, Fla.
WGH-FM, Norfolk, Va.
WYCA, Hammond, Ind.
KUZN, Monroe, La.
WMFP Ft. Lauderdale, Fla.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KBMO Benson, Minn.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
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WMOA Marietta, Ohio
WNAX Yankton, S. D.
KFAX San Francisco, Calif.
WHAY Hartford, Conn.



and now there are two!

At last you have a choice when you buy video recording tape. The new one is called Emitape. It was developed in the United Kingdom by EMI, pioneer and developer of the world's first public TV system. It has been proven in tens of thousands of actual telecasting hours. It was most enthusiastically received at the recent NAB Show. The rigid quality control maintained throughout the Emitape manufacturing process assures you of excellent wearing qualities, edge straightness, signal-to-noise ratio and recording performance.

Dropouts average no more than 20 per minute, including defects of less than 6db amplitude modulation depth, and a time duration of under a few microseconds. Head wear is considerably reduced with Emitape. With most equipment a minimum head life of 150 hours can be expected. Audio head stacks show negligible wear after 500 hours of service. Tape life is also long. The average figure is 100-150 passes.

But get all the facts. Write, wire or call EMI/US Magnetic Tape Division. Los Angeles: 1750 North Vine Street, HOllywood 2-4909. New York City: 317 West 44th Street, CIrcle 5-3400. (Also available, from the new General Communications Division of EMI/US: a complete line of TV cameras, solid state distribution and switching equipment.) **Emitape**

McGannon sold on research center idea

BUT HEAD OF PLANNED NAB STUDY UNIT SEES LOTS OF COMPLICATIONS

Where have we been, where are we now and where do we go from here?

This epitomizes the approach toward a broadcasting industry research center taken by Donald H. McGannon, president of Westinghouse Broadcasting Co., tapped to be chairman of the NAB's committee to study the feasibility of such an idea.

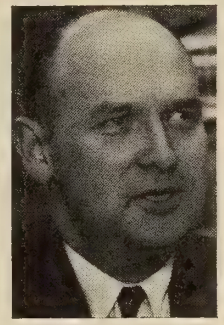
Mr. McGannon's appointment, announced earlier this month (AT DEADLINE, Aug. 14), will be followed this week or next by the names of top flight broadcasters who will serve with him. A meeting of the committee early in September is already scheduled.

Enthusiastic about the idea, Mr. McGannon feels that with the proper cooperation the very essence of radio and tv's potential can be captured—to the benefit of all broadcasters.

But the approach and details must be worked out carefully and with full understanding of all the implications, Mr. McGannon observed recently. "It's real ticklish in some respects. We've got to have the right, objective, unbiased study on a number of questions about broadcasting, and we've got to be prepared to do something if the studies show we've been operating on an erroneous basis."

Collins' Idea ▪ The idea of an NAB research center was first broached by NAB President LeRoy Collins in his maiden speech to the association last May.

In calling for a research center, he suggested that it be commissioned to looking into ratings, the influence of editorializing, the broadcasting of judicial proceedings, the maintenance of freedom and responsibility for broadcasters, new techniques in public service programing, the relationship of the broadcaster to the community, the impact of programs on the public, the radio spectrum and the future of radio.



Mr. McGannon

Gov. Collins suggested that the research center be located "in close proximity" to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses."

The idea was amplified at the NAB board meeting in June, and it was after the board's okay that Mr. McGannon was asked by Gov. Collins to head the NAB committee to study its feasibility and implement its establishment if found desirable.

Re-thinking ▪ Some of the problems of the program are not insurmountable, but they will require a shift in industry thinking, it was apparent from Mr. McGannon's remarks.

For one, most universities and colleges which undertake research for private industry require the right of publication. This can involve a delicate public relations problem unless broadcasters are prepared and understand they are going to get some bad with the good.

Many universities and colleges specialize in certain types of research. This means that the potential of institutions interested in this type of research may be limited, although this may not be particularly difficult.

Mr. McGannon revealed that 10 institutions have already expressed an interest in the NAB Research Center. These are the U. of Missouri, U. of Pennsylvania, Penn State U., North Carolina Research Triangle (Duke, N.C. State and U. of North Carolina), U. of Kentucky, Indiana U., Armour Research Foundation, Michigan State U., Syracuse U. and U. of Connecticut.

Dry Run ▪ Before accepting Gov. Collins' offer to lead the committee, Mr. McGannon spent almost a month discussing the idea with broadcasters and a few research specialists. He spoke to about 15 broadcasters, the presidents of the three television networks, and a couple of university professors.

One of those he spoke to agreed to serve the committee as a consultant; he is Dr. Paul Lazarsfeld of Columbia U., New York. Dr. Lazarsfeld is already a key figure in a number of basic research findings concerning radio and tv and other media.

A survey of possible financing leads Mr. McGannon to believe that the best way is by assessments—either quarterly or annually. NAB members' dues should not be used for this type of project, he feels.

One of the first projects will be on the methodology of rating services. This has virtually everyone's agreement, Mr. McGannon indicated. Care must be taken to make sure that the project is not considered an attack on ratings. The WBC president feels that the purpose of the research investigation should be to upgrade the validity of rating services through an improvement in their methods.

Other possible areas for exploration, according to Mr. McGannon, are the image of the industry, the public's attitude toward programs (children's, news, public affairs), television's exact impact on children and what the public truly wants from radio and tv?

New WNBC-TV rate card realigns rates Sept. 1

A realignment of WNBC-TV New York's rate structure, effective Sept. 1, has been announced.

The new rate card offers choices that range from a prime nighttime minute for $2,500 to a 10-second ID priced at $25 when purchased on a 25-plan with a consecutive week discount.

The new rate card, No. 22, effective Sept. 1, features (1) A new volume discount plan whereby weekly continuous



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discounts can be earned by purchase of announcements in multiples of 6, 12, 18 and 24; (2) A 10% discount on 52-week continuous schedules; (3) a new "Class E" time classification from sign-on to 7:59 a.m. daily and until 5 p.m. Saturdays and Sundays, and from 1:01 a.m. to sign-off daily; (4) reduced cost of daytime local participations, and (5) slightly increased rates for announcements 11 p.m. to midnight.

Taft asks to withdraw public stock offering

Taft Broadcasting Co., Cincinnati, last week asked the Securities & Exchange Commission for permission to withdraw registration of 376,369 shares of common stock (BROADCASTING, June 5).

The shares belonged to stockholders, mostly trusts within the Taft and Ingalls families. When the offering was filed at the SEC in May the stock was selling around 24. It has declined to 18 and the stockholders do not want to sell at that price, according to President Hulbert Taft Jr. Offering included about 25% of 1,527,960 shares outstanding.

The Taft stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

DRY RUN ON FCC'S FORMS

Proposed program and logging procedures undergoing tests at Georgia radio-tv stations

Field tests of the proposed new FCC program and logging forms will start this week under auspices of the Georgia Assn. of Broadcasters.

The practical side of this new approach to paper work at stations is being tested under GAB auspices by WDEC Americus, Ga., daytimer, which has developed a proposed form designed to meet the requirements laid out in tentative FCC regulations.

Other Georgia stations are conducting similar tests. WCON Cornelia, operating fulltime, will test the WDEC form over the week on a 24-hour basis. WDEC is owned and managed by Charles Smith, GAB treasurer. Tests are being conducted individually by WGAU Athens, operated by H. Randolph Holder, GAB president; WWGS Tifton; WROM Rome; WSFT Thomaston; two television stations, WSB-TV Atlanta, and WTVM (TV) Columbus.

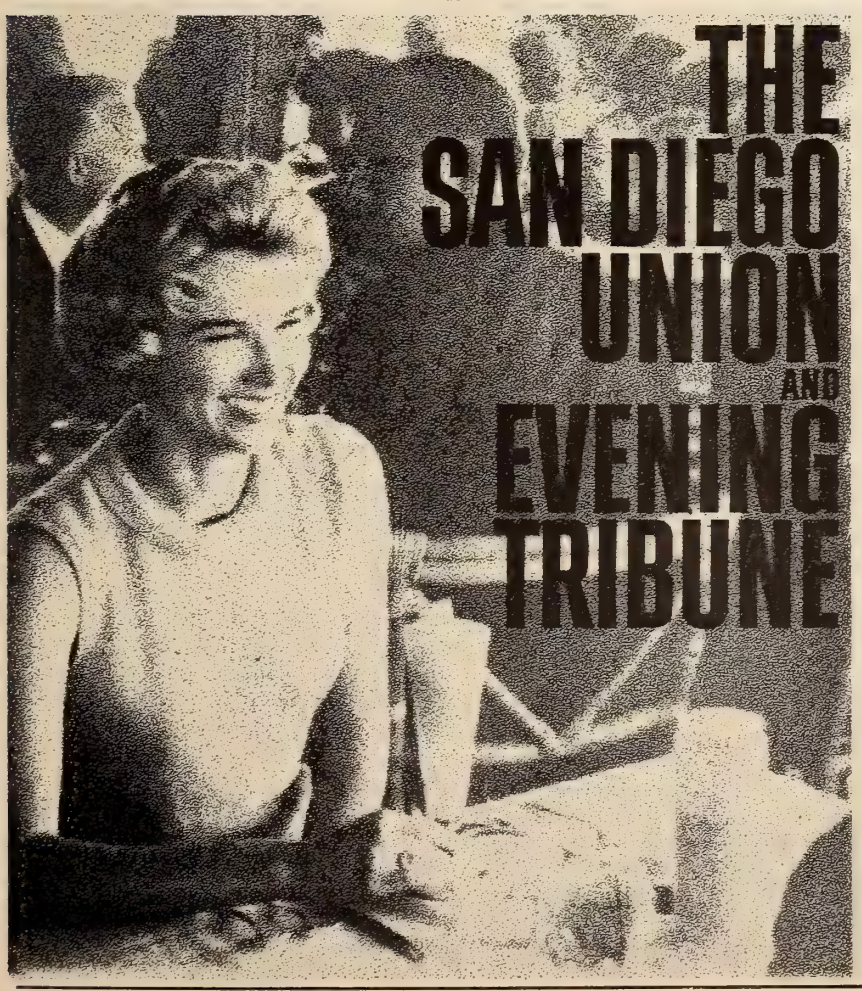
Results of these experiments will be submitted to the South East Radio-Tv Seminar Sept. 15 at the Biltmore Hotel, Atlanta (BROADCASTING, Aug. 21).

In addition NAB is planning sponsorship of a series of tests covering different station categories but its list had not been announced at the weekend.

Mr. Smith said WDEC will conduct a stop-watch test for a full seven days. The special program form is 11½ inches wide, split into parallel program and announcement sections with numerical and alphabetical symbols for types of programs and rendition. GAB is paying printing costs plus salaries of extra people used in the test.

Normally his log could be typed in one hour each day, Mr. Smith said, but he estimated the new form would require at least two hours a day. Two sets of logs will be kept to provide basis for comparison.

Presidents of seven state broadcast groups will be represented at the Sept. 15 conference. Vincent T. Wasilewski, executive vice president-elect of NAB, will attend. It was not certain at the weekend whether NAB President LeRoy Collins would be present. North Carolina, Kentucky, Tennessee, South Carolina, Alabama, Mississippi, Georgia and Florida will be represented. James L.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County, California, ranks 4th in Restaurant Sales on the West Coast, 22nd in the nation.* Whet the market's appetite through the advertising columns of **The San Diego Union** and **Evening Tribune.** Coverage is solid (228,437 ABC 9/30/60) and family readership is high (83 % for evening-and-Sunday combination, according to Facts Consolidated.)

*1961 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth" Copley Newspapers

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES.

The San Diego Union
EVENING TRIBUNE

A possum puts tv bugbear into perspective

Coming like a cool summer breeze after the hot blasts of the Senate's Juvenile Delinquency Subcommittee headed by Sen. Thomas Dodd (D-Conn.), a booklet on children and tv suggests the real solution to guarding children from the perils of television lies in parental guidance.

The booklet, published by the Department of Health, Education & Welfare's U. S. Children's Bureau, concludes that the parent's hand on the tuning knob can do more than program censorship or blackouts of the family tv set.

Pogo's Primer for Parents (*Tv Division*), drawn and written by newspaper cartoonist Walt Kelly, treats the subject humorously and lightly. It chides parents who abdicate responsibility by using the tv set as a babysitter and who permit their offspring to pass the saturation point of unsupervised viewing. If parents would share children's viewing and by explaining programs set them in perspective, they would have no reason to fear the effect of television on their children, the booklet concludes.

HEW Secretary Abraham Ribicoff, who introduced the booklet at a news conference Thursday declared: "Tv viewing comes down to the responsibility of parents."

The personable possum Pogo, Albert Alligator and the rest of the comic strip crew caper through the booklet's pages, sugarcoating the philosophical pill to the point where it can be digested by even the most outraged congressman.

Comments the booklet: "It is not necessary to censor. It is necessary to guide. Strong interest in the bizarre by any child deserves a few questions to find out why. The child needs someone to talk to. The overload of some features, monsters, etc., needs relief, not the bigger jolt each time. This prevents the creation of



Howe, WIRA Fort Pierce, Fla., will moderate the meeting. He is NAB director for the association's fifth district. Other NAB board members in the region have been invited.

NAB and FCC executives met informally Aug. 21 to discuss problems created by the new forms. Taking part in the conference for the FCC were Kenneth A. Cox, chairman, Broadcast Bureau; James Juntilla, assistant chief of Broadcast Bureau, and Hy Golden, chairman of the bureau's economics division. NAB was represented by John F. Meagher, radio vice president; Mr. Wasilewski and Douglas A. Anello, general counsel.

Six join IMN

Intermountain Network, Salt Lake City, has announced the addition of six new affiliates. They are KBOL Boulder, KFTM Fort Morgan, KVFC Cortez, KDGO Durango, all Colorado; KUTA Blanding - Monticello, Utah; KBRV Soda Springs, Idaho. IMN now has 55 affiliates.

Anthony estate left in confidential trust

Will and seven codicils of the late Earl C. Anthony, owner-president of KFI Los Angeles, filed for probate in that city Aug. 21, left the bulk of his estate in a trust fund, with details confidential.

Personal property, valued at about $100,000 was bequeathed to his only son, Earle Kelly Anthony, under a codicil signed May 6, 1955. Mr. Anthony had created a trust fund into which he had placed all other assets. This codicil, accordingly, made terms of the will and of all the other codicils inoperative.

Signed May 16, 1950, the will had provided not only for his son, but for several friends, relatives and employes. Included, according to the Superior Court probate petition, was Miss Georgiana Williams, his San Francisco secretary who had been left $200 a month providing she did not marry.

After provisions for the other individuals, most of the remainder of the estate had been placed in trust for the benefit of the son. Upon his death the proceeds were to be divided equally between the University of California at Berkeley and California Institute of Technology (Caltech). Mr. Anthony, 80, died in San Francisco on Aug. 6.

WQXR-FM begins stereo during early morning

WQXR-FM New York began multiplex stereo broadcasting at 1 a.m. Aug. 24. The station said it is first in the New York area to offer the new service.

The early morning programming is a test run to be broadcast weekdays 1-2 a.m. EDT, until Sept. 7. After that date, the first fm stereo multiplex evening program will be transmitted on WQXR's new *Adventures in Sound* series to be presented under the sponsorship of Fisher Radio Corp. every Thursday, 10:05-11 p.m.

WLIR (FM) Garden City, N. Y., will begin fm multiplex stereo broad-

an addict. Other child activities siphon off energy, but this energy can be used badly after bad tv exposure. Above all, love the child."

Mrs. Katherine B. Oettinger, chief of the Children's Bureau, states in the preface, "We believe, with Mr. Kelly, that parental selectivity of television fare for children can be a means of broadening their understanding of the world we live in and the culture which is our heritage."

The bureau reports that broadcasters have shown pre-publication interest in obtaining copies of the 28-page pamphlet to distribute as a public service. Copies are available from the Government Printing Office, 20 cents per copy, with a 25% discount on orders of 100 or more.



T.v. watching could be a normal part of a balanced whole. Just like radio, comic books, formal education and love... ...Also milk.



Psychiatrists would cheer you. They believe, most of all, in "do it yourself" happiness....

casts soon after WQXR—Sept. 13. That station will carry the stereo service each night from 6 p.m. to 1 a.m., station owner John R. Reiger said. As soon as more material is prepared for broadcast use, WLIR will go stereo full-time, he said.

Radio-tv responding to Beachhead drive

Radio and tv stations as well as other media are cooperating enthusiastically in a public service campaign on behalf of the Beachhead Brigade for Cuban Freedom Inc., Washington, according to H. Belmont Ver Standig, president of the Washington advertising agency bearing his name.

The campaign solicits funds for the brigade, consisting of survivors from the unsuccessful attack on Cuba last spring. It proposes a Radio Free Cuba broadcast service, food and shelter for families of beachhead victims and an underground movement.

Several stations protested because full-page paid advertisements were bought in the *Washington Post* and *New York Times* to start the campaign. Mr. Ver Standig said his letter, sent to all U. S. stations, offered to return a third of contributions collected by stations in the form of time purchases but only two stations have asked this payment. He said his agency is handling the project for a rather nominal fee because of its public service aspects.

Putnam calls rally of uhf operators

A rally of uhf television broadcasters is scheduled today (Monday) in Springfield, Mass., with the host, William L. Putnam, who is director of four uhf stations in Massachusetts.

Mr. Putnam, acknowledging he sent invitations to all uhf operators east of the Mississippi River, said last week his purpose is to "capitalize on the FCC's proposals regarding deintermixture." These are the rulemaking notices issued by the FCC early this month proposing to delete the single vhf channel in eight communities (BROADCASTING, Aug. 7).

Alluding to the activities of the Assn. of Maximum Service Telecasters, which is firmly against deintermixture, Mr. Putnam pointedly referred to the AMST meeting in Florida shortly after the FCC announcements. At this meeting the AMST board discussed the commission's proposals—including plans to drop in vhf channels in eight cities at short mileage separations (BROADCASTING, Aug. 14). Mr. Putnam also offered a few trenchant remarks about the congressional activities of vhf operators whose channels are in jeopardy. "We've got to get busy to counter these *ex parte* pressures of politicians on the FCC," Mr. Putnam remarked.

In the last few weeks, the Connecticut congressional delegation, Rep. Carroll W. Kearns (R-Pa.) and Rep. Peter F. Mack Jr. (D-Ill.) have expressed opposition to the FCC's proposed vhf deletions in their states.

Mr. Putnam was uncertain how many uhf broadcasters would attend the meeting, but said he had received about a dozen responses by the middle of last week. Mr. Putnam at one time was chairman of the Committee for Competitive Tv, a uhf organization, but the group has not been active in recent years. Mr. Putnam said last week the Springfield meeting has no connection with CCT.

The Putnam stations, under the corporate umbrella of Springfield Television Broadcasting Co., are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR-TV Worcester and a permittee in Pittsfield, all Massachusetts.

Media notes...

TPT expands ▪ TelePrompTer Corp., New York, announced last week that it has bought community antenna tv systems in Houghton, Mich., and Johnstown, Pa., for the combined price of approximately $775,000. The number of catv systems owned by TelePrompTer is now 11, according to Irving B. Kahn, TPT president.

New office ▪ Hal Walton Assoc., New York, radio station representative, has opened a West Coast office under the management of Guy Biddick. The branch office is at 1046 S. Olive St., Los Angeles. A. J. Polley has been appointed new midwest manager in the Chicago office.

Esquire okay ▪ Esquire Inc., New York, reports it will gross about $23 million in the fiscal year ending March 31, 1962, despite losses resulting from the recent suspension of its *Coronet* magazine. A. L. Blinder, Esquire president, said last week at a gathering of New York security analysts that the *Coronet* losses are expected to be made up by gains in the company's eight other operating divisions, which includes ownership of WQXI Atlanta.

Setting up shop ▪ WOKW Brockton, Mass., began broadcasting July 17 on 1410 kc with 1 kw. President of the new station is Alan C. Tindal and its operating personnel include: Guy B. Farnsworth, general manager; Curtis Hahn, program director; Jack Gibson, news director and Arthur Downer, chief engineer.

News bureau ▪ A second news bureau has been established in Canada by MBS via a news and special programming arrangement with CKWX Vancouver, B. C. This agreement, similar to one made June 1 with CHUM Toronto, also provides for airing of MBS commercials.

Goal exceeded ▪ The Southland Industries Inc. donated use of WOAI-AM-TV San Antonio for a simulcast which raised $134,000 through pledges for an addition to the Cerebral Palsy Center in San Antonio. Such personalities as Johnny Andrews, Peggy King, Jayne Mansfield and her husband, Mickey Hargitay, participated in the campaign. Dennis James acted as master of ceremonies.

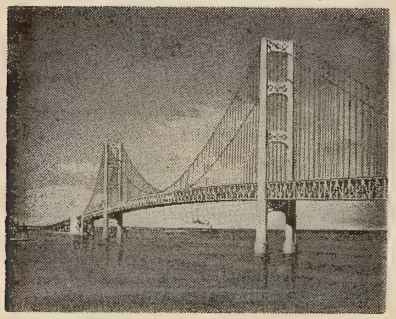
KPAL joins ABC Radio

KPAL Palm Springs, Calif., became the 388th affiliate of ABC Radio at its recent network affiliates meeting in New York (see story, page 73). Harry Maizlish owns KPAL, 1450 kc with 250 w.

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

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*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

WASILEWSKI, SWEZEY OK'D

NAB board votes to accept Collins choices; code trouble brewing in tv liquor campaign plan

Two appointments of top NAB staff executives have been confirmed by the NAB board of directors, according to an unofficial tally. They are:

▪ Vincent T. Wasilewski, now government relations vice president, to be executive vice president and ranking operations head of the association, and

▪ Robert D. Swezey, a network and station executive of long experience, to be administrator of the NAB radio and television codes.

The appointments for these newly created offices were submitted to the board for confirmation Aug. 14 (BROADCASTING, Aug. 14) but no announcement was made at that time by the association. NAB President LeRoy Collins proposed the appointments Aug. 10 to the NAB Advisory Committee, which voiced its approval.

While NAB said officially it would have no statement for some time, it was learned the board tally at the weekend was heavily in favor of the appointments. Some of the votes were said to have included explanatory comments such as that the new executive vice president is not a broadcaster as originally contemplated by the board.

It was believed both new executives would take office after the Labor Day holiday. Mr. Wasilewski has remained in Washington most of August during the vacation absence of Gov. Collins. John F. Meagher, radio vice president, has been in charge during this interval.

Incomplete ▪ Final planning for code administration will not be complete for some time. At present two executives are in charge of the tv code structure—Edward H. Bronson is director at Washington headquarters, and Stockton Helffrich is director at the New York office. The staff includes Harry Ward, assistant director in Washington, and Frank Morris, assistant director at the West Coast office in Los Angeles.

Jim Gillis is executive assistant in the Hollywood office, which reports to Mr. Bronson. Warren Braren is assistant director in New York. Peter Friend, administrative assistant in Washington, is in charge of monitoring.

Mr. Swezey has indicated his willingness to take the NAB code post. He is in Europe now and could not be reached, but there was not believed to be any uncertainty about his acceptance of the assignment.

E. J. Hartenbower, KCMO-TV Kansas City, is chairman of the NAB Television Code Review Board.

Charles M. Stone is radio code director, stationed in Washington. This code structure is just a little over a year old; it went into operation July 1, 1960, when the old Radio Standards of Practice setup was converted from a voluntary pledge format to the new Radio Code which has a fee system and provision for enforcement. It was then opened to non-NAB members. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

Ups and Downs ▪ The radio and tv codes have operated independently. Television code enforcement has dealt sternly with such matters as triple-spotting, indecent costuming, excessive violence, beer drinking in commercials and intimate personal products. At one time a score of stations dropped out of the tv code because they insisted on accepting a hemorrhoid account. The tv code rode out this crisis and now subscriptions are at an all-time peak of 390 stations, the three networks and 22 film affiliates. The radio code has 1,344 subscribers of which 117 are non-NAB members.

Currently the radio and tv codes are both confronted with an advertising campaign by Publicker, a large independent distiller (BROADCASTING, Aug. 21). NAB has found no instances in which code-subscribing stations have accepted the business. Last week a stern warning came from Capitol Hill on the possibility that liquor advertising on the air could lead to restrictive legislation.

Appointment of Messrs. Wasilewski and Swezey leaves one major opening at the NAB—the tv vice presidency formerly occupied by Charles H. Tower, who resigned to accept a top executive post with Corinthian Stations. When NAB's new research project is set up there will be the problem of selecting a director.

NBC birthday meet Dec. 6-8

NBC will hold its 35th anniversary celebration Dec. 6-8 in conjunction with the annual convention of its tv and radio affiliates in Hollywood.

A highlight of the three-day meeting will be what is described as a major address by NBC Board Chairman Robert W. Sarnoff. The program also will include tv and radio meetings at convention headquarters in the Beverly Hilton Hotel. Affiliates will visit Disneyland and key production centers where programs for NBC-TV's 1961-62 schedule are being filmed. Overseas affiliates and associates of NBC International also will attend the convention.

The NBC anniversary dinner will be held Dec. 7 at the Beverly Hilton.

The new executive vp: a straight thinker with straight approach

The softest-spoken executive around NAB headquarters the last dozen years has been deeply involved in most of the regulatory and intra-industry crises that have confronted the association.

Vince Wasilewski was fresh out of U. of Illinois law school when he joined NAB in 1949. At first he was mostly a book lawyer. But this boyish-looking counsellor began to attract attention through his thoughtful briefs and reports.

Within four years he had become chief attorney of NAB. This job not only brought him in contact with broadcasters and their problems it had a more important angle—he became the association's front man in many of the formal and informal sessions with legislative and regulatory agencies. Besides he was the man behind many of the important decisions made by the board and the association's president, Harold E. Fellows, in the routine execution of NAB functions.

His fetching grin is known to thousands of broadcasters who have dealt with him at close range during NAB committee meetings, annual conventions and fall conferences. These contacts were enhanced by his appointment in 1955 as NAB's government affairs director or chief lobbyist and as government relations vice president in 1960.

In the lobbying role he has developed wide respect on Capitol Hill and around the FCC. His approach is direct, quite in contrast to the popular conception of a Washington lobbyist as a suave and slick handshaker who provides refreshments at the Capital's flossiest joints.

He prefers to sit down with a senator or congressman, explaining the association's position and talking over all the angles. In an era when public officials and the public are fed huge literary doses of anti-broadcasting propaganda and rubbish this straight-forward approach is proving effective.

He thus brings to his new NAB post extensive background in the association's basic function—preservation of the free broadcasting system. Most of his experience has been in the lobbying and legal roles. The executive vice presidency will test his administrative ability as he assumes the basic function of serving as a sort of combination managing director, counsellor, lobbyist and traffic cop for operations.



The new code director: an experienced hand for a touchy job

There are two sides to Bob Swezey, the executive—both of them effective. Mostly he's mild and congenial. And then sometimes he isn't. That's when he's working on a problem or project, or when he's annoyed at inefficiency or delay.

He seldom raises his voice, but he has a knack of commanding attention in a group when he chooses to state a case. Backed by legal experience and a discerning mind, he can wrap up a situation in clear though sometimes involved terminology. But usually when he lapses into the jargon of the barrister it's because the subject is complicated and he's doing a thorough job of sorting out the details to put them into perspective.

Sometimes when he's at his mildest, the comments he utters in a familiar, Harvard clipped accent can be devastating. And sometimes when he's actually in a friendly mood, his touch of aloofness can be misinterpreted by those who don't know him well.

The new code administrator approaches the problem with the benefit of extensive background. He was one of the two tv members of the NAB board in the 1949-51 period when the young television industry was concerned over the problems created by violence, extreme costuming, bad taste and similar excesses. The need for a tv code was acute, and he became deeply immersed in the task of drawing up a manual of ideals and methods for tv.

A number of changes have been made in the code since it became effective in 1952 but it is essentially the same document and it reflects the Swezey influence in every paragraph. Besides his major role in writing the code language, he sparked the campaign to get it adopted by the association and then the rest of the industry. He also helped write the radio standards of practice.

In all, he has served eight years as an NAB director, two as vice-chairman of the tv board. He moved from New York network posts into station operation in the late '40s as general manager of WDSU-AM-TV, acquiring a minority stock interest which he sold last year to the Stern family, majority owners. During the last months of the Eisenhower administration he served as consultant to Secretary of Labor Mitchell.

He is a graduate of Harvard law school.

His broadcasting career started in 1939 as the result of a paper on freedom of speech on the air, written while taking post-graduate studies in Washington. He was working in government offices at the time. He sent a copy of the paper to NBC which promptly hired him.



RKO REP SEMINAR

National Sales Division readies for Oct. 1 start

The newly-formed National Sales Division of RKO General Inc. held an indoctrination seminar for its sales staff in New York all last week to prepare for beginning operation Oct. 1.

On that date, the new unit becomes national sales representative for the RKO General-owned stations, including WOR-AM-FM-TV New York, WNAC-AM-FM-TV and WRKO-FM Boston, KHJ-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington, D. C., and the Yankee Network. During the week, presentations on film and tape were made to the newly-appointed sales executives. for which they will be selling.

New Sales Executives ▪ Donald F. Quinn, director of national sales, introduced 13 sales executives who have joined the new division.

Radio sales executives and their last affiliations are: Richard J. Kelliher, national sales manager in New York for KHJ and KFRC; H. W. (Bud) Simmen, sales manager for Weed Radio Corp.; Thomas J. Green, Jr., account executive of WBIC Bayshore, N. Y.; James H. Fuller, account executive, CBS Radio and Victor E. (Buck) Forker, general manager, WDRC Hartford, Conn.

Television sales executives and their most recent affiliations are: Gordon Lawhead, national sales manager in New York for WHBQ-AM-TV; Gerard N. Molfese, national sales manager in New York for KHJ-TV; James V. Marino, account executive, WCBS-TV New York; James A. Gates, national sales manager in New York for WNAC-TV; John G. Fernandez, general sales manager, WNTA-TV New York; Sidney P. Allen, national sales manager in New York for CKLW-AM-TV; Richard P. Colburn, account executive, Blair-TV; and Morton Zimmerman, account executive, WNTA-TV.

Other appointments announced were those of Robert E. Wilke as director of corporate relations, and of Frank G. Boehm as director of research and promotion. Mr. Wilke formerly was manager of national account sales, for Edward Ehrbar Inc., and Mr. Boehm was vice president of research, promotion and advertising for the Adam Young Companies.

Speakers at the seminar last week included Thomas F. O'Neil, board chairman of the General Tire & Rubber Co. (parent company of RKO General); Hathaway Watson, vice president for broadcast operations of RKO General, who discussed broadcast policies and standards, and the sales managers of the company's radio-tv stations.

The National Sales Division of RKO General is expected to announce shortly the appointment of personnel to branch offices in Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

RKO General stations currently are being represented by H-R Representatives, Young Television Corp., Robert E. Eastman Co. and Avery-Knodel Inc.

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval*:

▪ KCSJ-AM-TV Pueblo, Colo.: Sold by Bankers Life & Casualty Co. to Metropolitan Television Co. (KOA-AM-FM-TV Denver) for $1,250,000. Metropolitan, which plans to resell KCSJ, is owned by Bob Hope, William Grant and others. No changes in KCSJ-TV personnel are contemplated, Mr. Grant announced. Jim Croll will remain as station manager. Ralph Radetsky, KOA stations manager has been named executive vice president of Metropolitan as well as general manager of the Denver properties, it was also announced. KCSJ operates on 590 kc with 1 kw fulltime. KCSJ-TV, which went on the air in 1953, operates on ch. 5. KOA-TV is an NBC-TV affiliate.

▪ KUAL-TV San Antonio, Tex.: Sold by Raoul A. Cortez and associates to

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Best all-around facility in a medium metropolitan market. Station is 5 kw, fulltime, and needs aggressive ownership and direction. 29% down and a reasonable payout.	SOUTH $275,000
This is a daytime station in a rapidly growing single station market. Exceptional real estate involved. 29% down and balance over 5 years.	SOUTH FLORIDA $135,000
Profitable fulltime operation in a single station market. Station needs an owner-operator. $40,000 cash down and balance over 10 years.	NORTHERN CALIFORNIA $135,000

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Clyde Hunt to AMST post

Clyde M. Hunt, vice president for engineering, Post-Newsweek stations (WTOP-TV Washington, WJXT [TV] Jacksonville, Fla., and 46.2% interest in KOGO-TV San Diego), has been named chairman of the technical committee, Assn. of Maximum Service Telecasters. Mr. Hunt succeeds Henry E. Rhea, director of engineering, Triangle Stations. Mr. Rhea will remain as a member of the committee which also includes John H. DeWitt, Jr., WSM-TV Nashville, Tenn.; Thomas E. Howard, WBTV (TV) Charlotte, N. C.; Phillip B. Laeser, WTMJ-TV Milwaukee, Wis.; Carl G. Nopper, WMAR-TV Baltimore, Md., and Orrin W. Towner, WHAS-TV Louisville, Ky.

Spanish International Broadcasting Corp. of Texas for approximately $200,000. Spanish International includes Emilio Azcarraga, Edward J. Noble, Mr. Cortez, with 20% each; Frank F. Fouce, 35% and Julian Kaufman, 5%. Mr. Azcarraga is a Mexico City broadcaster and theatre chain owner; Mr. Noble operates an advertising agency in Mexico City; Mr. Fouce is the owner of a chain of Spanish language theatres in the Los Angeles area, and Mr. Kaufman is general manager of XETV (TV) Tijuana, Mexico. The same group, minus Mr. Cortez, is applying for ch. 34 in Los Angeles. Programming staple is expected to be Latin American tv product. KUAL-TV operates on ch. 41 and went on the air in 1955.

ABC RADIO GETS TOUGH

Cancellations for failure to clear cited at meeting

ABC Radio claims it has adopted a tougher policy toward affiliates which fail to give full clearance to network service.

During the past year, 16 stations were "cancelled" and 14 of them replaced, Earl Mullen, ABC Radio's national director of stations, told an affiliates meeting last week in New York. It's reliably reported that Mr. Mullen has 10 more such cancellations on his desk "ready to go out." Mr. Mullen placed the total ABC Radio affiliate lineup at 388, and said ABC Radio has added 66 stations which clear all the network programs.

The New York regional meeting—the first in a series—was presided over by Robert R. Pauley, ABC vice president in charge of ABC Radio. Among the highlights:

- A plan to serve affiliates with *Flair*, a national program service, on a regional basis as well.
- A favorable sales picture this year.

At the meeting, attended by some 75 station executives, Leonard Goldenson, American Broadcasting-Paramount Theatres president, underscored the opportunity for radio stations to "progress with a top radio network," and pointed to ABC-owned WLS and WABC in Chicago and New York respectively, as stations which have become successful with "strong network backing."

The *Flair* programming is beginning to bring financial reward, as well as acceptance, the affiliates were informed. The *Flair* service to start in the fall will feature personalities in programming provided regionally. The method will include individual regional "hook-ups" using one affiliate as the feeding point. While one region obtains the regional personality, the rest of the network would carry the national broadcast. (The station receives a special tape including the regional spot and feeds the programming to all other stations on the line as in the broadcasting of "split commercials" in various parts of the country. For example, when ABC broadcast a heavyweight championship bout, Carlings beer sponsored the fight in certain areas while Studebaker took it in other markets.)



ABC Radio and affiliates held the first of four regional meetings in New York. Shown in this photo are (l to r) Roy E. Morgan, WILK Wilkes-Barre, Pa.; Leonard H. Goldenson, AB-PT president; John Murphy, WLW Cincinnati; Robert R. Pauley, ABC vice president in charge of ABC Radio; James C. Hagerty, ABC vice president for news, special events and public affairs; Rogen Jones, of KVOS Bellingham, Wash.

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Let's you and him fight—off screen

NOW TV VIOLENCE IS FALLING ON THE CUTTING ROOM FLOOR

A self-imposed nationwide effort to lessen "violence" on the television screen is underway. It is principally at work at production studios in Hollywood and network offices in New York.

A BROADCASTING check of executives at the networks, advertising agencies and production companies reveals this pattern:

▪ A conscious policy has been established to stamp out all brutality and violence where they are not essential to the script.

▪ Where dramatic conflict suggesting a violent act appears essential to the story line, the writer and producer are expected to lessen or "temper" the violence.

It's also revealed that although most close observers of tv programming expect the "anti-violence" movement to reach a peak in the 1962-63 season—and all evidence certainly points that way—de-emphasis on the more shocking incidents is already discernible on the tv screen. For example:

▪ The networks, wherever possible, have been selecting those episodes from series with a minimum of "shock violence" (as it is expressed by some programmers) for summer re-run.

▪ Network continuity acceptance people are reported by agencies and producers to be on the scene in Hollywood. The networks have always maintained some watch over violence, but the scrutiny has become more intense. As expressed by a programming senior vice president at a New York advertising agency:

"They are now doing what they always were supposed to do."

According to authoritative sources, the first signs of a truly overall policy—more "understood" than directed—began last June, a month after the now famous "wasteland" speech of FCC Chairman Newton N. Minow at the NAB convention. But, this information reveals, the industry (particularly the networks) already was actively engaged as early as last spring in a downhold on sex and violence in material being prepared for network exposure in the 1961-62 season.

Sexless Standbys ▪ Portending a possible note for the future—and not just an incidental one—was the report last week that at least two networks (CBS-TV and NBC-TV) were active on the West Coast lining up properties as replacements for the 1961-62 season. They'll be used as needed, of course, and as the word goes, "they are sure to be non-violent."

Starting this fall, as a general thing, there undoubtedly will be fewer killings per episode, fewer and shorter fistfights, probably fewer barroom scenes and less drinking, and quite possibly more plot resolutions accomplished by peaceful means or at least by means short of the death of the villain. If he has to be killed, chances are the workmanship will be good enough to finish him off with one or two shots instead of requiring a fusillade.

Last April, when the new fall schedule was pretty well set, NBC executives went to Hollywood (before FCC Chairman Minow's "wasteland" blast at violence, incidentally) and conferred with the producers of all NBC-TV shows slated to come out of Hollywood this

fall. The NBC group consisted of James A. Stabile, senior staff vice president, representing the NBC-TV network; David Levy, then vice president in charge of network programming, and Ernest Lee Jahnckle, Jr., director of standards and practices, representing NBC management.

Some of the highlights of those conferences, although not necessarily representing decisions that NBC had not or would not have taken in comparable circumstances in prior years, reflect some of the problems that face all broadcasters in connection with "violence." For instance:

▪ The day and hour at which a program is shown can require special care in production. Thus the producers of *Tales of Wells Fargo,* which is moving to Saturday night, were reminded that there would be more children in the audience than if the show were presented on a school night, and that hence extra care should be taken. Friday night is the other "non-school night" that needs special attention for the same reason. In addition, producers of all early-evening programs were reminded that they would be playing to audiences with a high proportion of young people.

▪ Producers of color programs were admonished not to forget that blood looks awfully bloody when it's seen in color. This applied to such action shows as *Bonanza, Wells Fargo and Laramie.*

▪ Audiences can identify themselves more intimately with shows having contemporary settings than those with period backgrounds. Thus "violence" that might seem natural in a *Bonanza* or other western setting—or in "Macbeth," for that matter—might easily seem overdone in programs portraying contemporary events. This point was stressed to the producers of *87th Precinct, Dick Powell Show, Cain's Hundred, Thriller, Hitchcock Presents,* and *Captain of Detectives.*

▪ The "cumulative effect" must be kept in mind. A little violence spread over several shows may seem like much more than it really is to the viewer who watches throughout the evening. Thus the producers of *Thriller* were reminded that, although they were moving to a later hour this fall, their show would be back-to-back with *87th Precinct* and hence both shows should be especially careful.

The produceres—all of whom were described as "most cooperative" in these briefings—also were urged by the NBC officials to work closely with the network from the inception of program ideas, much as agencies work with network authorities in getting clearance on commercials at all stages from the story board on. The emphasis here was on the economies of close cooperation: By getting network approval at each stage the risks of extensive re-shooting —even re-writing—are minimized.

The importance of advance clearance was dramatized some time ago when Alfred Hitchcock submitted an idea for a program, to be called "Two Bottles of Relish," in which the central figure would be found not only to have killed his wife, but also to have been eating her body. Fortunately, the idea had not been committed to script when it was submitted—and rejected.

The advantage of clearance also was dramatized—in opposite fashion—when, according to reliable sources, a completed episode of *The Lawless Years,* a summer series of NBC, was challenged as unsuitable for broadcast. After extensive review and discussion, the episode was thrown out—a $50,000 loss (in this case, by any reckoning the loss was to NBC, since the producer is California National Productions, an NBC subsidiary).

More Of The Same ▪ CBS' position on the overall question of violence is that it simply is following the same standards it has traditionaly followed, with no special meetings or orders to intensify this procedure.

"I don't want to sound sanctimonious," said William Tankersley, CBS-TV director of program practices, West Coast, "But we have always insisted that if there is violence, it must be necessary to the script. So we're not doing anything, really, that we haven't always done."

The one exception he made was to note that producers of CBS-TV shows have been advised to use caution in excerpting scenes for promotional use in trailers and teasers. The purpose is to avoid creating the impression, through the selection of such material, that a program contains more violence than it actually does. "If a program has only one bit of violence in it, and if that scene is used for trailers or teasers, viewers could get the impression that the show is full of violence," Mr. Tankersley explained.

Clean-Up in Action ▪ Here are some examples of the toning-down that has been going on:

Target: The Corruptors (new show, ABC-TV, Fri., 10-11 p.m.: (1) The name has been changed from just *The Corruptors* in an apparent attempt to emphasize that the corruptors are the villians, (2) a sequence from the pilot was deleted after the Senate Committee on Juvenile Delinquency asked for a preview. The deleted portion was reported by those who watched the pilot to have been particularly brutal and unnecessarily devoted to shock violence. Soon after the committee asked for the pilot, ABC-TV is said to have informed the senators that the show was being changed because it did not come up to network standards. The pilot was said to have been filmed by Four Star Television as long ago as last November.

Cain's Hundred (new show, NBC-TV, Tues., 10-11 p.m.): The pilot made on this series, though not intended as a sample of the first show to be slotted, was described as containing a particularly "rough" format, dealing with prostitution and dope and devoting footage to a graphic presentation of a girl undergoing a violent withdrawal from dope. Though this pilot was shown to agencies and advertisers early in the selling season, NBC-TV reportedly in early August (before the series was sold out) substituted rush prints of the introductory films setting the theme of the series as a showcase to potential sponsors. MGM-TV is the producer.

Investigators (new show, CBS-TV,

Fall show criticism parried by Sarnoff

NBC Chairman Robert W. Sarnoff let fly last week at the "very chic curent cliche" that the early setting of new fall schedules this year means they will contain nothing new or distinguished to meet current charges of sameness and lack of responsibility.

Actually, he said, "the season ahead, as a result of conscientious planning over the long term, is an uncommonly promising one." He said he believed this to be true of television as a whole as well as NBC specifically.

Writing in one of his periodic letters to tv-radio editors, Mr. Sarnoff said it is "naive not to say cockeyed" to think that "we are all simply stuck with" the 1961-62 schedule because it was locked-in earlier than usual.

The early lock-in, he said "reflects a continuing trend toward spending more time, thought and effort on program preparation and actual production in the interest of greater scope and quality. That is why we are not only already planing our 1962-63 schedule but have actually begun development work on some 1963-64 programs."

He cited NBC's new schedule as evidence of freshness that will be seen in tv this year. More than 60% of the NBC fall lineup will consist of new programs that are "the result of planing and development that go back from six months to as much as two years," he asserted.

LET'S YOU AND HIM FIGHT—OFF SCREEN continued

Thurs., 9-10 p.m.): CBS reportedly has been pressuring for a tempering of any violence in this show. One script is in a third rewrite stage. MCA-TV is the packager.

RCA and Eastman Kodak, advertisers on the new *Walt Disney Show* (NBC-TV, Sun., 7:30-8:30 p.m.) that will be telecast in color next season, have warned Disney people to be careful not to show gory details in the real-life adventure segments.

Similarly Chevrolet is said to have told producers of *Bonanza* (an NBC-TV show in the 9-10 p.m. period on Sunday) that violence ought to be avoided. It's noted that the Chevrolet identity with the light-format of Dinah Shore in the past might be jolted in viewers' mind if the the auto maker were suddenly associated, as the sole advertiser, with a show hypoed with emphasis on sex and violence.

The Producers' View ▪ Many producers were reluctant to identify themselves and those who offered opinions were cautious, but the definite impression that emerged was that networks have emphasized to producers that violence must be minimized.

William Dozier, vice president in charge of west coast activities for Screen Gems, stressed that the company's two action-adventure series, *Route 66* and *Naked City*, are not considered to be "violent." But he added that SG is "very mindful" of the present atmosphere and is making certain that there will be "a low degree" of violence in upcoming shows.

Tom McDermott, executive vice president, Four Star Television, stated: "Excess violence will not and should not be a part of the television scene. The people buying shows are not apt to buy if they do have violence—the climate today being what is. Four Star to date has had no problem in this area."

An official of MCA-TV said the company's producing arm, Revue Productions, has attempted in the past to minimize violence but today is keeping "a closer watch" to make certain that its programs will not contain any sequences that might be termed offensive to viewers or to government officials.

Frank Morris, assistant director of NAB tv code affairs, West Coast, noted that sharper scrutiny of programs by producers extends to syndication as well as network shows. He said there is a marked contrast between programs filmed for the upcoming season and those for previous seasons.

"I think this about face was brought about largely because of first-hand experience that producers, directors and writers have gained in appearing before various congressional committees. I think the net result will be that there will be a better job of characterization, dialogue and plotting on programs to be carried during the upcoming season. The 1962-63 season will offer a better balance and a choice of escapist programming and programming of a more intellectually-stimulating quality," Mr. Morris said.

Agencies and Writers ▪ Agency officials reported they had been advised by networks and producers that programs would become "less violent" as the season progresses this year. Some executives said that some of the pilots they seen in the spring were "rugged" but they had been assured more recently that excessive violence would be modified in subsequent episodes.

Television script writers reached in Hollywood and New York said the message has filtered down to them that the "line" for 1961-62 and for next year is this: less violence, more characterization and story depth.

Irwin Winehouse and A. Samford Wolf, a team with credits including *Peter Gunn, Laramie* and *Sunset Strip*, reported that a script they had finished for NTA's *The Third Man* had been rejected because the story editor thought "there was just too much violence in it." They said they were rewriting the script to indicate that a violent act had occured without actually showing it.

John Falvo, a Hollywood writer, said he had submitted a script for CBS-TV's upcoming *Investigators* series and it had been returned to him for rewriting. He added that the script is now in the third rewrite stage, pointing out that a writer must be skillful enough to indicate conflict but at the same time keep this element in perspective.

Dale Wasserman, a well-known New York tv and motion picture writer, summed up the problem of scenarist in the present atmosphere in this way:

"There is nothing wrong with violence if it is an intrinsic element of a story. The gratitous kind—that is, violence for the sake of violence—is distasteful and dishonest. I hear from some of my Hollywood colleagues that some of the suggestions border on the ridiculous. Right now I'm engaged in writing a script called "Dynamite" for the hour-long *Crime of the Century* series that is being produced by David Susskind and underwritten by CBS-TV. Violence is an integral part of the story since it deals with the dynamiting of the *Los Angeles Times* plant. The network knows the subject of my script, but it will be several weeks before they see the finished work. I don't anticipate any trouble."

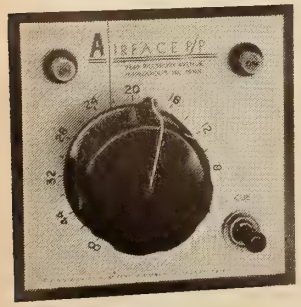
Ehrlich firm to make live, film tv programs

The formation of Aaron Ehrlich Enterprise, New York, to produce live and film television programs was announced last week by Aaron Ehrlich, president. Temporary headquarters has been established at 211 W. 53d St., New York, N. Y. Telephone is Circle 7-5588.

The first project of the new company is a one-hour special based on the motion picture, "West Side Story." The program, according to Mr. Ehrlich, will be "a biography of a motion picture, from the time it is conceived until the time it premieres." He is discussing sponsorship with several advertisers, he said, and hopes to have a sponsor by the time the motion picture premieres on Oct. 18. Two half-hour series the company plans to produce are titled *International Airport* and *Legend*, which will dramatize U.S. folk legends.

Mr. Ehrlich, a one-time artist and designer, was associate producer of CBS-TV's *Person to Person* program from 1952-60 and for the last year has been a freelance producer-director of CBS-TV's *Garry Moore Show* and the *Buff Cobb Show* on WNTA-TV New York. He is credited with creating many of the visual effects shown on *Person to Person*.

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Lonesome George picks up a bundle

Gomalco Productions, a partnership owned by George Gobel and David O'Malley, has sold its 50% interest in the *Leave it to Beaver* television series for $1 million cash to Revue Productions.

Mr. Gobel, presently in New York for rehearsal of his debut at the Eugene O'Neill Theatre, decided, together with Mr. O'Malley, to sell as a result of his Broadway commitment. Gomalco Productions, however, will remain active and plans are going forward for several tv specials.

The *Beaver* series currently is being filmed for the 1961-62 season. Joe Connelly together with Bob Mosher, creators and writers, retain their interests.

Film sales...

Ripcord (Ziv-UA): Sold to National Tea Co. for WGN-TV Chicago; and Hartz Mountain Products for WRCV-TV Philadelphia. Also sold to WNAC-TV Boston; WTIC-TV Hartford, Conn.; WJAR-TV Providence; KSD-TV St. Louis; WFMJ-TV Youngstown; WCHS-TV Charleston, W. Va.; WBOY-TV Clarksburg, W. Va.; KNOX-TV Grand Forks, N. D., and KCND-TV Pembina, N. D.

41 Post-'50 Films (Warner Bros.): Sold to WNBC-TV New York.

Volume I and II Films of the 50's (Seven Arts Associated): Sold to WXEX-TV Richmond-Petersburg, Va. Vol. I is now sold in 104 markets and Vol. II in 39 markets.

Shannon (Screen Gems): Sold to Procino-Rossi Corp. for Albany-Schenectady-Troy and Syracuse, N. Y., and Scranton-Wilkes Barre, Pa., markets. Now in 96 markets.

Program notes...

'Expedition 13' ▪ WAST (TV) Albany will present every third Monday evening, beginning Oct. 2 through June 11, 1962, a special as part of a series entitled, *Expedition 13*. The second special, to be shown Oct. 23, "Dorothy in the Land of Oz," is a ballet version of *The Wizard of Oz*. It is produced by WAST in cooperation with Lillian Sealey and the Tri-City Ballet Guild. "The Two Sisters," "Sleeping Beauty" and "Christmas Night" are among the specials to be presented in the series.

New drama series ▪ *The Dispossessed*, a drama by Saul Levitt, based on a true story in the fight for American Indian rights, has been commissioned as the premiere presentation in a series of six original hour-long drama specials to be broadcast on CBS-TV this fall. Westinghouse Electric Corp. is sponsor.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Aug. 28-31, Sept. 1, 4-6 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 28-31, Sept. 1, 4-6 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 28-31, Sept. 1, 4-6 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 28-31, Sept. 1, 4-6 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 28-31, Sept. 1, 4-6 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 28, Sept. 4 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 30, Sept. 6 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 30, Sept. 6 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 31, Sept. 7 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 1 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Sept. 2 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 2 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 2 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 2 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 3 (6-6:30 p.m.) **Meet the Press,** co-op.

Sept. 3 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Sept. 3 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Sept. 5 (10-11 p.m.) **The Margaret Bourke-White Story,** Purex through Edward Weiss.

Stages of progress ▪ John Campbell Films, Byram, Conn., has announced that its *Progress Report II*, featuring the amusement and entertainment aspects of the 1964 N. Y. World's Fair, is now in preparation. *Progress Report I*, on NBC-TV in April and later distributed nationally by Association Films, had 40 telecasts around the country.

More 'Silents' ▪ Sterling Television Co., N. Y., producer of ABC-TV's *Silents Please!* series of non-talkie movie classics, will release 20 additional episodes after October 1961. Co-producers of the series, Saul J. Turell and Paul Killiam, said the new shows will include "Lilac Time," with Gary Cooper; "The Three Musketeers," with Douglas Fairbanks; Rudolph Valentino in "Blood and Sand" and Marlene Dietrich in "Ship of Lost Men."

Protect life and property ▪ "Hurricane Disaster Action," a 4½-minute film and recording (b-w, 16mm), is produced by the American Red Cross and offered free to radio and tv stations. The package is available by contacting Red Cross chapters in the Atlantic and Gulf coast areas, which make up the Red Cross hurricane watch network.

New show ▪ Screen Gems has signed Sydney Biddel and Fredrick M. Frank to do a new tv series, *Ship's Doctor*, starring Victor Jory. *Ship's Doctor* will be produced by Robert Sparks.

Blue chip package ▪ M&A Alexander Productions has acquired tv rights to 27 feature motion pictures produced between 1953 and 1959 which will be released under the package title of *27 Blue Chips*. Stars such as Gina Lollobrigida, Raymond Burr, Anthony Quinn and Lloyd Bridges are featured.

Exclusive distributor ▪ Jim Ameche Productions has appointed Resono Productions as exclusive distributor of the Ameche line of syndicated radio programs. Robert Johnson is head of Resono, which has headquarters in Wichita, Kan.

Large supplier ▪ Jim Ameche Produc-

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tions has announced that *The Pat Boone Show,* five hour-long radio programs a week with the singing star serving as disc jockey, will be airworthy the first part of September. Other Ameche Productions radio series feature such performers as Pamela Mason, Johnny Bond, Jay Jason, Grace Lenard and Jim Ameche himself. Firm says it's become the largest supplier of syndicated program material for radio stations.

Adds five ▪ Radio Press International, N. Y., voice news service, has announced the addition of five subscribers. They are WAVZ New Haven, Conn.; CHNO Sudbury, CKSL London, CFRA Ottawa, all Ontario, and CFAM Altona, Man.

Football broadcasts ▪ WWSW Pittsburgh will carry broadcasts of the Pittsburgh Steelers pro football games for the 28th consecutive year with Joe Tucker handling the play-by-play. The 19-game exhibition and regular schedule will be sponsored by the Duquesne Brewing Co., Pittsburgh. About 40 Tri-State district stations will pick up the broadcasts from WWSW. The station also will broadcast 10 University of Pittsburgh games starting Sept. 16.

New firm ▪ Formation of G. Prentice Baker Productions, Houston, has been announced by G. Prentice Baker, president. The new firm, which produces film series for television, already has two projects in the works—a 26-week half hour musical show and an hour-long adventure series being filmed in various locations in the Southwest.

Pilots▪ The first two of six new tv series being created and produced by Project III Enterprises in association with MGM-TV, have been set for pilot filming in early October. They are *All That Jazz* and *The House of 7,* both hour-long series. The former is a situation comedy and the latter an adventure-drama show.

New Heritage affiliates ▪ Heritage Music, Bellingham, Wash., (syndicated good music producer) has announced the addition of WHOM-FM New York and WDGO-FM Cleveland as subscribers, bringing to more than 30 the number of stations it serves.

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Costumers nominate 24 for Adam-Eve awards

Motion Picture Costumers has nominated 24 costumers from filmed and live television and motion pictures for its annual Adam 'n' Eve Awards, to be given at the union's dinner dance Sept. 23 at the Beverly Hilton Hotel, Beverly Hills.

Named for filmed television costuming are: Jack Delaney, Marguerite Royce and Anne Laune, *The Roaring 20's;* Charles James, *Adventures in Paradise;* Bill McCrary and Mary Tate, *Hong Kong;* Dario Piazza and Hazel Hegarty, *Bonanza;* Beau van den Ecker, *Twilight Zone;* Evelyn Carruth, *Perry Mason;* Agnes Henry, *June Allyson Show.*

Nominated for live television costuming are: Robert Carlton, *Shirley Temple Series;* Grady Hunt, *Astaire Time;* and Ret Turner, *Tennessee Ernie Ford Show.*

Nominees for motion picture costuming are: Truman Eli, "Spartacus"; Bert Henrikson, "Elmer Gantry"; Bob Martien and Sophia Tuts, "Cimarron"; Bob Richards and Florence Crewell, "Sunrise at Campobello"; Ted Tetrick, "Song Without End"; Glenita Dinneen, "One-Eyed Jacks"; Ann Landers, "Pollyanna," and Edna Taylor, "Pepe."

'Totem Pole' series planned

A co-production deal between Four Star Television and a company headed by Collier Young, John Newland and Merwin Gerard has been concluded for filming a tv comedy series based on H. Allen Smith's *Low Man on a Totem Pole.* Mr. Young will be executive producer with Messrs. Newland and Gerard as co-producers. Mr. Newland will also direct. The trio teamed together to create and produce the *One Step Beyond* tv series for three years.

Kameny sues filmer of Truman tv series

Kameny Film Productions, New York, sued Talent Assoc.-Paramount Ltd. for $1 million in New York Supreme Court last week over a proposed television series featuring former President Harry S. Truman.

The complaint alleges that Kameny originated and created "a unique television program for a half-hour series featuring former President Harry S. Truman in September 1959, first entitled *Turning Point* and then *Mr. Citizen.*" The complaint adds that Kameny submitted its program idea on July 28, 1960, to Talent Assoc.-Paramount Ltd. with the understanding that if the program were used, the Kameny organization would be "reasonably compensated."

Kameny contends Talent Assoc.-Paramount Ltd. announced on June 6, 1961, its plans to produce a tv program featuring Mr. Truman. The idea and format for the program, the complaint asserts, were the same as had been submitted to Talent Assoc.-Paramount Ltd. a year earlier. Kameny charged that the proposed use by Talent Assoc.-Paramount Ltd. of "the plaintiff's format and idea is in bad faith and was with full knowledge of the plaintiff's exclusive right to the program."

A Kameny official said last week the company has not been compensated by Talent Assoc.-Paramount and added that efforts to reach Talent Assoc. executives by telephone or at their office have been "fruitless." Kameny also claims credit for creating both the cited series titles.

David Susskind, executive vice president of Talent Assoc.-Paramount Ltd., issued the following statement: "I have never heard of these people. None of my associates has heard of them. Neither Mr. Truman nor any of his associates has heard of them. There has been no submission of an idea so far as I know. This is a crank suit. It is utterly ridiculous."

Prisoner documentaries offered in syndication

Crime and Punishment, a series of 39 half-hour personal documentaries taped behind prison walls, is now being distributed in syndication by Peter M. Robeck & Co., New York.

The series has already been sold, prior to announcement, to WNEW-TV New York; KTLA (TV) Los Angeles; WTTG (TV) Washington; WFAA-TV Dallas; WTVH-TV Peoria; WTVP-TV Decatur, Ill.; and KOVR (TV) Stockton, Calif.



KTTV (TV) becomes first signer with TAC

Robert W. Breckner (r), vice president and general manager of KTTV (TV) Los Angeles, completes the arrangements that make his station the first member of Television Affiliates Corp., which will exchange local station informational, educational and cultural programs among all TAC members (BROADCASTING, July 31). With Mr. Breckner are (l seated) Robert Weisberg, vice president, TAC, and Dick Woollen (c) KTTV vice president for programming and film buyer.

IBEW agrees with six Los Angeles indies

CONTRACT CALLS FOR BASIC $10, $7.50 AND $5 RAISE

New three-year agreement, covering technicians and engineers, has been negotiated by IBEW local 45 with six Los Angeles area independent stations.

Union has been negotiating with the 17 area stations as a group, but singled out some of those with particular problems for individual negotiations and it was expected that several more will have signed the new agreement this week.

Contract with KRKD, KGIL, KBIG, KLAC and KGER calls for a $10 weekly increase the first year and $7.50 per week additional the second year. First six months of the third year, basic pay will be increased $5.00 weekly, with $2.50 per week added for final six months. Vacation time will be increased to four weeks after five years employment at station. Contracts are retroactive to June 30. Agreement with KFWB is $12.50 per week increase the first year with vacation time included.

Strike by AFTRA against KFWB Los Angeles went into its seventh week August 22 when both union and station rejected proposals made during an eleven-hour bargaining session called by Federal Mediator Jules Medoff.

AFTRA said it would accept a two-year contract for KFWB news men starting at $200 per week and going to $212.50 weekly for second year. Station's offer was $22.50 weekly pay increase for present employes regardless of how much over scale he now makes. New employes would receive $177.50 per week. Present weekly base scale is $155.

AFTRA, like IBEW began negotiating with the stations as a group but when KFWB refused the union's demands, a strike was called against it. AFTRA also then refused to negotiate further with the group as long as KFWB was represented in it. The station group in turn refused to eliminate KFWB, with negotiations now at a stalemate.

Meanwhile, AFTRA has filed "strikebreaking" and "conduct prejudicial to the best interests of the union" charges against Gene Weed, former KFWB announcer, now stationed at KEWB. The union alleges he replaced Don French at the Oakland station on July 11 when the strike started and that French, who was expelled from AFTRA on Aug. 4, came to KFWB to replace members now on strike.

Charges will be heard Thursday night (August 31) at an AFTRA board meeting when four other announcers and disc jockeys of KFWB, including Art Nelson, Bobbie Hale, Hal Murray and Jack Colon, previously notified of similar charges by the union, will be heard at the same time.

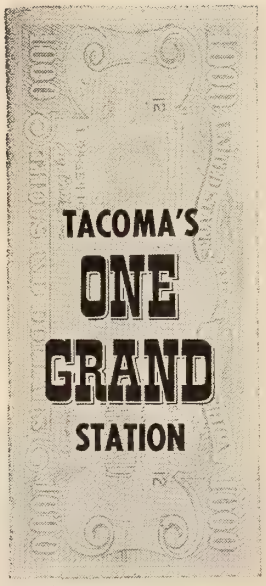
At early board hearings, five former AFTRA members at KFWB were found guilty of "strikebreaking" charges and fined a total of $25,000 and expelled from the union. AFTRA has ignored resignations and thus far hasn't collected on the imposed fines (BROADCASTING, Aug. 7).

CBS-TV, Menotti call off contract

CBS-TV and composer Gian Carlo Menotti have agreed to cancel their contract for a musical work Mr. Menotti prepared especially for the network. The rights have been returned to the author.

Mr. Menotti delivered the work before the arranged deadline of Feb. 1. Gerald J. Leider, director of program sales for CBS-TV said: "We had a difference of opinion about how to proceed—whether to insert music in one place or another."

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RCA HOME SET PROFITS UP

Net after taxes is highest since 1950; sales best since comparable 1957 period

RCA reported Friday (Aug. 25) that January-June this year was the most profitable first half-year period in its home instrument operations since 1950.

While no hard figures were released, President John L. Burns revealed that:

- Profit after taxes in the period for this phase of business was 4% above the first six-month total of 1955, RCA's previous high in the past decade.
- Total home instrument sales were the best for the period since 1957.
- Color tv receiver profits were 45% ahead of the initial six months of 1960.

The home instrument operation takes in the development, manufacturing and marketing of color and black-and-white tv receivers, phonographs and radios.

Mr. Burns said the color tv returns were especially significant "since color tv set manufacturing and marketing first turned into a profitable venture in 1959 and then in 1960 reached the seven figure profit level.

"At the same time," he continued, "black-and-white tv operations also showed a tremendous profit improvement."

RCA has been in the forefront in color tv set development and manufacturing for past several years. This fall, still other major set manufacturers are entering (or re-entering) color receiver manufacture.

Performance and Economy ▪ W. Walter Watts, RCA group executive vice president, and president and board chairman, RCA Sales Corp., cited improved operating performances as well as economies "resulting from a tighter, more efficient organization" as contributing to "our best showing since the early boom years of black-and-white tv."

Mr. Watts said that increased sales also could be traced to "advanced styling and performance features" set against "modern business techniques and controls instituted in connection with our recent consolidation of all home instrument production and administration in central Indiana."

Optimism for the remainder of 1961 continues high, Mr. Watts reported, based on the first half-year showing, initial distributor and dealer orders this summer of the new (1961-62) line of RCA Victor's tv sets, phonographs and radios, as well as "exceptionally low" inventory levels.

RCA last week also revealed:

- The development of three new precision-styled transistor radios and five "total sound" stereophonic "Victrola" phonographs for its 1961-62 line.
- It had introduced a new color tv picture tube with a "glare-proof" window which eliminates much room light reflections.

Ampex first quarter: $17.4 million sales

William E. Roberts, president of Ampex Corp., Redwood City, Calif., last week announced sales for the first quarter ended July 31, were $17,400,000 compared with $17,751,000 for the previous first quarter. Net income was $71,000 or one cent per share on the 75,751,772 common shares outstanding. This compares with $366,000 and five cents per share for the comparable period last year.

Report indicated a reversal of a loss trend in the third and fourth quarter of the last fiscal year.

First quarter figures for both years are adjusted to include operating results of Telemeter Magnetics which merged with Ampex in December 1960. The first quarter results also include only two months operation of Ampex International, S. A., as final accounting figures will not be available for about three months.



ZENITH COLOR LINE

Quality stressed; dealers plan November sales start

Zenith Radio Corp.'s new color television line was shown for the first time in Chicago last Wednesday and observers acclaimed the high picture quality for both color and black-and-white operation.

Zenith's new color line includes ten basic models with prices ranging from $695 to $1,050. Viewer color adjusting controls are reduced to just two.

The chassis employs RCA's standard color picture tube but the circuitry is exclusively Zenith-developed and features Zenith's traditional hand-wiring on a horizontal metal base that allows easy access for servicing. Stability of operation with an absolute minimum of color adjusting are features.

The new color line went into commercial production for the first day Wednesday as the sets were being shown to a meeting of Zenith Sales Corp.'s national distributors. Delivery will start to dealers next month and sale to consumers should be underway by November, Zenith indicated.

No big promotion, advertising or merchandising of the new color line is planned this year, one Zenith source said. The line will be introduced slowly and production output increased gradually.

Internally the set has an exclusive "automatic color level circuit" which compensates for variations in transmission and helps keep color values constant when changing from station to station or from program to program on the same station.

Zenith's color set features a newly-patented, two-tube system of color demodulation described as the "electronic brain" of the receiver. Zenith said the demodulation system reduces the complexity of usual circuits "and provides an improved, more accurate method of extracting color information from the composite video signal" which is then supplied in "precise balance" to the picture tube "for full color reproduction."

STEREO GIVES FM SOMETHING EXTRA

WESCON delegates hear this, other points on fm stereo

"Fm stereo is the new sound of broadcasting which has given fm something am cannot provide," James Gabbert, co-owner and technical director of KPEN (FM) San Francisco, said Wednesday in an address to the Western Electronic Show and Convention, meeting in the Cow Palace in that city.

At a session on fm stereo, Mr. Gabbert described how KPEN adapted its transmitting equipment to permit the station to commence regular stereo broadcast service, while continuing with its background music service as well. "To obtain satisfactory results in multiplexing both stereo and SCA, the transmitter and antenna system must meet certain stringent requirements," he said.

"Every broadcaster has the direct responsibility to his audience to provide the highest possible standard of technical excellence in the transaction of stereo. The sound should be excellent, the production flawless, and the material compatible to the monophonic listener. . . . If properly handled, this new system could easily make fm broadcasting the dominant aural medium in the United States. It is up to each individual broadcaster to make sure that his stereophonic broadcasting meets the highest attainable standards."

The FCC has done its part to insure the highest quality of stereo by setting high standards for this new type of broadcast service and now it is up to the manufacturers and broadcasters to follow through, James E. Barr, assistant chief of the FCC Broadcast Bureau, told the stereo session.

Favorite ▪ The FCC favors stereo, he said, as another feature which will bring fm to the attention of the general public and perhaps increase the distribution of fm receivers in U. S. homes. Fm in its early days failed to achieve the prompt success its developers had anticipated largely because "its lesser virtues were overemphasized and its major virtues were overlooked." Fm's major virtues, he said, are the fact that its overage pattern is the same day and night and its ability to discriminate between signals even when they are broadcast on the same frequency.

These qualities, Mr. Barr said, make fm important in the modern trend of FCC thinking which calls for the licensing of more local community-type stations the am band cannot accommodate. The 4,000 am stations presently operating include many with small coverage areas and many daytime only stations.

The history of stereo fm and the way the FCC standards were developed were recounted by Harold L. Kassens, chief of aural existing facilities, FCC Broadcast Bureau, in the opening talk of the WESCON stereo session. Although the standards were not issued until April and fm stereo broadcasting has been permitted only since June 1, there are already 10 stations offering regular daily stereo programming and half a dozen more about ready to start this service. RCA has received type acceptance for its stereo broadcasting equipment and another manufacturer is ready to qualify, he said.

The problems of designing receivers to serve the stereo audience while enabling them to receive monophonic fm broadcasts without deterioration are many, but they can be overcome, Daniel R. von Recklinghausen, chief research engineer of H. H. Scott Inc., stated in a paper which described both the problems and their solutions.

Stereo fm innovation in new Zenith line

Complete new fm stereo line was introduced by Zenith Radio Corp. in Chicago last week with considerable interest shown by distributors in the new stereo multiplexer model MH910. This $99.95 unit can immediately turn every one of the country's 5 million non-stereo fm sets into a stereo system without a single interconnecting wire, Zenith claimed, emphasizing that it is not an adapter or a converter but a full fm multiplex receiver.

The new MH910 can be placed either to the right or left of the listener's present monaural fm receiver, Zenith explained, and by adjusting special speaker phasing and other controls on the unit it will produce either the left or right stereo channel in such a manner that a full stereo effect is produced in conjunction with the old monaural receiver. Two MH910s can be used for a stereo system also. The unit also will operate as a regular monaural fm receiver. A red indicator light automatically shows when a stereo station is tuned by the set.

Twenty-one other stereo fm receivers also were shown, some including record phonographs. Others were am-fm, combinations and console models in decorator cabinets. Prices range up to $895 for consoles including tv.

Technical topics...

New antenna ▪ WBNB-TV Charlotte Amalie, St. Thomas, V. I., has purchased an eight bay antenna from Jampro Antenna Co., Sacramento, Calif.

Record earnings ▪ Adler Electronics, New Rochelle, N. Y., has announced an all-time record for sales and earn-

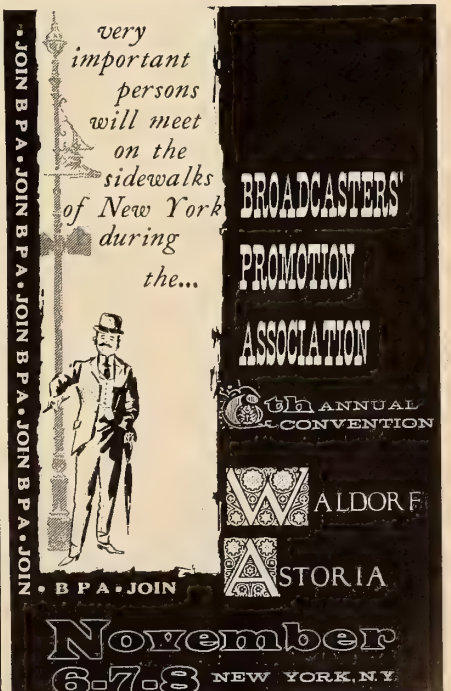
D. P. Brother is really plugging in Providence!

Seems like everybody in Providence owns a car and/or a motorboat and/or a power lawn mower. What a market for spark plugs! Just ask the brains at the D. P. Brother Agency in Detroit.

And ask them what radio station they use to spark sales in this area. WICE gets the nod, naturally. WICE is the live wire station, the favorite of people on the go go go. WICE offers the perfect mix of music, news and public service programming.

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City_____ State_____

ings for the fiscal year ended June 30, 1961, of $8,500,000 from the previous year's high of $3,643,000. Net earnings were in excess of $200,000 as compared with $17,000 the year before.

Push button or remote ▪ A Conelrad programer, designed to carry out the complete alert cycle automatically, has been placed on the market by General Electronic Labs., Cambridge, Mass. Under the name of Rust Conelrad Programer, the device either through push button or remote control causes the following sequence to occur: (1) carrier off, 5 seconds with a simultaneous disconnect of internal program relay, (2) carrier on, 5 seconds, (3) carrier off, 5 seconds, (4) carrier on and within .5 of a second a 1,000 cycle audio tone for 15 seconds. After a total Conelrad alert cycle of 30.5 seconds, the program relay disconnects from the Programer and returns to normal program line. The device sells for $179 for push button operation, and $199 for remote control operation.

New amplifier ▪ International Nuclear Corp., Nashville, has announced availability of a new video/pulse distribution amplifier for tv stations. Designated TDA2, the completely transistorized unit mounts in standard 19-inch racks and occupies 1¾ inches of panel space. The unit contains its own regulated power supply and draws 4 w power at 115 volts. Further details are available from the company at 501 Elysian Fields, Nashville 11, Tenn.

Tape winder ▪ Station engineers who have run into the problem of changing tape loops in tape cartridges—due to wearing out or injuries—have a new device available for use at the station. This is Broadcast Electronics' Spotmaster Tape Cartridge Winder, TP-1, selling at $89.50. The Silver Spring, Md., firm said the winder will handle all reel sizes and winds the specially lubricated tape into cartridge cases at 22½-inches per second. The device comes with a tape counter for $30 extra.

Specially designed ▪ Alpha Corp., division of Collins Radio Co., announces a new series of microwave relay transmitters and receivers specially designed for long-distance multi-hop transmission of color tv, monochrome tv and other broadband communications. Transmitter power outputs of 100 milliwatt and one watt are available in the 6-8 kmc range and 50 and 500 milliwatt in the 11-15 kmc range. The new receiver has a baseband frequency response of plus or minus 0.5 db from 50 cps to 8 mc. New systems may be used in frequency diversity, hot standby or non-standby configurations. For more information write: Alpha Corp., Box 1891, Dallas 21, Tex.

Admiral, Zenith settle

Admiral Corp. and Zenith Radio Corp., both Chicago, last week announced they have settled their patent differences out of court and now will cross-license one another. Zenith will license Admiral under patents covering a tv circuit which prevents picture rollover on sets in fringe areas. Admiral will license Zenith under patents covering an automatic record changer spindle and certain other phonograph and tv developments. Still pending in court is Admiral's appeal from a ruling that Admiral infringed Zenith's patents relating to wireness remote control of tv sets.

INTERNATIONAL

CTV planning moves into final stages

10½ HOURS SOLD ON CANADA'S NEW COMMERCIAL NETWORK

CTV Television Network begins operations across Canada with eight stations late in September or Oct. 1. It is committed to start with 10 hours of programming weekly and in mid-August had sold 10½ hours a week to national advertisers, although programs had not been completely set up and the schedule times were still flexible.

As the first competitive television network in Canada, CTV starts out with the requirement that half its programs must be Canadian or have Canadian content. This has ruled out the easier method of just using imported film shows, and has meant the building of programs in Canada and the purchase of some shows in British Commonwealth countries. These latter shows count as part of the Canadian content requirements of the Board of Broadcast Governors, the regulatory body.

Live Canadian programs are being produced at the eight stations which make up the network, and which own shares in it.

In the far west CHAN-TV Vancouver, B. C., will produce *Westcoast,* a variety show with participating national sponsors. At CFCF-TV Montreal, Que., a musical game, *Showdown,* will originate. At CFTO-TV Toronto, Ont., *Take A Chance,* quiz which has been used on Canadian radio and British television, will be produced, with Adams Brands Sales Ltd., Toronto (Chiclets and Dentyne) as sponsor through Baker Adv. Ltd., Toronto.

At CJAY-TV Winnipeg, Man., the quiz *Twenty Questions,* will originate, sponsored by Procter & Gamble of Canada Ltd., Toronto, through Ronalds-Reynolds & Co., Toronto.

Other Plans ▪ Two public affairs programs are expected to originate at other stations on the network. Similarly a weekly barn-dance type of show is planned from three different locations.

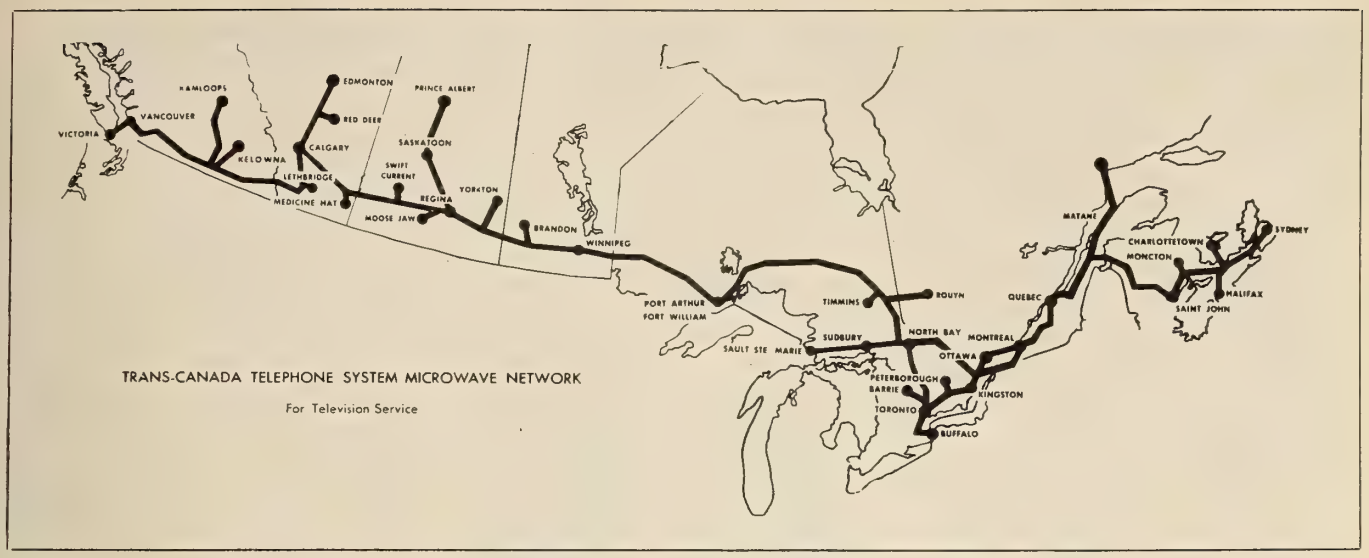
Some of these shows will be produced at other stations on the network, including CJCH-TV Halifax, N. S., CJOH-TV Ottawa, Ont., CFCN-TV Calgary, Alta., and CFRN Edmonton, Alta.

In addition, CTV will broadcast the hour-long *Sing Along With Mitch* from the U. S., the half-hour cartoon U. S. film *Top Cat* through Screen Gems Ltd., Toronto, U. S. film *Rifleman* for Procter & Gamble, the Australian film *Whiplash* for the same sponsor, and one-hour British Broadcasting Corp. film program *Inspector Maigret.* Selection of other imported shows has not yet been made.

The initial program schedule is "popular with a degree of balance" according to Michael Hind-Smith, national program director. It will consist of three hours of action and adventure programs, 90 minutes of quiz and game shows, three hours of music and variety programs, a possible one hour of sports, one hour of public affairs, and a half-hour of cartoons. News telecasts are not planned at present.

Delays Buying ▪ The advent of a second network in Canada has delayed final decisions on network and spot programming for the fall and winter months for all national advertising on Canadian television.

CTV network will not have its own production center, but instead, President Spence Caldwell explained, will use the $33 million of studios and equipment which Canada's eight stations had to install to obtain licenses as second stations in Canada's eight major markets. In addition CTV will draw on the resources of all the film distributors in Canada and the film production companies within the country. In the past year a number of U. S.



TRANS-CANADA TELEPHONE SYSTEM MICROWAVE NETWORK

For Television Service

CTV Television Network Ltd., Toronto, Ont., Canada's second tv network, has made a seven year contract with the Bell Telephone Co. of Canada and affiliated provincial telephone systems for a reversible channel microwave network from Halifax to Vancouver. First stage will be ready by September 1962, from Toronto via Winnipeg, Calgary, Edmonton to Vancouver. Second stage via Ottawa, Montreal to Halifax is to be ready the following year. The Toronto-Ottawa-Montreal link will be in use this fall. The network will be operated in the beginning with east-west and west-east transmissions alternately. Later this operation will become simultaneous. The contract for the seven year period is estimated to cost about $11 million. It will utilize the 130 towers built by the Bell system both for its own use and that of the Canadian Broadcasting Corp.

and British film companies and broadcasting production companies have opened Canadian offices and production facilities. Mr. Caldwell hopes to have even more come to Canada.

He has assembled a staff of about 50 top-flight production, programming and sales personnel. These will be the staff of CTV network. They will supervise the production of Canadian programs and commercials, if necessary, from the vast pool of companies in Canada.

Extension Later ▪ Because microwave facilities are not yet available for a complete coast-to-coast second television network in Canada, CTV starts off with an initial three-station live network, CFTO-TV Toronto, CJOH-TV Ottawa, and CFCF-TV Montreal. Within 11 months the network will extend from Montreal to Vancouver, and by June 1963 to Halifax.

To facilitate operation of the CTV network when it has some programs which cannot be sent by tape to its various stations, until its own microwave network is ready, CTV has use of the Bell system in the mornings. Programs can be fed to the individual stations live from any of the originating stations in the mornings, taped at the individual stations for later telecasting. When its own microwave network is ready it will be reversible.

Mr. Caldwell will work out final details for the start of the network at a three day session starting today (Aug. 28) at Toronto, with executives of all eight stations, most of the CTV directors and officials of various production companies attending.

A few days later CTV moves its offices into a modern air-conditioned office building where it will have a complete floor at 42 Charles St. East. The offices will have a complex system of line and off-air monitors and a complete control room for auditioning and showing clients programs fed over the microwave network from the various stations. Equipment being installed is estimated to cost about $150,000, and includes close to 30 monitors from Conrac Inc., Glendora, Calif., and Canadian Westinghouse Co. Ltd., Hamilton, with Ampex of Canada, Toronto, supplying video-tape equipment.

CJOB-AM-FM changes hands

CJOB-AM-FM Winnipeg, Man., has been sold to Frank A. Griffiths of CKNW New Westminster, B. C., for $875,000. Approval for sale was recently given by the Board of Broadcast Governors at Ottawa.

CBS News shows get sponsor in Japan

CBS News programs will debut on Japanese television this month under the sponsorship of Japan Light Metal Works Ltd., reportedly the largest aluminum refinery and manufacturing company in the Orient. The regular once-a-week series will be launched with recent *CBS Reports* offerings.

The programs will be broadcast over the facilities of the Tokyo Broadcasting System (TBS) which this spring contracted to purchase from CBS Films most of the news and public affairs programming produced by CBS News during the coming season. TBS and the sponsor have titled the new series *This Is Your World* and have scheduled it in the Tuesday, 10:30-11 p.m. period.

Although the contract between CBS Films and TBS does not go into effect

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

until the fall, Japan Light Metal Works wanted to start the series in the summer. As a result, the company has purchased, for broadcast this month, the CBS News programs from the 1960-61 season. In the fall, *This Is Your World* will broadcast programs from the coming season's *CBS Reports, Twentieth Century, Eyewitness to History* and CBS News specials. News specials will be shown in their entirety, but regular 60-minute shows will be edited to 30 minutes.

According to a spokesman for Sekiya & Co. Ltd., CBS Films' sales representative in Japan, the *Your World* series marks the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan.

Meeting set on extra 2%

A joint committee of the Canadian Assn. of Broadcasters and the Canadian Assn. of Advertising Agencies will meet next month at Toronto to discuss a request by advertising agencies for a 2% cash discount in addition to the usual 15% commission payable on advertising placed on radio and television stations. The move for the 2% cash discount was started recently by a small Alberta agency, Natall & Maloney Ltd. of Calgary, which asked Alberta stations for such a discount in lieu of the discount that agencies pay stations only quarterly.

CAB at its annual meeting last March threw out a suggestion for raising advertising agency fees to 17%.

Abroad in brief...

Agencies join ▪ Toronto and Montreal advertisinga agency Pemberton, Freeman Bennett & Milne has gone into partnership with J. M. Mathes Inc. of New York. New name is Pemberton, Freeman, Mathes & Milne. The company currently bills over $2,000,000.

Firm absorbed ▪ Toronto station representative firm of Ontario Radio Sales has been absorbed by Air-Time Sales Ltd., also of Toronto. ORS manager Mike Mezo has been named a sales rep for Air-Time. CJRH Richmond Hill, Ont., and CJOY Guelph, Ont., ORS owners, have taken their time sales to Air-Time. Third ORS station, CHVC Niagara Falls, Ont., has not announced where it will take its business.

Canadian sponsors buy 'McCoys', 'Casey'

ABC Films Inc., New York, last week announced the sale of its U. S. tv network property, *The Real McCoys*, to Procter & Gamble of Canada, for 38 Canadian markets. ABC Films, owner of international syndication rights to the 52-episode package, made the sale to the advertiser directly. No agency was involved.

At the same time, the distribution company reported it had sold *Ben Casey*, hour-long series debuting this fall on ABC-TV, to Ford Motor Co. of Canada Ltd. and Colgate-Palmolive Ltd., on a national selective basis.

The two advertisers are represented by Vickers & Benson Ltd., and Spitzer, Mills & Bates Ltd., respectively.

Radio Eireann's tv starts

Test signals have been put out from the Kippure transmitter of the new Irish tv station, Radio Eireann. These signals, at half power, were seen throughout the Dublin area, and were received as far south as Limerick.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Frothingham

A. Michael Frothingham, vp, secretary and general counsel, Ted Bates & Co., New York, elected senior vp in charge of corporate affairs. **Larrabee M. Johnson,** associate general counsel and assistant secretary, elected vp and general attorney. **George W. Craigie** and **Thomas B. Grimshaw,** vps and account executives on Food Mfrs. Inc., account, Ted Bates & Co., New York, elected vps.

Bob Chaney, vp, BBDO, Minneapolis, named head, new-business operations, New York. **Henry See,** vp and account group head, BBDO, New York, succeeds Mr. Chaney.

James F. Ryan, vp and account supervisor, Donahue & Coe, New York, elected to board of directors.

Rupert Allan, formerly vp and member, board of directors, Arthur P. Jacobs Co., New York, pr firm, resigns to form own pr firm: Allan-Weber Co. Mr. Allen will direct the Beverly Hills office.

Herb West joins staff of Enyart & Rose, Los Angeles advertising agency. Mr. West, who for past year headed his own agency, will head E&R's Orange County office located at 1042 North Sacramento St., Orange, Calif.

Thomas J. Morton, account supervisor for Storm Advertising Co., Rochester, N. Y., appointed manager of company's Albany office.

Paul L. Farber, account executive for Stern, Walters & Simmons, Chicago advertising agency, appointed assistant advertising manager for Mogen David Wine Corp.

Gordon R. Fahland, formerly senior media buyer, promoted to media director Young & Rubicam Los Angeles. Mr. Fahland succeeds **George Allison** who resigned several months ago.

Al Cosentino, assistant traffic manager, Benton & Bowles, New York, joins Papert, Koenig, Lois, that city, as traffic manager. **Arnold Weinrib,** formerly with Donahue & Coe, that city, named assistant traffic manager.

S. A. Toroian, pr manager for Wabash Railroad, named director of newly established pr counseling service for Winius-Brandon advertising agency in St. Louis. **Cecilia M. Goetz** joins staff as assistant to Mr. Toroian.

Martin Ryan, media research supervisor at North Adv., Chicago, promoted to assistant media director.

Douglas E. Frey, formerly sales manager, food department, Procter & Gamble Distributing Co., Philadelphia, joins Salada-Junket Div., Salada Foods, Woburn, Mass., in similar capacity.

Lee Bleifeld, formerly with Edge Studios in Detroit, joins Zimmer, Keller & Calvert, advertising agency that city, as art director.

Mack Stanley, formerly art director, Young & Rubicam, New York, joins Geyer, Morey, Madden & Ballard, that city, in similar capacity.

Nancy Schutz, formerly with Knox Reeves Adv., New York, joins Kenyon

Daly to Revlon


Miss Daly

Kay Daly, formerly vp and creative director, Norman Craig & Kummel, New York, joins Revlon Inc., that city, as vp for creative services. Miss Daly, who was with NC&K for 12 years, worked on Revlon account there and created such promotions as *Fire and Ice* and *Cherries in the Snow*. At Revlon, she will work with advertising and merchandising departments in all areas involving visual presentations and will be responsible for coordinating writing for all departments.

& Eckhardt, that city, as copywriter.

Peter Mock, freelance artist, joins Guild, Bascom & Bonfigli, San Francisco, as print art director.

THE MEDIA

Henry F. Chadeyane, executive director of KETC (TV) St. Louis educational tv station, retires. No successor was announced. **Boyd W. Fellows,** program manager of station, will assume duties of general manager.

Harry H. Packard, general manager of KAPR Douglas, Ariz., named general manager of KROP Brawley, Calif.

Dave Taylor, general manager of East Texas Network, appointed general manager of KPRO Riverside, Calif.

Bob Roddy named general manager of KYOR Blythe, Calif. He previously was associated with KWIZ Santa Ana, Calif.



Mr. Wagner

George A. Wagner, executive vp of Earle C. Anthony Inc., operator of KFI Los Angeles, elected president and general manager succeeding late Mr. Anthony (BROADCASTING, Aug. 14).

Kenneth Delp, general manager of KLIN Lincoln, Neb., named general manager of KREO Indio, Calif.

John R. Callow, formerly with sales staff, CBS New York, joins Storer Television Sales, that city, as account executive.

Mike Pengra, formerly of KHFI (FM) Austin, Tex., appointed station manager of KAZZ (FM), that city. **Joe Dominey,** air personality for KNOW Austin, named program director of KAZZ.

James M. McMullin, formerly salesman, WGBB Freeport, New York, joins Advertising Time Sales, New York, as radio account executive.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, will receive the B'nai B'rith President's Medal, highest award given by that organization. The award, which is given for "distinguished and enduring contributions of a humanitarian nature," will be presented to Mr. Goldenson Nov. 14 at a New York banquet during the organization's 118th annual meeting.

Robert Knox, appointed to newly created post of director of broadcast standards and public affairs for WIBG Philadelphia. Mr. Knox has been with station since 1936, when he joined announcing staff.

Robert E. Newsham, formerly sales manager, WJZ-TV Baltimore, named manager, Detroit office of Television Advertising Representatives. Mr. Newsham is succeeded by **Robert Bryan,** formerly account executive, George P. Hollingbery Co., New York.



Mr. Newsham



Mr. Bryan

Barry Geoghegan, sales manager, WABC New York, named account executive, WABC-TV, that city. **John Kirk,** account executive, WABC-TV, appointed assistant sales manager.

Oscar Cornejo, account manager, international department, Cunningham & Walsh, New York, named sales director, WRUL New York, international short wave station. Mr. Cornejo was international manager, advertising and marketing department, Worthington Corp., that city.

John J. Reynolds, formerly acting director of special projects and information services, CBS-TV New York, named manager, public affairs, WNBC-TV New York.



Mr. Early

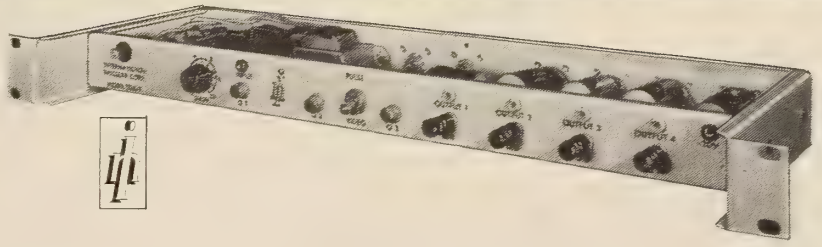
J. Michael Early, consultant for and advisor to WWL New Orleans for past 20 years, and labor relations consultant associated with Charles Logan of New Orleans, appointed acting manager of WWL-TV, that city, succeeding **Larry Carino** (WEEK'S HEADLINERS, Aug. 21, 14).

Thomas P. White, formerly on sales staff, Broadcast Time Sales, N. Y., appointed account executive, Adam Young

Richard S. O'Brien, director, audio-video engineering, CBS-TV, appointed director of engineering. **Kenneth B. Benson,** formerly manager, special audio-video systems, succeeds Mr. O'Brien, who has been with CBS since 1945, and has carried major project management responsibilities in creation of present CBS-TV studio plant. Mr. Benson has been with network since 1948.

NEW

THE TRANSISTORIZED TDA 2 VIDEO/PULSE DISTRIBUTION AMPLIFIER



This highly efficient and completely transistorized unit replaces all existing vacuum-tube types without alteration of cables.
Complete with built-in regulated power supply, the TDA 2 weighs less than 4 pounds, occupies only 1¾ inches of panel space, and draws only 4 watts of power! Has 4 independent outputs (internally terminated at 75 ohms).
PRICE: $325.00 each, f.o.b. Nashville. This is less than competitive tube models requiring external power supplies creating better than 100 watts of heat.
Write or wire for descriptive technical data sheet on the TDA 2.

INTERNATIONAL NUCLEAR CORPORATION

501 ELYSIAN FIELDS • NASHVILLE 11, TENNESSEE

*Circuit designed at WSM-TV, Nashville, Tennessee



Toastmaster International Winner

Johnny Carver, (r) air personality for KVI Seattle, Wash., receives plaque for taking top honors in Toastmaster International speech contest held recently in that city. Plaque was presented by **Bob Murray,** Toastmaster district governor. **Bob Cooper** (l), KVI program director and general manager **Bert West** look on.

Co., that city, station representative.

Albert Widmer appointed sales manager for WWL New Orleans. **Vincent Alletto** named program director and **Warren Brady** joins sales force.

Richard E. Charlton, account executive, Henry I. Christal Co., Chicago, station representative, named manager of office.

Gerry McGavick Jr., formerly senior sales service representative, NBC-TV, joins tv sales staff, Venard, Rintoul & McConnell, New York.

Long Fishback, account executive for KTLA (TV) Los Angeles, joins KHJ-TV that city in similar capacity.

Joseph Kronovich, account executive for WTCN Minneapolis, joins KEWB Oakland, Calif., in same capacity.



Mr. Kraeft

Norman Kraeft, consultant to George McGovern, special assistant to President Kennedy and director, U. S. Food for Peace program, appointed director, agricultural affairs for MBS in Washington, D. C.

Roy M. Aycock, formerly with WVEC Hampton, appointed program director of WBCI Williamsburg, both Virginia.

Roy Hansen joins KIXZ Amarillo, Tex., as farm director. **Maurine Hopkins** and **Dana Crowell** join station as account executive and traffic manager respectively.

Bob Levy, newswriter for KHOU-TV Houston-Galveston, Tex., promoted to producer-writer.

Robert F. Hudson, supervisor of general services for WBZ-AM-TV Boston, named assistant promotion manager for WBZ-TV, succeeding **Sheldon Saltman,** who joins WJW-TV Cleveland as advertising-promotion manager. **David Gregory,** sales representative for Continental Can Co., Cleveland, appointed to WBZ-TV sales staff. He succeeds **George Anderson,** who resigned to enter family business.

Bud Connell, manager of WFUN Miami, joins KXOK St. Louis as director of programming.

John Mounteer, program director and merchandising director for WTRY Troy, N. Y., appointed program manager. **Al Herskovitz,** continuity chief for past three years, named production supervisor and **Jack Ryan** named air personality.

Alfred Grosby, sales manager for WYSL Amherst, N. Y., appointed director of sales and sales promotion for WJJD Chicago.

Philip Leopold, formerly account executive, WINS New York, joins WABC, that city, as director, sales development and advertising.

S. James Matchett, formerly media director and manager, Mitchell & Horn Adv., San Francisco, joins sales staff, Robert E. Eastman Co., Chicago.

Jim Lucas, announcer on NBC-TV's *Concentration,* succeeds **Bill Cullen** as host on WNBC New York morning show.

Ernie Meyers, announcer for KOGO San Diego, named winner of 1961 California State Fair *Voice of California* contest.

PROGRAMMING

Paul Kasander, national sales director for Animation Center, appointed vp and director of sales for PGL Productions, tv and motion picture production firm in New York.

John H. Mitchell, vp in charge of sales, Screen Gems, New York, elected to board of directors. **Berton Schneider,** director, business affairs, elected assistant treasurer. **Alwin Zecha,** Far Eastern sales manager, has resigned.

John B. Spires, formerly general manager, foreign sales, MCA-TV, joins MGM-TV as director of European and United Kingdom sales. Mr. Spires will headquarter in Paris and coordinate all sales operations with MGM International.



Mr. Morrison

Richard Morrison, vp in charge of sales for Commercial Recording Corp., Dallas, producer of radio station jingles and musical advertising, appointed vp of Richard H. Ullman, Inc., distributors of radio station program and production services. Mr. Morrison will headquarter in company's new offices located at 3200 Maple St. in Dallas.

John Goetz, producer of NBC-TV's *Wide Wide World* series and network's New York staff producer for ten years, joins Wolper Productions, Hollywood as producer-director. **Sandy Howard,** formerly head of own tv production company in Hollywood, signed by David L. Wolper to join producer ranks of organization. **Arthur Swerdloff,** director of CBS-TV's *Report on Hong Kong,* has also been named director for Wolper Productions.

Howard Ross named executive in charge of program development for O & O Productions, Hollywood film producing company. Mr. Ross was formerly executive in NBC's program department.

Don Bruce Whitney, program director for WRIT Milwaukee, appointed to newly created post of national program director for Mars Broadcasting, Stamford, Conn., producer of station promotions and jingles.

William E. Tate, independent film consultant, appointed director of traffic and production controls for Fraser Productions, San Francisco film producer. **Jeanne Pedder** appointed controller and office manager.

Harry Randall, formerly writer, director and editor, Filmways, New York, named audio-visuals director, American Heart Assn., that city.

William G. Minnerly, formerly with Wilding Inc., Chicago film producer, joins Atlas Film Corp., Oak Park, Ill., as director-editor of tv and business films.

Tony Ford, formerly with Television Artists Corp., New York, and **Kenneth Martel,** who was with Willard Alexander Agency, that city, join tv division, General Artists Corp. Mr. Ford's primary responsibility will be with tv talent and Mr. Martel's with tv commercials.



Mr. Hough

Hal Hough, director, program services, CBS-owned tv stations, New York, elected vp, program services, CBS Tv Stations Div. From 1952 to 1958, Mr. Hough was program director for WCBS-TV.

Cran Chamberlin, creator-producer of ABC-TV *You Asked For It* series for nine years, named executive producer of new Jack Douglas Productions documentary series, *Keystone,* being produced for Ziv-UA *Documatics* project. Mr. Douglas' contract with Ziv-UA, with himself as narrator-host, calls for 39 episodes.

Ethel Terry, former casting director, *Play of the Week,* National Telefilm Assoc., N. Y., joins United Talent, that city, as agent.

Gerald Mandel, formerly senior pr account executive, Ruder & Finn, N. Y., joins Sterling Television Co., that city, as director, educational film division.

EQUIPMENT & ENGINEERING

Roy A. Olerud, director of product marketing of distributor products division, International Telephone & Telegraph Corp., named general manager of industrial electronics division of Allen B. DuMont Laboratories, Clifton, N. J. **William B. Croxville,** head of product development engineering, electronic tube division of Sperry Rand Corp., appointed general manager of electronic tube division, Allen B. DuMont Laboratories.

Bernard M. Wootton, executive director, contract services for Page Communications Engineers, Washington, D. C., elected senior vp.

Frank E. Farnan, assistant to president and director of financial relations program for A. M. Byers Co., Pittsburgh, iron, steel and plastic products firm, named director of financial relations for Raytheon Co., Lexington, Mass.

David A. Negrey, regional manager for Hoffman Electronics Corp., appointed regional sales manager of Olympic Radio & Television Sales Corp., New York manufacturer of electronic equipment for home, industry and armed forces.

Robert W. Carr named manager of product development at Shure Bros., Evanston, Ill., manufacturer of microphones. He will also continue as manager of microphone development.

William R. Lesch, manager, plant personnel, RCA Victor Record Div., Rockaway, N. J., succeeds **Arthur Evans** as manager, plant personnel, RCA Electron Tube Div., Cincinnati.

INTERNATIONAL

Stan S. Wilson, technical liaison officer for CBC, appointed manager of network operations for CTV Television Network, Toronto. **Al Coyne,** advertising-promotion manager for merchandising business publications, MacLean-Hunter Publishing Co., named as head of promotion and publicity department of CTV network. **Richard F. Morgan,** assistant director of business affairs, CBS Films, New York, appointed director of business affairs of CTV network.

Rolfe Barnes, general manager of CJCA Edmonton, Alta., promoted to vp and general manager. **Ken Goddard,**

SMPTE Fellows

Elected as fellows of the Society of Motion Picture & Tv Engineers were the following among 18 elevated to that status: **John A. Flory,** Eastman Kodak; **Dr. Frank G. Back,** Zoomar Inc.; **Kenneth Blair Benson,** CBS Television; **Spencer W. Caldwell,** CTV Television Network Ltd., Toronto, Canada; **Kurt Singer,** RCA. SMPTE also issued its Journal Award to a team of RCA physicists for the outstanding paper published in the SMPTE Journal in 1960. The authors: **Edwin C. Hutter, John A. Inslee** and **Thomas H. Moore,** of RCA's Astro-Electronic Division.







retail sales manager of CJCA named general sales manager.

Lewis S. Roskin, general sales manager of CHED Edmonton, Alta., named general manager of CKLG North Vancouver, B. C.

William Brennan has formed Video-Ad Services Ltd., Toronto, Ont., to offer complete tv film service for advertising agencies and their clients.

Godfrey Hudson, Ontario legislative reporter of *Toronto Globe* and *Mail* and previously of CFQC Saskatoon, Sask., named news and public affairs director of CKEY Toronto.

Dave Penn joins CFAC Calgary, Alta., as assistant manager.

ALLIED FIELDS

Beryl Reubens, director of public affairs and coordinator of educational radio and television activities, Brandeis U., named director, National Library Week. In 1955 Mr. Reubens was manager, news and publicity, CBS-TV.

DEATHS

Charles B. Jordan, 51, president and owner of KFDA Amarillo, Tex., died of heart attack at his home in Fort Worth, Tex. Funeral services were held Monday, Aug. 21 in Fort Worth.

William R. Lewis, 68, former advertising and merchandising executive, Maxon Inc., New York, died Aug. 16 at St. Luke's Hospital, New York, following long illness.

Helen Heitt Waller, 47, director of Herald Tribune Forum, died Aug. 22 at Chamonix, France, of internal injuries received from mountain climbing. During World War II, Mrs. Waller joined Paris news staff, NBC, and later went to Madrid for NBC. Mrs. Waller was reportedly first outsider to broadcast from Spain since Spanish Civil War.

Helen Ainsworth, 59, motion picture, tv film producer and program packager, died Aug. 18 at her Hollywood home following long illness. She created and put together *Wild Bill Hickok,* one of first tv westerns, starring Guy Madison.

FANFARE

Youngsters visit zoo with Yogi and friends

More than 45,000 youngsters and their parents attended WTOL-TV's "Day at the Zoo" event, which spotlighted a live telecast of the day's proceedings on Aug. 15 (2:30-3 p.m.). The Toledo Zoo was officially renamed Jellystone Park (home of Yogi Bear) for a day and youngsters were treated to free movies in the park's indoor theater.

A tie-in was arranged with the Kellogg Co., sponsor of *Yogi Bear, Quick Draw McGraw* and *Huckleberry Hound* cartoon series on WTOL-TV, including the setting up of Jellystone express trains and Jellystone Ranger stations. The animal characters were in costume and paraded through the crowd.

Special guests of WTOL-TV were Fred Wilson, sales and promotion field representative for the Leo Burnett Co., agency for Kellogg; Verne Heeren, Gene Malone, Prem Kapur and Art Berla of H-R Television, representative for the station. In addition to the "Day at the Zoo" project, which is in its second year, WTOL-TV works with the zoo management on a year-round basis to stimulate interest through public service announcements and coverage of the zoo's other special events.

WBMD goes Stork-Clubbing

Country music programmer WBMD Baltimore chose the Stork Club in New York for a luncheon presentation earlier this month for agency media and research executives.

The WBMD audience was profiled for the New York group, and the area's country music listening explained. A special Pulse study was revealed. Also taking part in the presentation was Charles Bernard, a founder of Country Music Network (WBMD is a member). Weed is station's representative.

Some 'Gunn-play'

Official Films Inc., New York, is distributing a new promotion piece, in the form of a newspaper titled *Gunn World.* It capitalizes on a recent spot news development: Al Lanken, southern representative of Official Films, was aboard the Eastern Airlines plane which was



A moonlight cruise with Dame Chance

Some 200 timebuyers and account executives, from 54 new york agencies, were guests of WIP Philadelphia on a Hudson River moonlight cruise, cocktail party, and "gambling" session with stage money, Aug. 21.

Guests tried to increase the "$500" in gambling money they received when they boarded the boat. The black jack, dice, chuck-a-luck and roulette tables played to a full house all night.

Among black jack participants (above, clockwise): Paul Pheriault, Young & Rubicam; Marty Chapman, Ted Bates; Joan Stark, Grey; Jack Blomstrom, Campbell-Ewald; Bob Lewis, Edward Petry, and professional dealer.

At the evening's end, six prizes were awarded. Winners were Jeanne Tregre, J. Walter Thompson; John Curran, McCann-Erickson; Rachel Newman, Doherty, Clifford, Steers & Shenfield; Bob Rothman, Arkwright Adv., and Enid Cohn, Robert E. Wilson Adv.

Harvey Glascock and his WIP crew delivered a 15-minute sound and slide presentation on the station's personalities, music policies, news, public and community services and merchandising campaigns.

hijacked to Havana last month while he was planning a sales trip on behalf of OF's *Peter Gunn* series. The simulated newspaper treats the incident humorously with references to *"Gunn si,* Castro, No" and "Cuban *Gunn*-Man."

Coincidentally, the sample episode Mr. Lanken was carrying on the sales trip was entitled "The Long, Long Ride."

Operation diploma

A "stay-in-school" promotion, staged yesterday (Aug. 27) by WABC New York at the New York Coliseum, opened two weeks of effort to reduce the city's 45% high school drop-out rate. Stars from sports, radio, tv, movies and popular music entertained those youngsters who pledged to finish high school in a short letter to the station.

The "spectacular," co-sponsored by the City's Dept. of Commerce and Public Events, is part of a city-wide stay-in-school campaign. Taped announcements by teenage idols on the value of a high school diploma will be used on WABC and other local stations.

In the 1927 mood

KVOS-AM-FM Bellingham, Wash., turned back the clock last week to 1927 (the year it went on the air) with a long list of promotional activities heralding the change in its call letters to KGMI.

While Charleston dancers flittered away in the streets and old 1927 autos chugged their weary ways, the local citizenry was making the most of the festivities by purchasing items for 1927 prices, an agreement many local merchants made with the station. In turn, they (the merchants) made advertising hay by buying time on KGMI for the going rates in 1927. The station was sold out for a week.

To record Alaskan pioneers

A long-range plan to return the voices of Alaskan pioneers has been started by KNIK-FM Anchorage. Because much of Alaska's history has occurred in recent years, the station says, it is in a position to record the voices of those who made history in the 50th state.

KNIK-FM expects to take big strides toward accomplishing the feat next month at the annual Pioneers Convention. Tapes of the various pioneers are broadcast on the daily *At Home with Ruth Briggs* show.

$140,000 fanfare

KTLA (TV) Los Angeles, to promote its new fall schedule called "Programming for the Millions," will spend $140,000—divided among all media —and will augment that sum with 600 weekly spots of its own.

The station is buying 4,500 inches of newspaper advertising in four metropolitan papers—*Valley Times Today,* Hollywood *Citizen-News,* Pasadena *Independent,* Long Beach *Press Telegram* —in addition to 309 bus cards, 90 spots on KRKD Los Angeles, a 30 x 45 foot billboard at Hollywood and Vine Sts. and large-circulation local magazines.

Stars of many of the new shows will appear on ch. 5 during the campaign in person or on video tape.



Beef for timebuyers

More than 100 advertising agency broadcast buyers in New York have been getting twin prime angus sirloin steaks from "KTVT-land." The steaks highlight KTVT (TV) Fort Worth's promotion of the station's "new beef up" (increasing power by 25 percent and adding about 150,000 homes to the area served).

Agency people were told they could be sure to enjoy the prime beef as much as they'd be sure the station's programming in "prime time will deliver sales success."

Hand delivering the steaks to Joan Stark (l), Grey Adv., is "Miss KTVT." The packages of meat arrived at offices frozen and with usual time alloted for thawing, the steaks should have been ready for the dinner plate that day.

Drumbeats...

KING's barbers ▪ KING Seattle is collaborating with the barbers in that city in a promotion aimed at a captive male audience. The barbers keep their radios tuned to KING, which every day will salute a number of shops. The custom-

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ers in the saluted shops will receive free theatre passes, courtesy of the station.

Potato chip contest ▪ Lay's Potato Chips, sponsor of *Top Ten Dance Party* on WJBF (TV) Augusta, Ga., is conducting a Turnabout Tunes contest. Old hit records, with part of the chorus backwards, are being played. Viewers are asked to identify the songs and send in answers with a label from Lay's Potato Chips. First prize winner will receive a $100 shopping spree at a local market.

'Tops' in Canada ▪ CTV Television Network Ltd., Toronto, has distributed a card with plastic bottle tops and names of all its eight stations, to advertising agencies and national advertisers throughout Canada. The bottle tops carry the slogan "CTV Tops." Plastic bags with three bottletops are being left by CTV executives on desks wherever they go on their calls.

Making deals ▪ Jay Ward Productions, New York, made merchandising deals with 26 manufacturing companies for tie-ins with the production company's new half-hour animated tv series, *The Bullwinkle Show*, which debuts on NBC-TV Sept. 24. Fifteen of these are toy manufacturers; the rest are clothing, soap and book firms.

Pity for Phillies ▪ Hoping to lessen the hangover of the Philadelphia Phillies, fresh from a modern day baseball losing streak of 23 games, WIBG Philadelphia disc jockey Bill Jones offered a clock radio to the local ball player making the most hits in last Tuesday's game. WIBG's Jerry Stevens countered with an offer of a portable stereo record player to the first Phillies player hitting a home run.

WGR-TV Week ▪ To celebrate the 8th anniversary of WGR-TV Buffalo, Mayor Frank Sedita proclaimed Aug. 14-18 as "Channel 2 Week," heaping praise upon the station for its public service to the community during its years on the air.

Old fashioned fm ▪ Taking a page of yesteryear, WKLS (FM) Atlanta used an old car and a bevy of pretty girls to tell prospective and current sponsors the fm story in that city. The promotion even got a strong play on WLWA (TV), that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 17 through Aug. 23. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New am stations

APPLICATIONS

Burley, Idaho—Tel-Ad-Rad Inc. 1490 kc; 1 kw-D; 250 w-N. P. O. address 1416 Overland, Burley. Estimated construction cost $28,639; first year operating cost $32,000; revenue $40,000. Principals: **W. Keith Conner, Verl E. McBride, Herman E. Bedke** (each one-third). Mr. Conner has been chief announcer for KBAR Burley and owns alarm systems rental business; Mr. McBride owns one-third of lumber business; Mr. Bedke is attorney. Ann. Aug. 23.

Plymouth, Ind.—Van Wert Bcstg. Co. 1050 kc; 250 w D. P. O. address Marsh Bldg., Van Wert, Ohio. Estimated construction cost $28,115; first year operating cost $46,000; revenue $54,000. Principals: **Kenneth E. Kunze, Raymond M. Waldron** (each 25%); **George W. Wilson, G. Dale Wilson, Stephen S. Beard, Merle Knittle** (each 12.5%); all of whom own similar interests in WERT Van Wert, Ohio. Ann Aug. 16.

Larned, Kan.—Hoagland-Downie. 1510 kc; 1 kw-D; 500 w-CH. P. O. address 510 A Broadway, Larned. Estimated construction cost $21,000; first year operating cost $24,000; revenue $30,000. Principals: **Donald Hoagland, Marvin Downie** (each 50%). Mr. Downie owns music store; Mr. Hoagland has been chief engineer of KCLO Leavenworth, and announcer for KMUW-FM Wichita. both Kansas. Ann. Aug. 23.

Cozad, Neb.—Tri-Cities Bcstg. Co. 1580 kc; 1 kw-D. P. O. address Box 67, Cozad. Estimated construction cost $21,150; first year operating cost $36,000; revenue $41,000. **David F. Stevens Jr.,** sole owner, owns local newspaper and commercial printing firm and office furniture and equipment business. Ann. Aug. 23.

Milan, N. M.—C. M. Rouse. 560 kc; 500 w-D. P. O. address 1104 Peel Ave., Grants, N. M. Estimated construction cost $15,700; first year operating cost $24,000; revenue $31,000. C. M. Rouse, sole owner, is real estate broker. Ann. Aug. 23.

Mebane, N. C.—Al-Or Bcstg. Co. 1530 kc; 1 kw-D, 250 w-CH. P. O. address c/o Eagle Oil Co., Mebane. Estimated construction cost $25,719; first year operating cost $48,000; revenue $60,000. Principals: **W. A. Corbett, J. R. Marlowe, Roy Cox, Jr.** (each one-third). Mr. Corbett has interest in oil distribution firm; Mr. Marlowe is general manager and minority stockholder of WGWR-AM-FM Asheboro, N. C.; Mr. Cox is associate editor of Asheboro newspaper. Ann. Aug. 23.

Existing am stations

APPLICATIONS

KWUN Concord, Calif.—Mod. of cp (which authorized new standard broadcast station on 1480 kc, 500 w-D with DA) to make changes in DA pattern. Ann. Aug. 18.

WMOP Ocala, Fla.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Aug. 18.

WDZ Decatur, Ill.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans. Ann. Aug. 18.

KSEK Pittsburg, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 18.

WAML Laurel, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 18.

New fm stations

ACTION BY BROADCAST BUREAU

Port Clinton, Ohio—R. W. R. Inc. Granted 94.5 mc; 6.7 kw. Ant. height above average terrain 164 ft. P. O. address 114 East Fifth St., Port Clinton. Estimated construction cost $18,800, first year operating cost $24,000, revenue $30,000. Principal is **Robert W. Reider** (51%). He is principal stockholder of Port Clinton newspaper. Action Aug. 16.

APPLICATION

Minneapolis, Minn.—Central Conservative Baptist Theological Seminary. 93.7 mc; 7.7 kw. Ant. height above average terrain 208 ft. P. O. address 2105 N. Fremont Ave., Minneapolis 11. Estimated construction cost $25,290; first years operating cost $8,000; revenue $15,000. Ann. Aug. 16.

Ownership changes

APPLICATIONS

WOOO DeLand, Fla.—Seeks assignment of license from **Trio Bcstg. Inc.** to **Steven D. Potter, John W. Fitzgerald** (each 32.35%), **Edgar Backus, Otto J. Allen** (each 17.65%), d/b as **Polaris Bcstg. Inc.**; consideration $75,000. Mr. Potter is news director of WJIM-AM-FM-TV Lansing, Mich.; Mr. Fitzgerald is attorney and state senator of Michigan; Mr. Backus is associate news director of WJIM-AM-FM-TV; Mr. Allen is newsman and associate director of public affairs of WJIM. Ann. Aug. 23.

KBLI Blackfoot, Idaho—Seeks transfer of 65% of stock in **KBLI Inc.** from **Granite District Radio Bcstg. Co.** (present 100% stockholder) to **Alex Gold** (33%) and **Harry Wallerstein** (32%); consideration $45,200 ($2 per share). Mr. Gold owns 18% of KSHO (TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KTLE-TV Pocatello, Idaho—Seeks transfer of 65% of stock in **KBLI Inc.** from **Granite City Radio Bcstg. Co.** (present 100% stockholder) to **Alex Gold** (33%) and **Harry Wallerstein** (32%); consideration $45,200 ($2 per share). Mr. Gold owns 18% of KSHO(TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KDMI(FM) Des Moines, Iowa—Seeks assignment of license from **Ruth M. Crawford,** executrix of estate of Percy B. Crawford (deceased), to **Richards & Assoc. Inc.;**

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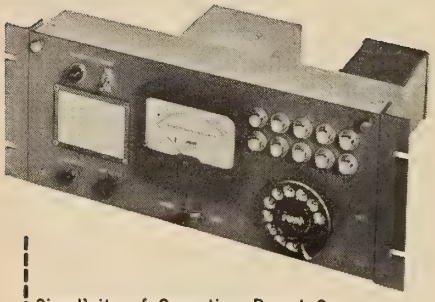
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consideration $10,000 and assumption of station's liabilities. Principals: **Donald A. Richards** (89.2%); **Thomas K. Davidson** (10%). Mr. Richards is present station manager of KDMI(FM); Mr. Davidson is real estate salesman. Ann. Aug. 16.

KASO Minden, La.—Seeks assignment of license from **Minden Bcstg. Co.** to **Harold R. Cook**; consideration $5,000 cash and assumption of liabilities. Mr. Cook owns advertising firm, 50% of real estate firm and has been manager of KMIN Grants, N. M. Ann. Aug. 23.

WHKP-AM-FM Hendersonville, N. C.—Seeks transfer of 61.25% of stock in **Radio Hendersonville Inc.** from **Beverly M. Middleton** to **Kermit Edney**; consideration $28,000. Mr. Edney is present 5% owner of WHKP and has 25% interests in two sign manufacturing firms. Ann. Aug. 23.

WKJF-FM Pittsburgh, Pa.—Seeks assignment of license and SCA from **Agnes J. Reeves Greer**. d/b as **WKJF** to **WKJF Inc.**, new corporation of which Mrs. Greer is sole stockholder; no financial consideration involved. Ann. Aug. 21.

KOLJ Quanah, Tex.—Seeks assignment of license from **Orville L. Jenkins** to **Fay Neel Eggleston** for $40,000. Fay Eggleston is announcer for KSEY Seymour, Tex. Ann. Aug. 21.

KVWO-AM-FM Cheyenne, Wyo.—Seeks assignment of license and cp from **The Great West Co.** to **Leo R. Morris** (22.22%), **Tosh Suyematsu, Norman Udevitz** (each 16.67%), **Carrol P. Orrison, Harry P. Ruckman, Jack Friedberg** (each 11.11%), **F. L. Whitehead, Richard L. Haag** (each 5.55%), d/b as **Cheyenne Bcstg. Inc.**; total consideration for am station $75,000; for fm cp $2,400 plus assumption of payments on balance of construction cost. Mr. Morris is manager of KVWO; Mr. Suyematsu is attorney; Mr. Udevitz is 55%, owner of advertising agency; Mr. Orrison is 25% owner of beer and soft drinks distribution business; Mr. Ruckman is 11% owner of Pepsi-Cola Bottling Co. of Cheyenne; Mr. Friedberg is life insurance agency manager; Mr. Whitehead has accounting practice; Mr. Haag is in public relations. Ann. Aug. 18.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 27 initial decision which looked toward granting application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex., became effective Aug. 16 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 29 initial decision which looked toward denying, without prejudice to consideration of comparable applications meeting all procedural and technical requirements, applications of Bloomfield Non-Profit Tv Assn. for temporary authority to operate three vhf tv repeater stations on chs. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13), became effective Aug. 18 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 30 initial decision which looked toward granting application of Harford County Bcstg. Co. to change operation of WAMD Aberdeen, Md., from D only to unl., with DA-2, continued operation on 970 kc with 500 w, engineering condition, became effective Aug. 21 pursuant to Sec. 1.153 of rules. Action Aug. 23.

■ Commission gives notice that June 30 initial decision which looked toward granting application of Puritan Broadcast Service Inc., for new Class B fm station to operate on 101.7 mc, ERP 1 kw, ant. height 178 ft., in Lynn, Mass., became effective Aug. 21 pursuant to Sec. 1.153 of rules. Action Aug. 23.

INITIAL DECISIONS

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of The James R. and Barbara J. Roberts Co. for new am station to operate on 1490 kc. 100 w, unl., in Indianola, Iowa, and Goldenrod Bcstrs. Inc., to increase daytime power of KBON Omaha, Neb., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; each subject to interference condition. Action Aug. 23.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of WGRY Inc. (WGRY) Gary, Ind., and Prairie Radio Corp. (WPRC) Lincoln, Ill., to increase power from 500 w to 1 kw, continued operation on 1370 kc, D. Action Aug. 21.

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of WIRY Inc., for new am

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 24

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,566	49	115	850
FM	857	62	192	138
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

station to operate on 920 kc, 1 kw, D, in Lake Placid, N. Y. Action Aug. 18.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward revoking license of Leo Joseph Theriot for am station KLFT Golden Meadow, La., for willful misrepresentations and violations of commission rules. Action Aug. 18.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Telegraph Herald to increase daytime power of KDTH Dubuque, Iowa, from 1 kw to 5 kw, continued operation on 1370 kc, 1 kw-N, DA-N; engineering condition; and Central Wisconsin Bcstg. Inc., to increase ant. tower height of WCCN Neillsville, Wis., and remove resistor, continued operation on 1370 kc, 5 kw, D. Action Aug. 18.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Peach Bowl Bcstrs. Inc., to increase daytime power of KUBA Yuba City, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, 500 w-N, DA-N. Action Aug. 17.

Routine roundup

■ By order, commission extended time for filing comments in proceeding on proposed amendments of Sec. IV of broadcast application forms and rules governing logging requirements from Sept. 7 to Oct. 2, and for filing replies from Sept. 18 to Oct. 23. This will afford additional time for Oklahoma Tv Corp. (KWTV-TV) Oklahoma City, Okla., who petitioned for extension of time, and others interested to make tests or "trial-runs" of proposed new requirements and to submit recommendations to commission. In so doing, commission "urges licensees to run trial tests and to recommend improvements in proposals, bearing in mind need commission has for meaningful reports as to operations of its licensees."

At same time, commission, at request of National Educational Tv and Radio Center, clarified scope of proposed rule making by stating that comments and replies from educational stations or from groups interested in educational broadcasing will not be expected, but reserved determination of steps to be taken with regard to forms to be filed and logging rules to be met by educational stations as to their past or proposed programming. Action Aug. 22.

■ Commission granted petition by National Assn. of Bcstrs., Federal Communications Bar Assn., and Assn. of Federal Communications Consulting Engineers and extended from Sept. 5 to Nov. 10 time to file comments concerning revision of fm broadcast rules; granted in part petition by WBEN Inc., and extended time for filing reply comments from Oct. 5 to Dec. 11. Action Aug. 18.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Magnolia Bcstg. Co. (KVMA) Magnolia, Ark., and extended to Sept. 15 time to reply to petition by Ouachita Valley Radio Corp., for enlargement of issues in proceeding on its application for new am station in Camden, Ark., et al. Action Aug. 18.

■ Granted petition by Radio Carmichael and extended to Aug. 25 time to respond to joint petition to intervene, reopen record remand and enlarge issues, filed by John T. Carey Inc. (KROY) and Cal-Val Radio Inc. (KXOA) Sacramento, Calif., in proceeding on Radio Carmichael's application for new am station in Sacramento, et al. Action Aug. 14.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Accepted petition by Seaway Bcstg. Inc. for acceptance of written statement referred to in Sec. 1.78(b) of rules, waived hearing, terminated proceeding and certified to commission matter of revocation of cp of Seaway for station WMPP Chicago Heights, Ill. Action Aug. 17.

■ Dismissed as moot petition by Broadcast Bureau for extension of time to file proposed findings and conclusions in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Aug. 16.

■ Upon request by applicant and with the consent of other parties, rescheduled procedural dates and rescheduled hearing for Oct. 16 in proceeding on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action Aug. 16.

■ Granted petition by Broadcast Bureau and extended to Aug. 18 time for all parties to file proposed findings and conclusions with reply findings due within ten days thereafter in proceeding on application of Robert B. Brown for new am station in Taylorsville, N. C. Action Aug. 15.

■ Scheduled oral argument for Sept. 5 on petition by Mel-Lin Inc., for leave to intervene in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla. Action Aug. 15.

■ Pursuant to informal conference with all parties, scheduled oral argument for Sept. 18 on joint request by parties for action on applications by Coast Bcstg. Co., for new am station in Georgetown, S. C., et al. Action Aug. 14.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Inter-Cities Bcstg. Co. and extended from Aug. 17 to Aug. 21 date for reply findings in proceeding on its application for new am station in Livonia, Mich. Action Aug. 18.

■ Granted motion by Palmetto Bcstg. Co. (WDKD) Kingstree, S. C., and ordered that reply findings shall be filed in proceeding on its applications for renewal of license and for license to cover cps, on or before Aug. 24. Action Aug. 18.

By Hearing Examiner Millard F. French

■ On request of parties in proceeding on application of Cosmopolitan Bcstg. Corp., for new fm station in Newark, N. J., extended time for filing proposed findings and replies from Aug. 22 and Aug. 29 to Aug. 29 and Sept. 6. Action Aug. 18.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Kent-Ravenna Bcstg. Co., Kent, Ohio, and extended to Aug. 25 the time for filing replies to petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, for leave to amend its am application which is consolidated for hearing. Action Aug. 18.

■ Granted request by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, and extended to Aug. 8 time for filing opposition to petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue in proceeding on their am applications which are consolidated for hearing. Action Aug. 17.

■ Granted request by applicant and extended from Aug. 14 to Sept. 15 date for filing proposed findings of fact and conclusions and to Sept. 11 for responding to "Statement by Broadcast Bureau in Lieu of Proposed Findings and Conclusions," and on own motion, extended from Aug. 28 to Sept. 20 time for filing reply findings in proceeding on application of Tv Corp. of Michigan Inc., for new am station in Jackson, Mich.

By Hearing Examiner David I. Kraushaar

■ Granted motion to reopen record by Marietta Bcstg. Inc., in matter of mod. of license for station KERO-TV (ch. 10) Bakersfield, Calif., reopened record, scheduled further hearing for Sept. 1 for presentation of engineering evidence by petitioner's consulting engineer, Robert Hemmett, and ordered that proposed findings of fact and conclusions of law on phases of this case which have already been covered, which were originally due (by stipulation of parties as approved by prior order) on Aug. 14 but extended at request of commission's Broadcast Bureau until Aug. 28, shall remain due no later than Aug. 28. Action Aug. 17.

■ Granted petition by Broadcast Bureau and accepted its proposed findings and conclusions submitted one day late in proceeding on applications of WGRY Inc., for new am station in Gary, Ind., et al. Action Aug. 14.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Burlington Bcstg. Co. to enlarge issues in proceeding on its application for new am station in Burlington, N. J., et al. Action Aug. 18.

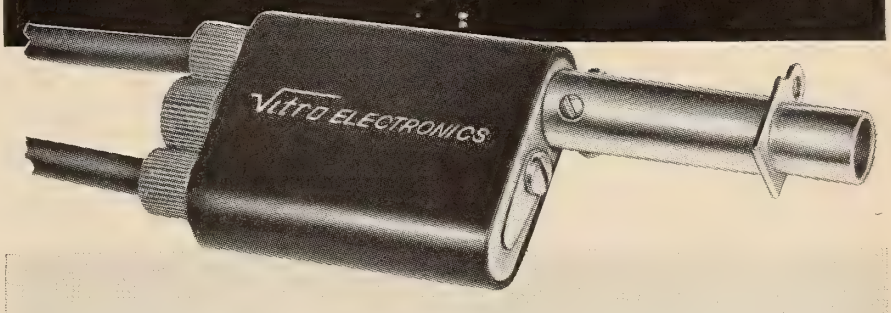
■ Upon request by James V. Perry, extended from Aug. 18 to Aug. 31 date for exchange of further engineering exhibits and continued evidentiary hearing from Sept., 6 to Oct. 17 in proceeding on Mr. Perry's application and that of Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action Aug. 17.

■ On own motion, rescheduled hearing for 2 p.m., in lieu of 10 a.m., on Sept. 18, in proceeding on applications of Burlington Bcstg. Co., Burlington Country Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co., for new am stations in Burlington, and Mt. Holly, N. J. Action Aug. 14.

Continued on page 99

SELF-NORMALLING JACK

NEMS-CLARKE TYPE 999*



This self-normalling jack is for use in applications where a "normal-through" condition is known to be of a semi-permanent nature. It accepts a Nems-Clarke 966-A or 967 series patch cord plug for sampling or temporary re-routing. So used, the rear jack connection is automatically terminated to 70 or 50 ohm impedance. Removal of plug or patch card automatically restores "normal-through" condition. VSWR of less than 1.25:1 at frequencies up to 260 mc. is guaranteed. Minimum interload capacitance is achieved by wide electrical separation of parallel conductors, bringing the figure well below 60 db down at 260 mc.

*Patent applied for.

Vitro ELECTRONICS A DIVISION OF VITRO CORPORATION OF AMERICA

PRODUCERS OF NEMS-CLARKE EQUIPMENT

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RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully. Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Experienced Mgr. or sales mgr., regional northeast. Small market must be strong on sales. Box 684G, BROADCASTING.

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

Manager for remote studio. Strong on sales. Some air work. Sports experience helpful. Developed market. Box 741G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Young, aggressive ownership. Box 768G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Live in beautiful south Florida and earn top income. Number one radio station accepting applications for experienced and aggressive salesmen. Must have three years sales experience in radio or television. Send resume and photo. Box 670G, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

5000 watt New York State station seeks experienced salesman with ideas. Liberal commission, on air accounts to start and bright future for right man. Send resume to Box 694G, BROADCASTING.

Top notch salesman wanted for Chicago radio station. Excellent potential to earn big money. Salary and commission. Apply only if you have the drive necessary to earn top dollar. Box 732G, BROADCASTING.

Experienced in radio sales. Must be self starter and able to close. Top station in east coast medium market. Offer salary and percentage. Box 742G, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman—large metropolitan area. New Management. WSOQ, No. Syracuse. Box 769G, BROADCASTING.

Salesman, wanted for well established midwest am station in growing market. Excellent working conditions. Salary and bonus; health insurance. Opportunity to advance. Send picture, background experience. Box 795G, BROADCASTING.

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.-000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snap shot to Earl Harper w-HI-h, 731 Boush St., Norfolk, Va.

AM-FM—Soon to be "Baltimore's First Stereo Station"—interested in expanding sales staff-producer has future. Earnings commensurate with experience. Contact Charles Gerber, WAQE, 26 W. Pennsylvania Avenue, Towson 4, Maryland.

Staff additions. Pennsylvania group operation is planning staff enlargement and additions at two locations. Interested announcers and sales personnel contact Steve Fishbein, Program Director, WMAJ, State College, Pennsylvania.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 962F, BROADCASTING.

Announcer with first class ticket needed by Mountain States area station. Maintenance required on 1,000 watt operation. Must be able to announce for adult programming. $400.00 salary range. Send tape and background. Box 692G, BROADCASTING.

Announcer-engineer, experienced in both departments. Indiana medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and ideas. Medium market, Lower Lakes. Box 697G, BROADCASTING.

First phone personality for Ohio station on Lake Erie. Work either morning or afternoon. Rush photo, resume and tapes which will be returned. Box 652G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted by Ohio 1000 watt AM station. One announcer or one first class engineer-announcer. One full time salesman. Box 653G, BROADCASTING.

First phone. Some experience desired. But beginners considered. Rush tape and resume. Box 713G, BROADCASTING.

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

"Number one announcer for number one station in growing midwest city, permanent. Maturity, dependability, and pride in quality performance utmost importance. Top personal and radio references. This ad appears only once." Box 756G, BROADCASTING.

"Ayem" humorous deejay to replace one we may lose to service. Adult music station in major market fringe. Funny but not silly, run own board. Many benefits. Send details, salary expected, and tape to Box 765G, BROADCASTING.

Montana network station needs quality first phone announcer. Excellent opportunity for experienced man to join solid operation. Forward resume including character and credit references. Box 782G, BROADCASTING.

Virginia full time network station needs announcer. Will consider beginner with potential. Tape and resume first letter. Box 786G, BROADCASTING.

Nation's highest rated chain has opening for bright and aggressive afternoon traffic D.J. Must have warm and happy personality, with emphasis on tight production. Send tape, photo and resume, including references. Box 790G, BROADCASTING.

Pleasant adult voice with radio experience for nighttime fm good music station. Capable of doing some play by play sports and also opportunity for some sales plus commission. Box 797G, BROADCASTING.

You may never have breathed the pure, dry air of El Paso in your life. But, from the first word you utter through a KIZZ microphone, you will be the most talked-about personality ever to appear on the radio in West Texas. You will not have to spend half a lifetime building a name for yourself, because we have already built a name for you. We have been giving you an advance build-up for months, and you will step right in and capture the audience that is waiting for you. If all this sounds intriguing to you, if you have imagination, initiative and the ability to operate a fast board for a major-market CBS affiliate, if you have an unusual delivery, if you can listen to management's orders and use your own head at the same time, send us a tape and intrigue us as we have intrigued you. Do the tape as you do a commercial for yourself. Sell yourself to us. If you are a tramp, an alcholic or a drifter, do not bother to reply. We are looking for a solid man whom we can depend on. If you have engineering or sales inclinations, so much the better, but these qualifications are not essential. If your tape impresses us, we will send you an offer based on the selling job you have done on us, and you will be prepared to join us within 30 days. Address your tape and/or letter to Me and Norman, P. O. Box 5365, El Paso, Texas.

Help Wanted—(Cont'd)

Announcers

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL. Bend, Oregon.

Newsman's newsman for swinging, powerful, persuasive department. Mature voice and presentation. Now. KSTT, Davenport, Iowa.

Alaska—top rated 5 KW. Good pop. Experienced DJ. plus news. $700 mo. start. No beginners. KHAR, Pouch 7-016, Anchorage.

Opening for good announcer who wants to settle in one of the nicest towns in America. Wonderful climate near Sequoia and Kings Canyon National Parks. Must be able to type and do production spots. KONG, Visalia, California.

Experienced radio announcer. Knowledge of classical music helpful but not necessary, wonderful climate, good schools, clean community. If you are now in Arizona, New Mexico, Colorado or Utah send complete details to KRSN, Los Almos, New Mexico.

Immediate opening for experienced announcer desiring extra income through sales. KTFI, Twin Falls, Idaho.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

W.B.M.I.—FM., needs operator, announcer, copy-writer. Send tape and resume to WBMI, Radio Mountain, Meriden, Connecticut.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Combo man, announcer with first phone, no maintenance required. Send tape and resume. Immediate opening. For personal interview call Ken Spengler, WCVS, Springfield, Ill.

Experienced dj for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial production spots, news and complete background, picture, salary requirements and any television experience or desires. Carl Hollberg, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania adult music format station. Send tape and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Five thousand watt daytimer wants "good" news and commercial announcer start at $100 a week. No dj's need apply. Personal interview will be required before hiring. Apply H. N. Thayer, WGHQ, Box 427, Kingston, N. Y.

"Top-flight," experienced announcer for vacancy due to staff promotion. Good salary and chance to advance. Send tape, picture, biography 1st letter to Mgr. Joe Butler, Box 663, Kalamazoo, WKLZ.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Excellent opportunity for bright, sharp morning man. Immediate opening. Beautiful college community situated in recreational tourist area. Better than average salary. Send tape and resume to James McDonald, WMGW, Meadville, Pennsylvania.

Wanted: Combo man, first ticket essential. Limited maintenance. Middle of road music station. Send tape, resume, WRIG, Wausau, Wisconsin.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Help Wanted—(Cont'd)

Technical

North Carolina daytimer needs chief engineer with announcing secondary. Experience necessary. Box 752G, BROADCASTING.

Daytimer needs chief engineer-announcer. Announcing secondary. Prefer man who has done installation. Small market in North Carolina. Box 753G, BROADCASTING.

Excellent staff opening for chief as combo—experienced announcer, good at maintenance. Must have best work references and be seeking small community life away from pressure. Well-managed 250W Colorado Network outlet. Box 754G, BROADCASTING.

Chief engineer needed for midwest 5 kw directional station. $575 per month plus fringe benefits. Minimum 4 years experience as chief. Box 794G, BROADCASTING.

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxed radio station. KFDR Grand Coulee, Wn. Immediately.

Studio techs, combo studio-transmitter techs. For new UHF, in California's beautiful San Joaquin Valley. Please submit complete resume in first letter. KICU-TV, 1111 Market Street, San Francisco.

Chief engineer—suburban Chicago. 5 KW 6 tower am. 180 KW-FM. Two multiplex channels. Immediate opening. Permanent position fast growing station. Both transmitters new. Station under same ownership-management as when established 16 years ago. Complete details including salary requirements first letter or phone call. E. A. Wheeler, WEAW, Evanston, Ill., UN 4-7600.

Need chief engineer immediately. Good salary and benefits plus good working condition. Contact WKAL, Rome, New York.

Production—Programming, Others

Experienced radio copy man. Must be able to take over copy department and have ability to write with ideas. Will be expected to service select accounts. Box 727G, BROADCASTING.

Organist wanted. Man or woman, theater experience preferred, to play Wurlitzer unified, 32-stop theater organ on television and radio. Must be able to read, sight-read, transpose, chord-out and play background, accompaniment and solo work. Salary open. Write Kenn Barry, KSTP, Inc., 3415 University Ave., Minneapolis, Minn.

Top flight major market indie has immediate opening for hard-hitting newsman. Number One station with 7-man news staff serving 4-city metro market. Prefer young aggressive newsman with newspaper or wire service experience. Will consider others. Top salary. Send letter with full background, references and audition tape to WGH Radio, P. O. Box 98, Newport News, Virginia. All tapes returned.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Wanted, topnotch news man, good on fact digging, wire re-writes, voicing, who also can handle fast paced disc show. Big ten market, starting salary $125 week. Prefer young, eager, versatile, all around type who wants to advance. Send resume, tape, sample of news writing to Box 814G, BROADCASTING.

RADIO

Situations Wanted—Management

Combination manager-sales manager team looking for "sick" station on West Coast. Available in early Sept. Success story speaks for itself. Write Box 787G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-commercial manager. Presently employed in south. Strong sales and profit record. Excellent references, background. 20 years experience. Wire or write Box 792G, BROADCASTING.

Currently president, general manager and sales manager. Radio station being sold. Must relocate. Young 49. Vast capabilities. 28 years radio experience. Reliable, aggressive, civic-minded. Prefer city 50,000 and up. Box 726G, BROADCASTING.

Sales manager or station manager. Fifteen years experienced in broadcasting sales, sales management and station management. Includes ten years in tv. Thoroughly qualified in all phases of station operation. Strong on national sales. Excellent references. Box 744G, BROADCASTING.

All around General Manager available immediately. Stock-ownership change. Nine years present market. Civic minded-honest-stable-family man. References. Will invest for interest. Confidential. Box 759G, BROADCASTING.

Manager—present station 3 years as manager. 13 years in radio-sales, production, copy, programming, board, news and administrative. Want small market station. Will accept stock as part of salary upon my proven performance. Box 760G, BROADCASTING.

General Advt. Mgr. Strong in sales-promotion-publicity; travel anywhere. Interested in top-level sales-management or sound syndicated selling program . . . radio or tv. Box 764G, BROADCASTING.

Attention—absentee owner of small, medium radio station. Two young, energetic, experienced, creative, college trained, and married radio men, experienced in all phases of radio. Will pump new life blood into a lagging operation. Partial payment in stock. Prefer Rocky Mountain west, will consider others. Box 804G, BROADCASTING.

Radio veteran soliciting manager, assistant manager opportunity with solid organization. Mature, healthy, energetic, no personality quirks. Inquiries handled discreetly. Location open. Box 805G, BROADCASTING.

Working manager, now in So. Carolina, proven sales and management record desires small or medium market station from Maryland to Florida. Have first phone—Anncr. available. Box 813G, BROADCASTING.

Wanted: Permanent home for versatile talent. Twenty-two years all phases Electronics and Broadcasting. Productive results managerial, sales, programming, "on mike," all catagories engineering. Looking for medium or small market station, with or without video, where results pay off in dollars and future. Prefer New England or West Coast but will consider all. Reply Box 817G, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

See "wanted" under management.

Salesman. Personable, good appearance, diligent, mid-30s. Will locate. Box 669G, BROADCASTING.

Station manager 16 years. Strong on local and national sales. First class license. Excellent references. Box 705G, BROADCASTING.

Presently employed manager, small market, desires to relocate in larger market southwest or west coast in sales capacity. Excellent sales record and references. Box 775G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

See "wanted" under management.

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No C & W. Available after September 10. Box 751G, BROADCASTING.

Profits? Personality? Versatility? Yours! Experienced, conscientious d.j.—any good area! Box 755G, BROADCASTING.

Announcer: Strong news. Production commercials. Excellent music presentation. Not a screamer. An asset to your staff. Experienced. Medium to large market only. Box 758G, BROADCASTING.

Announcer, twenty years old, reliable, will complete nine weeks as a summer substitute by end of September. Favors east coast position. Interested in TV. Audition tape on request. Box 770G, BROADCASTING.

Good commercial and news voice. Experienced station and agency copywriter. Prefer quality, adult programming station. Mature. References. Copy and/or tape on request. Box 771G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

DJ, seven years experience, knows music, prefer northeast. Family. Box 773G, BROADCASTING.

Wanted: Sales & board shift—Central or Southern Calif.—morning type. Box 743G, BROADCASTING.

Personality-engineer air "Comedy Team." Fourteen years experience. Last eight years number one 50,000 watt market. Engineer-combo, first ticket. Tape available. Box 776G, BROADCASTING.

Attention Florida! Veteran DeeJay with 1st. ticket now available. Salary reasonable. References good. Personal interview only. Box 778G, BROADCASTING.

Young man seeks start in radio. Privately tutored in speech, broadcasting school, college, third phone. Box 779G, BROADCASTING.

Experienced announcer, married, desires permanent position with responsible eastern station. Strong news and sports. Tight board work. Copywriter and production. Box 788G, BROADCASTING.

"Southern Calif." Morning type. Also write, sell part-time . . . versatile. Box 793G, BROADCASTING.

Top rated morning DJ with production know how seeks sound future with progressive metro. Box 796G, BROADCASTING.

Announcer, 5 years experience, looking for step up. Strong DJ, news, play by play—all sports. Box 798G, BROADCASTING.

Young, single, recent announcer school grad, seeks start. Knows thoroughly Dee Jay, news and commercial delivery. Can run own board. Salary and area no object. Tape on request. Box 801G, BROADCASTING.

Experienced, currently with suburban NYC station. Seeking position in a metropolitan area. Can build and hold audience. State pertinent information in response. Box 806G, BROADCASTING.

Announcer, good appearance, strong news, commercials and DJ, college and travel, board operator. Good voice personality. Box 807G, BROADCASTING.

DJ, with personality, newsman who writes, edits, delivers good newscast. Needs job in NYC area. Box 808G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ, experience, do combo. Want to settle. Will send tape on request. Box 809G, BROADCASTING.

Announcer, looking for a start, can handle news comm., and DJ work, will travel. Box 810G, BROADCASTING.

Announcer, looking for an opportunity, expertly trained, sales knowledge, radio personality, top 40, married. Tape and resume available at your request. Box 812G, BROADCASTING.

D.J. Newscaster, live bright, modern sound. Tight format. Experience, not a floater. Box 811G, BROADCASTING.

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Young D.J. needs work immediately, tight board, experienced top 40 or otherwise—prefer top 40. Contact Lee Leslie c/o WMLP, Milton, Pennsylvania.

Stop . . . look no more! Bright, energetic, creative D.J.-production-program director available on or before September 20. First phone (no maintenance), 23, draft-exempt, 7 years experience including Storz and McLendon background. Buz Baxter, 6717 Latta, Dallas, Texas. EVergreen 1-6589.

Negro announcer, first phone, beginner. Solomon Brown, 5950 N. 16th St., Philadelphia 41 Pennsylvania.

Negro news announcer and D.J. Expertly trained. College and Army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Beginning announcer with first phone and limited experience interested in Florida and surrounding states. Bob Mundy, 1250 Emeralda, Orlando, Florida.

Mature radio tv veteran seeks permanancy as announcer—P.D.—Copywriter and flash on sales. Mr. John Paras 433 Hampton Court Falls Church, Virginia.

Technical

See "wanted" under management.

1st. phone wants good permanent job. Twelve years experience all phases AM-FM studio and transmitter maintenance. Engineering only—no anouncing please. Box 655G, BROADCASTING.

Experienced 1st. class phone seeks permanent position at radio station, no announcing. Box 668G, BROADCASTING.

Wanted: C. E. position with or without announcing. Can wait for two or three months. Family man that prefers Minnesota. Resume write Box 686G, BROADCASTING.

First phone. Strong maintenance. Want to get into announcer-d.j. end. Gulf Coast-Florida area. Box 740G, BROADCASTING.

First phone, 4 years experience AM transmitters, married, desire permanent position in Broadcasting in N. E. or N. Y. S. Box 747G, BROADCASTING.

Chief engineer, 20 years experience from low to high power including directionals, last 10 years with leading 50 KW. Desire to relocate in upper midwest. Box 789G. BROADCASTING.

Looking for position as responsible or chief engineer. Presently chief of 1 KW daytimer. RCA grad., ham. Richard Aronson, 41 Second Ave., Kingston, Penna., BU 8-5918.

Combo work or straight technical. First phone, Grantham graduate, some college, year of control board and announcing experience. Mature, clear diction, willing to work. Washington area only. Barton Bruins, 1101 3rd. St., S.W. Washington 24, D. C. 347-6882.

Situations Wanted—(Cont'd)

Production—Programming, Others

See "wanted" under management.

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

"Beautiful music" format and experienced program director. Available immediately. Midwest. Box 745G, BROADCASTING.

Competitive, aggressive young man in broadcasting. Thoroughly familiarized with most studio operations. Presently creativity talents not being utilized. Seeking position in accordance with performance and ultimate ambitions in production and programming. B.A. degree. Resume available. Box 746G, BROADCASTING.

Aggressive business school graduate, experienced in radio programming. Desires position as announcer or in programming. Box 761G, BROADCASTING.

Program director and production manager with eleven years experience. Top rated DJ in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 780G, BROADCASTING.

Program-Production manager. Seek large or small station needing man to take charge of programming. Ten years experience. College. Impressive record. Strong on music programming, spot production, new ideas. Box 781G, BROADCASTING.

Basic working newsman. Adult staff. Sterling personality "round the clock." Box 815G, BROADCASTING.

Experienced. Copywriting, traffic, children's shows. Want opportunity in commercial radio. Prefer South. References. Sara Tozer, 10006 Grandville, Detroit, Michigan.

TELEVISION

Help Wanted—Sales

Radio/tv salesman—Top producer; married desires to grow. Top 10. Best references. Box 749G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Technical

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-dian position available. Please contact videotape center. VIDEOTAPE CENTER 205 W. 58th St., N. Y.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex VTR, southwestern VHF. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Mountain top transmitter engineer. Experienced only. Write or wire chief engineer KGGM-TV, Albuquerque.

Production—Programming, Others

Newsman wanted immediately for midwest television station. Send tape, resume, picture and salary requirements. KNOP-TV, North Platte, Nebraska.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Account executive, top billing record. Want good five figure potential sales or sales manager's position. Thorough experience tv programming, local and agency sales. Best references. Box 650G, BROADCASTING.

Announcers

Announcer. Experienced 10,000 watts N. Y. Radio mature staffer seeking radio/tv. Closed circuit television background. Authoritive newscaster, photogenic. Box 762G, BROADCASTING.

Technical

Young man 31, married, 4 years experience in all phases of television, desire position as engineer in television station. Box 777G, BROADCASTING.

Chief engineer, 14 years all engineering phases of am/fm/tv. Mature, stable. Desire position in live-wire operation. Box 783G, BROADCASTING.

11 years transmitter experience. 3 years in tv, 8 years radio. Prefer Texas or Southwest: D. C. Kenny, P. O. Box 732, Grandfield, Oklahoma. Phone G.R. 93302.

Production—Programming, Others

Want position in photo and/or art department. Have ability. Box 774G, BROADCASTING.

TV-Radio program director. Top New York and Los Angeles local and network track record. Creative, award winning moneymaker. Producer-director-writer top local and network credits. Experienced all facets station programming. Public service, sales minded idea man. Seeks escape from insane Hollywood mediocrity. Desires stable career opportunity with sane TV station. Salary no object. Frightened madman please don't answer. Box 785G, BROADCASTING.

News director and/or Documentary film producer. Will only consider top 20 markets and $10,000/year minimum. Highest references from leading industry officials. Box 791G, BROADCASTING.

Versatile, strong radio-television newsman seeks immediate position. 25, college, excellent references. Box 800G, BROADCASTING.

Attention: Network TV game show producers. Washington, D. C. announcer desires opportunity to audition for hosting tv game shows. Nice appearance. Straight-from-the-heart pleasantness. Box 802G, BROADCASTING.

Henry Barzilay. Radio-tv production, 14 years experience. Director/newscaster, reporter/photographer (NBC, CBC and others). Announcing, on-camera, sports events, SOF. Last year w/BBC-TV, World News. International experience and background. Deported Africa (see Time 9/28/59). 149 S. Canon Dr., Beverly Hills, Calif. CR 5-5783.

Situations Wanted—(Cont'd)

Production—Programming, Others

A film editor with 4 years experience, 2 years college, desire position in the southeast. Write P. O. Box 3026, Columbia, S. C.

FOR SALE

Equipment

RCA BTA 250M transmitter, built in remote control, many spare parts and tubes, in excellent running condition, $1900, delivered. Box 711G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B FM transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

First check for $80 buys General Radio Modulation Monitor. Condition fair. WBIE, Marietta, Georgia.

Rust remote control system, model RI-108. Good condition and complete; also, Burlant Concertone Series 30, record and playback tape recorder; and, 250 watt western electric transmitter. Unit not complete. Good supply of spare parts. Reply to radio station WCNH, Box 630, Quincy, Florida.

Western Electric phasor and monitor design for low end of band—cost new five grand—now one grand—WFRC, Reidsville, N. C.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

RCA-BTA-1L 1 kw am transmitter—$2,-750.00. Fleetwood Television Projection set —$1,100.00. GPL Kine Recorder complete with all accessories and spare parts. $11,-000.00. Contact Wayne E. Marcy. 4007 Bellaire Blvd., Houston 25, Texas.

Gates M5144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Two image Orth chains, GPL type 2014 with 4", 6", 8" lenses, power supplies, control units, master monitor. Offer includes new overhaul parts valued at $339. One "as-is" basis. 1-lot 36-5820 Image Orth tubes used in excess 800 hours. Mr. M. Melton, Room 405, 1410 N.E. 2nd Avenue, Miami, Florida.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

WANTED TO BUY

Equipment

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

Wanted. One G. E. Channel 42, 43, 44 Helix Antenna. Please write to KICU-TV, 1111 Market Street, San Francisco.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

1 used PT6-J Magaecord Amplifier. Contact KVGB, Inc., Great Bend, Kansas. Give Price and details first letter.

Wanted to Buy—(Cont'd)

Equipment

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No additional charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. **Enrolling now for classes starting (August 30-Closed) October 11, January 3,** 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

MISCELLANEOUS

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

MISCELLANEOUS

Sportscasters: Now the ideal spotting board. Magnetic principle. Kit includes two 11 x 14 metal boards, 70 counters, instructions for suggested use. No plastic. Designed by veteran big-ten and pro-football am-tv announcer. Check or money order for $13.75 to Todd Branson, 1143 Waukegan Road, Deerfield, Illinois.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers' understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area.

We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California's Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to a personal interview.

Box 658G, BROADCASTING

RADIO

Help Wanted—Sales

Executive sales, for unique syndication; never offered before—yet with notable record of distinguished accomplishment. Are you aware of today's problems in broadcasting? Could you handle—at the executive level what can pay you healthy 5-figure income—with dignity? If your record warrants responsibility of successful sales-rep task . . . tell us about yourself—in confidence.

Box 803G, BROADCASTING

NORTHERN VIRGINIA'S

Leading country music station, 40 miles from Washington, D. C., needs top salesman. Proven men name their own price. No drifters. Call or write Bill Montgomery or Ed Matherly, WKCW, Warrenton, Virginia. Phone 347-1420.

RADIO SALES

Men capable of earning $30,000 to $40,000 per annum required by rapidly expanding singing commercial firm.

Men to assist radio stations throughout the country in presenting our revolutionary plan to local merchants.

Only men with **strong** radio or advertising creative sales background will be interviewed. Car required for extensive travel.

Box 818G, BROADCASTING

Help Wanted—(Cont'd)

Announcers

TOP 10 MARKET
TOP RATED STATION
PERSONALITY

Bright, mature, class, personality wanted for one of the nations top radio stations. Must have extensive experience in large markets as personality. We are not "hard" top 40, therefore, we are looking for a man who is capable of developing rapport with his audience in an intelligent and adult manner. Send tape, picture, resume, plus salary required to Box 784G, BROADCASTING.

FOR SALE

Equipment

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX'ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 4, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

JOBS

ALL BROADCAST PERSONNEL PLACED
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Write for application now

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FOR SALE

Stations

MIDWEST
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$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

SOUTHERN CALIFORNIA. $10,000 down. Asking $55,000. Easy payout. *"A GUNZENDORFER exclusive."*

ARIZONA TOP MARKET FULLTIMER. $180,000 with $50,000 down. *"A GUNZENDORFER exclusive."*

CALIFORNIA NORTH FULLTIMER. Owner will deal for as low as $29,000 down. Asking $175,000. Near big metro market.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

New listings—first time offered! Okla. single, well in black. $100,000—Texas single money-maker, $145,000 only 22% down, 15 years, payout to qualified buyers—Texas medium, profitable. $160,000—Texas major, 5 times cash flow, $275,000—Southern major fulltime regional with $175,000 tax loss carry-over! $300,000.—31 other radio, plus TV from $150,000 to $4,000,000. PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

Bill Trotter, Box 5411, Ex. 7-3219, Memphis, Tennessee.
Paul Yates, Jr., Box 1396, Fa 2-5488, Sanford, Florida.
Mrs. Gerry Switzer, 1620 W. 3rd., El 2-2163, Taylor, Texas.
Jack Koste, 60 E. 42nd., Mu 2-4813.

STATIONS FOR SALE

1. New England. Exclusive daytime. Will do $50,000 this year. Asking $85,000 including real estate. 29% down.

2. Southwest. Full time. Growing trade area. Management problems hold down gross to average of $3,200 monthly. Asking $75,000. 29% down.

3. North West Central. Very profitable absentee owned daytime station. Did $85,000 last year. Asking $100,000 including real estate.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 93

By Hearing Examiner Herbert Sharfman

■ Denied request by applicant for postponement of hearing and affirmed dates for prehearing conference (Sept. 7, in Washington, D. C.) and for hearing (Oct. 10, in Palatka, Fla.) in proceeding on application of REA Radio and Electronic Laboratory for renewal of license of am station WREA East Palatka, Fla. Action Aug. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Aug. 16 to Aug. 18 and from Aug. 26 to Aug. 28 time to file proposed findings and replies in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa, et al. Action Aug. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Aug. 15 to Sept. 12 and from Aug. 28 to Sept. 25 time for filing proposed findings of fact and conclusions and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Aug. 15.

■ Received in evidence applicant's Exhibit E-3 and new substituted Appendix B to Exhibit L-2 and closed record in proceeding on application of College Radio for new am in Amherst, Mass. Action Aug. 14.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Aug. 22

KAYE Puyallup, Wash.—Granted licenses to use old main trans. (main trans. location) as auxiliary trans. daytime and as alternate main trans. nighttime; and covering increase in daytime power and installation of new trans.

Lava T-V Assn. Lava Hot Springs, Idaho—Granted cps for new vhf tv translator stations on chs. 11 and 13 to translate programs of KID-TV (ch. 3), and KIFI-TV (ch. 8) both Idaho Falls, Idaho.

WMT Cedar Rapids, Iowa—Granted cp to install new trans. to be used on remote control at main trans. location for auxiliary purposes.

WESC Greenville, S. C.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

WRRF Washington, N. C.—Granted cp to install new trans. for auxiliary purposes.

KBBB Borger, Tex.—Granted cp to install new type trans.

WDHA-FM Dover, N. J.—Granted cp to install new section of ant.; increase ERP to 920 w; decrease ant. height to 210 ft.

■ Following stations were granted mod. of cps to change type trans.: WHHV Hillsville, Va.; WTSA Brattleboro, Vt.; WCVA Culpepper, Va.

KYA-FM San Francisco, Calif.—Granted request for cancellation of SCA.

KCSR Chadron, Neb.—Granted extension of authority to sign-off at 6:00 p.m., MST, except for special events for period ending Nov. 1.

KBEN Carrizo Springs, Tex.—Granted extension of authority to Nov. 30 to operate between hours of 6:00 a.m. and 7:00 p.m.

KANA Anaconda, Mont.—Granted extension of authority to Nov. 30 to sign-off at 6:00 p.m. daily.

KGLO-FM Mason City, Iowa—Granted request for cancellation of license; call letters deleted.

WHEC Rochester, N. Y.—Granted request for cancellation of license for auxiliary trans.

WNOO Chattanooga, Tenn.—Granted request for cancellation of cp to make changes in ant.-trans. location and in ground system.

■ Following stations were granted extensions of completion dates as shown: KVET Austin, Tex., to Dec. 31; KWIZ Santa Ana, Calif., to Nov. 1; WKFD Wickford, R. I., to Oct. 1; WKTY La Crosse, Wis., to Oct. 1; WDYL Ashland, Va., to Nov. 1; KVRE Santa Rosa, Calif., to Nov. 30; WRAK-FM Williamsport, Pa., to Oct. 2.

Actions of Aug. 21

■ Following fm stations were granted SCAs to engage in multiplex operation: KDMI Des Moines, Iowa, and WKDN-FM Camden, N. J.

WFBC-FM Greenville, S. C.—Granted cp to increase ant. height to 1,850 ft., decrease ERP to 7.8 kw.

WREO-FM Ashtabula, Ohio—Granted cp to decrease ERP to 53 kw, ant. height to 280 ft., change ant. system and type ant.

WICK Scranton, Pa.—Granted cp to install new type trans.

WQUA Moline, Ill.—Granted cp to install new type trans.

KNIX(FM) Phoenix, Ariz.—Granted mod. of cp to change type trans.

KPPC-FM Pasadena, Calif.—Granted mod. of cp to change type trans., ant. and increase ant. height to minus 250 ft.; condition.

KOAL-FM Carrollton, Mo.—Granted mod. of cp to change type trans. and ant.

■ Following stations were granted extensions of completion dates as shown: WLNR-FM Lansing, Ill., to Oct. 10; WHTG-FM Eatontown, N. J., to Nov. 5; WCMB (FM) Harrisburg, Pa., to Sept. 20; KANN Ogden, Utah, to Oct. 7; KGMO Cape Girardeau, Mo., to Oct. 1.

WOGA Chattanooga, Tenn.—Granted request for cancellation of license for auxiliary trans. (composite).

Actions of Aug. 18

■ Designated for consolidated hearing following am applications under delegated authority pursuant to Sec. 0.241 of Statement of Delegations of Authority (first such staff action):

Higson-Frank Radio Enterprises; Irving E. Penberthy, Fresno, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1510 kc, 500 w, D (BP-13674, 14634); made Federal Aviation Agency party to the proceeding.

■ Granted cps for following new vhf tv translator stations: Rocky Point Tv Club on ch. 6 Rocky Point-New Haven, Wyo., to translate programs of KOTA-TV ch. 3 Rapid City, S. D., via ch. 11 Alzada, Mont.; Breckenridge Volunteer Fire Dept. on ch. 10 Breckenridge and Blue River Valley, Colo. (KOA-TV ch. 4 Denver, Colo.); Mt. Pleasant City on chs. 12, 10 and 8 Mt. Pleasant, Utah (KSL-TV ch. 5, KCPX-TV ch. 4 and KUTV ch. 2 all Salt Lake City, Utah); Greybull Free Tv Assn. on ch. 12 Greybull, Wyo. (KGHL-TV ch. 8 Billings, Mont., condition).

KSHE(FM) Crestwood, Mo.—Granted cp to install new trans. and increase ERP to 25.5 kw.

WQFM(FM) Milwaukee, Wis.—Granted SCA to engage in multiplex operation; condition.

WDXR Paducah, Ky.—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

WVOS Liberty, N. Y.—Granted cp to install new trans.

KSPN(FM) Beaumont, Tex.—Granted mod. of cp to increase ERP to 3.1 kw, change type trans. and type ant.

■ Following stations were granted mod. of cp to change type trans.: WJIM Lansing, Mich., and KPGE Page, Ariz.

■ Following stations were granted extensions of completion dates as shown: KPAC-TV Port Arthur, Tex., to Dec. 28; KENO Las Vegas, Nev., to Aug. 31; WNAU New Albany, Miss.. to Sept. 20; KFMZ(FM) Stockton, Calif., to Jan. 16, 1962.

KOFA Yuma, Ariz.—Remote control permitted (by employes of station only).

Actions of Aug. 17

■ Granted cps for following new vhf tv translator stations: Park City Municipal Corp. on chs. 9, 13, and 11 Park City, Utah, to translate programs of KUTV (ch. 2, KSL-TV ch. 5 and KCPX-TV ch. 4 all Salt Lake City, Utah; and White River Tv District on ch. 8 Lund and Preston, Nev. (KUTV ch. 2 Salt Lake City, Utah, via uhf tv translator station K75AF, Ely, Nev.; condition.)

■ Granted renewal of license for following stations: KACH Crossett, Ark., KPOC Pocahontas, Ark., WFKY Frankfort, Ky., WIRJ Humboldt, Tenn., WLIL Lenoir City, Tenn., WOWL Florence, Ala., WRKM Carthage, Tenn., WSRC Durham, N. C., WSUH Oxford, Miss., *WYES-TV New Orleans, La., KCIL Houma, La., WEVA Emporia, Va., WCRT Birmingham, Ala., WGAF Valdosta, Ga., WPTA(TV) Roanoke, Ind., WTOA(FM) Trenton, N. J., WQFM (FM) Milwaukee, Wis.

Capital Cities Bcstg. Corp. Providence, R. I.—Granted license for low power station.

WARD Johnstown, Pa.—Granted mod. of cp to change type trans.

KHQL-TV Sterling, Colo.—Granted extension of completion date to Jan. 2, 1962.

KOVR(TV) Stockton, Calif.—Granted cp to install auxiliary ant. system at main trans. site; and mod. of cp to change ERP to vis. 281 kw, aur. to 141 kw, change type ant., make changes in equipment and change ant. height to 1,490 ft. (main trans. & ant.); without prejudice to whatever action, if any, commission may deem warranted as result of final determination reached by commission in connection with proceeding in matter of WORZ Inc. and Mid-Florida Tv Corp.

Actions of Aug. 16

KVLC Little Rock, Ark.—Granted assignment of licenses to Victor Bcstg. Inc.

KDAS(TV) Hanford, Calif.—Granted assignment of cp to company of same name.

■ Granted cps and licenses for following new low power stations: Interstate Bcstg. Corp., Wapheton, N. D., and Southwest States Inc., El Paso, Tex.

■ Granted cps for following new low power stations: KWAD Bcstg. Co., Wadena, Minn., and James River Bcstg. Co., Jamestown, N. D.

K76BG Chester, Greenville and Westwood, Calif.—Granted mod. of cp to change type trans. of uhf tv translator station.

■ Following stations were granted extensions of completion dates as shown: WUTV (TV) Charlotte, N. C., to Feb. 26, 1962; WESC Greenville, S. C., to Sept. 30; KS2XGB (main trans. airborne & alt. main trans.), KS2XGC (main trans. airborne and alt. main trans. airborne), KS2XGE, KS2XGF (ground to air), KS2XGG (ground to air), and KS2XGH, Purdue University, Lafayette, Ind., to Feb. 22, 1962; conditions.

Actions of Aug. 15

■ Granted cps for following new vhf tv translator stations: S. B. Tv Booster Station on ch. 8 Syracuse, Kan., to translate programs of KTVC ch. 6 Ensign, Kan.; Piute County on ch. 8 Angle, Utah (KUTV ch. 2 Salt Lake City, Utah); Wyarno Tv Assn. on ch. 12 Dutch Creek, Wyarno, and Prairie Dog Creek, Wyo. (KOOK-TV ch. 2 Billings, Mont.), condition; Aztec Non Profit Tv Assn. Inc. on ch. 10 Aztec and Cedar Hill, N. M. (KOB-TV ch. 4 Albuquerque, N. M.); Village of Niobrara on ch. 13 Niobrara, Neb. (KTIV ch. 4 Sioux City, Iowa); Story Banner Community Tv on ch. 5 Story and Banner, Wyo. (KTWO-TV ch. 2 Casper, Wyo.).

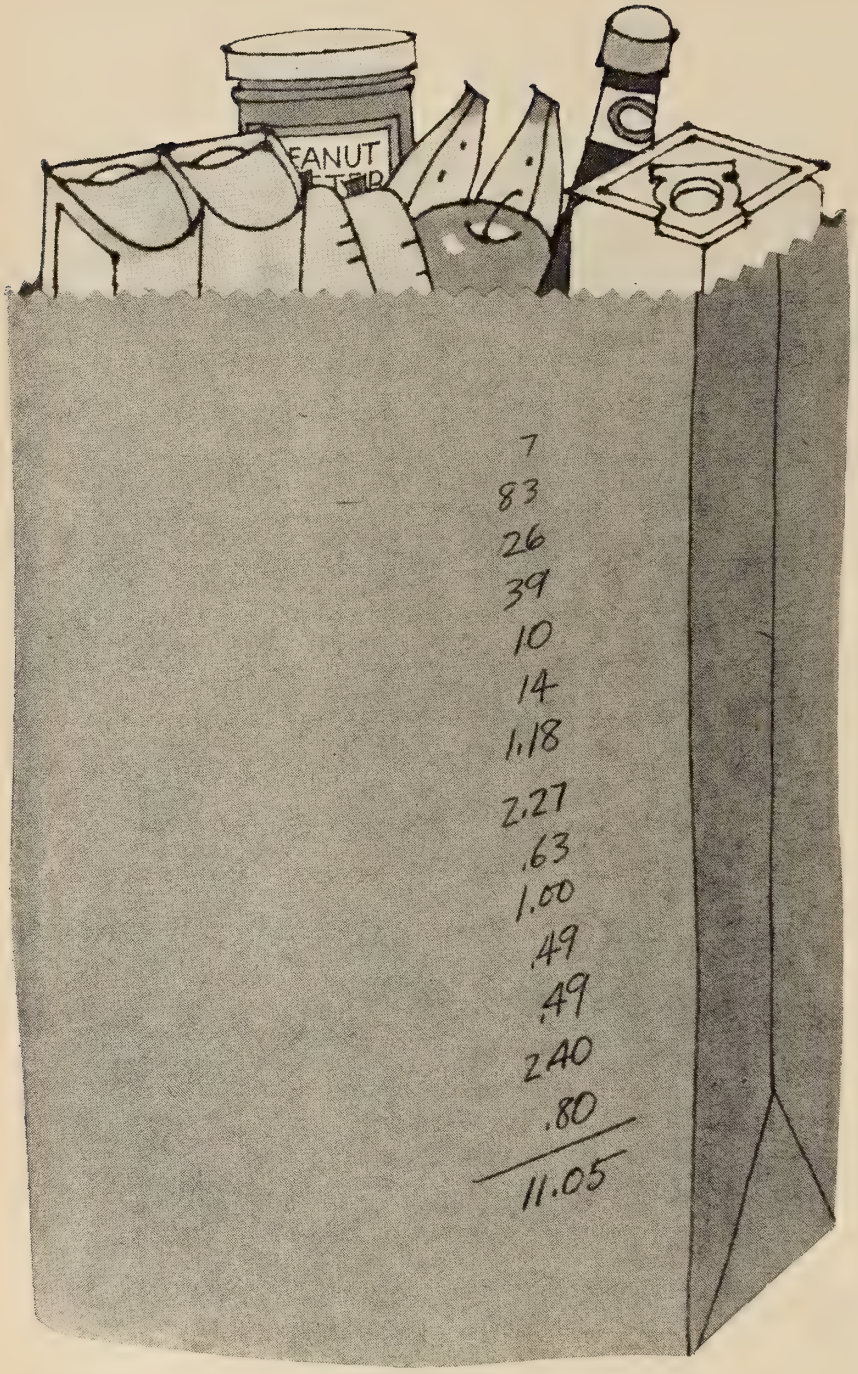
■ Granted cps for following new uhf tv translator stations: Community Tv Assn. Inc. on ch. 71 Gold Beach, Ore. (KVIQ-TV ch. 6 Eureka, Calif.); Apple Valley Tv Assn. Inc. on chs. 77, 74 and 71 General Wenatchee and East Wenatchee area, Wash. (KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2 all Spokane, Wash., conditions); Carroll Area Tv Inc. on ch. 74 Carroll, Iowa (WOI-TV ch. 5 Ames, Iowa).

Actions of Aug. 14

■ Granted cps for following new vhf tv translator stations: Lincoln County Tv Distract No. 1 on ch. 5 Piocha, Nev., to translate programs of KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., condition; Leavenworth Non-Profit Tv Assn. on chs. 11, 13 and 9 Leavenworth, Wash. (KXLY-TV ch. 4, KHQ-TV ch. 6 and KREM-TV ch. 2 all Spokane, Wash.); Woodruff City Tv on chs. 10, 8 and 12 Woodruff, Utah (KUTV ch. 2, KCPX-TV ch. 4, KSL-TV ch. 5 all Salt Lake City Utah); Dryden Tv Coop. Inc. on chs. 13, 9 and 11 Dryden, Wash. (KHQ-TV ch. 6, KREM-TV ch. 2 and KXLY-TV ch. 4 all Spokane, Wash.); Choteau Junior Chamber of Commerce on chs. 7 and 9 Choteau, Mont. (KRTV ch. 3 Great Falls, Mont., and KXLF-TV ch. 4 Butte, Mont.); Puerco Community Tv Repeater Assn. on ch. 11 Sanders, Ariz. (KOB-TV ch. 4 Albuquerque, N. M.); Saddle Butte Tv Assn. on ch. 8 Timber Lake, S. D. (KFYR-TV, Channel 5, Bismarck, N. D.); Mobridge TV Assn. on ch. 10 Glenham, S. D. (KFYR-TV ch. 5 Bismarck, N. D., via ch. 7 Wakpala, S. D.); Strater Tv Club on ch. 11 Malta, Strater and Wagner, Mont. (KOOK-TV ch. 2 Billings, Mont., via uhf tv translator station K75AW ch. 75 Phillips County, Mont., condition); Miles City Milwaukee Service Club tv on chs. 13 and 4 Miles City, Mont. (KDIX-TV ch. 2 Dickenson, N. D., via ch. 4 Locate, Mont., and KDIX-TV ch. 2 Dickson, N. D., conditions); Lincoln County Tv District No. 1 on chs. 11 and 7 Caliente & Panaca, Nev. (KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., and KLRJ-TV ch. 2 Las Vegas, Nev., conditions); Thompson Falls Tv Boosters Inc. on chs. 10, 12 and 8 Thompson Falls, Mont. (KXLY-TV ch. 4, KHQ-TV ch. 6 and KREM ch. 2 all Spokane, Wash.); Grand Coulee Tv Inc. on chs. 12 and 8 Grand Coulee and Electric City, Wash. (KHQ-TV ch. 6 and KREM-TV ch. 2 both Spokane, Wash.); Somerset Tv Assn. on ch. 13 Somerset, Colo. (KREX-TV ch. 5 Grand Junction, Colo.); Farley Tv Club on ch. 6 Farley, N. M. (KGGM-TV ch. 13 Albuquerque, N. M., condition).

Actions of Aug. 10

■ Granted cps for following new vhf tv translator stations: Powder River Tv Assn. on ch. 9 Weston, Wyo., to translate programs of KOTA-TV ch. 3 Rapid City, S. D., via ch. 16 Rocky Point-New Haven, Wyo.; Madison Tv Assn. Inc. on ch. 11 Ennis, Mont. (KXLF-TV ch. 4 Butte, Mont., condition).



How much health did you buy today?

Family likes and dislikes often dictate food purchases. If good nutrition were the deciding factor, our meals would surely pay off in better physical and mental health—less fatigue, more energy and increased resistance to certain illnesses.

To provide good meals for good health, serve a wide variety of foods—meat, milk, vegetables, fruits, bread and cereals. However, three things need watching.

1. At every meal serve a food rich in protein. Children need it for growth; adults for the body's upkeep. Best sources are meat, fish, poultry, eggs, milk, cheese and ice cream.

Some pointers on protein: Less costly cuts of meat are as nourishing as higher priced cuts. Beans, peas, lentils and certain cereals are also rich in protein.

Everyone needs milk for both protein and calcium. Three to four glasses daily for children and teenagers. Two glasses or its equivalent in other foods for adults. Dry skim milk is excellent for soups, custards and milk drinks.

2. Serve a green or yellow vegetable every day. They supply some of the most essential vitamins and minerals.

3. Serve a vitamin C food every day. This vitamin can't be stored in the body. Citrus fruits—fresh, frozen or canned—and tomato juice, or fresh or canned tomatoes are good sources.

Most of us could improve our eating habits—especially teenagers. Many teenage health problems—poor teeth, blemished complexions, fatigue and overweight—might be avoided with more basic foods and less sweet and fatty foods.

Advice on planning varied, well-balanced meals is given in the Metropolitan Life booklet, *Food for the Family*.

Metropolitan Life
INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868 • Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1000 Local Offices in U.S.A. and Canada



NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

OUR RESPECTS to Robert Joseph Stefan, vice president, BBDO, Hollywood

If you start at the bottom running, the only way to go is up

Get in on the ground floor. Take any job, no matter how menial, that will get you into the field in which you believe your future lies. Once there, don't be a clock watcher. Keep your nose to the grindstone; do well whatever task is given you. But be sure to keep an eye out for any chance to advance.

Traditionally, those maxims are the sort of advice that oldsters are prone to pass on to the coming generation. Equally traditionally, young listeners take them with salty skepticism.

Yet the formula set forth in the old saws does work. Take Robert Joseph Stefan, vice president of Batten, Barton, Durstine & Osborn and general manager of the agency's Hollywood office. In the fall of 1947 Bud Stefan (whose childhood nickname still sticks) wanted to get into the brand new field of television. His first approach was to write some tv scripts, but in those days west coast tv was done ad lib and he found no takers. His persistence, however, appealed to the program director at W6XYZ Los Angeles (now KTLA) and he offered Bud a job in television—at $42.50 a week as a member of the stage crew.

Bud pushed dollies, operated the boom, pulled cable on remotes, became assistant stage manager, then stage manager. KTLA, as it had now become, was on the air seven nights a week. Bud was on the job seven nights a week. But he wanted to write, so when a child talent school, Rubens Musical Workshop, wanted to use tv as a showcase for its young performers, Bud came up with a script in which a young girl fell asleep, dreaming stories that unfolded in musical comedy style with an all-juvenile cast. *Sandy Dreams* made its debut in June 1948 and Bud wrote and directed 208 consecutive half-hour shows.

Be Funny ▪ A couple of months after the inception of *Sandy Dreams,* Bud, in one of his capacities as stage manager was rehearsing a commercial for a Sears, Roebuck ice cream freezer. Explaining to the announcer how he wanted the line "so easy a child can operate it" demonstrated, Bud got to clowning. He pretended the handle would not turn. He pushed it, shook it, climbed up on the table and wrestled with it until the manager's voice came from the control room: "OK, so you're funny. You go on Friday night. And be as funny then as you just were."

So *Yer Ole Buddy* began. It was a series of Benchley-like answers to questions about television and how it works, each program fading out with the explainer hopelessly lost in the explanation. For 3½ years Bud was writer, producer, star. And he was funny enough for the readers of *Tele-Views,* West Coast fan magazine, to vote *Yer Ole Buddy* the top tv comedy show of 1949 and Bud top West Coast comic.

The success of *Yer Ole Buddy* got Bud a running role (as Milton, the delivery boy) on *Fibber McGee & Molly,* "probably the only actor to get a part on radio through tv," he says. *Fibber* was broadcast Tuesday evenings. To do the show, Bud arranged for that night off from KTLA and he filled after-broadcast hours by teaching a class in tv writing and directing at the School of Radio Technique.

In June 1952, Bud decided it was time to leave KTLA. The problem was where to go. One station wanted him as a performer, another as a producer, and he had a third offer to write for the *Bob Hope Show.* Bud called Wayne Tiss, then head of BBDO Hollywood, whose client, My-T-Fine Deserts, sponsored *Sandy Dreams.* Mr. Tiss listened to the story and when Bud asked, "What should I do?" he replied, "Come to work at BBDO." "But I don't know anything about advertising," Bud explained. "We do," Mr. Tiss replied. "We need you for your knowledge of television."

Nine Years, No Answers ▪ So Bud joined BBDO as tv production supervisor on June 15, 1952, "I thought I'd stay there about a year, which I figured was the time it would take to find out where tv was going." Today, more than nine years later, he is still looking for an answer. But there's been no question as to where *he* was going. In 1957 he was promoted to head of tv production and assistant to Mr. Tiss. In February 1959, when Mr. Tiss was transferred to BBDO's Chicago office, Mr. Stefan succeeded him as office manager and two months later became a vice president of the agency.



BBDO's Stefan
Tv moved over to make room

Born Oct. 18, 1921, in San Francisco, Bud at 9 moved with his family to Galt, a small town in Northern California.

At the College (now University) of the Pacific in Stockton, Calif., Bud majored in drama, appearing in 21 stage productions, and wrote and acted in many radio shows produced by the students and broadcast on KGW Stockton. In January 1942 he enlisted in the Navy, but with other upperclassmen was ordered to finish his schooling, which he financed by working the swing shift in a shipyard. Two days after graduation, in June 1943, he was on a troop train bound for New York and the U. S. Naval Reserve Midshipman's School on the Columbia U. campus. Here Bud wrote, produced and starred in the class show, "my first Broadway production and it doesn't matter that it was put on in Columbia's McMillan Theatre at 116th and Broadway instead of at 42nd Street. It was still Broadway."

Overseas ▪ For the next three years overseas, Bud was officer-in-charge of an LCT which was in the initial assault waves of the D-Day invasion of Normandy and, after crossing two oceans piggy back on an LST, he was dropped off in Korea and participated in the occupation of North China. In June 1946, Lt. (j.g) Stefan got his discharge in San Francisco and headed for Hollywood. He put in a year of graduate work in radio at USC, wrote some documentary programs for KFWB and in 1947 started sweeping that ground floor in television.

Bud Stefan lives in a Hollywood apartment, collects stereo albums of musical comedy scores and goes to the Rams' home games, but his real hobby is his job in television. He is regional director of the American Guild Guidance Foundation, and is active in the Hollywood Ad Club, United Community Fund, the Regional Boy Scouts Committee and the Pacific Assoc. (advisory board of his alma mater). He belongs to the Academy of Television Arts & Sciences, Writers Guild of America, Directors Guild of America. One thing more: in nine years with BBDO, he has yet to take a vacation.

Politics cut to size

THE importance of radio and television as distributors of political intelligence has been recognized by the Senate Committee on Rules and Administration in reporting out a "sense of the Senate" resolution that would cut the time of presidential campaigns.

The resolution was introduced last May by Sen. Kenneth B. Keating (R-N.Y.). It suggests that the nominating conventions be postponed to early September (the 1960 conventions were held in July). Although radio and television are not identified by name, they are the reason for the resolution. Modern communications, the resolution says, make long campaigning unnecessary.

Coincidentally, an article expanding on this proposal appears in the September issue of *McCall's* magazine. Carrying the byline of Robert Sarnoff, NBC board chairman, the article makes a persuasive argument for shorter campaigns.

In the four months or more that campaigns have run in recent times, voters can get bored, candidates can exhaust themselves and campaign costs can be inflated. Mr. Sarnoff's points are good, and we hope the Senate and the political parties will be influenced to take appropriate action.

But the Senate resolution that the rules committee has reported out omits one essential reference. Broadcasting was able to carry the Great Debates and accord an unprecedented amount of other coverage to the 1960 presidential campaigns because of the temporary suspension of Sec. 315, the political broadcasting law, in its application to the presidential and vice presidential races. Unless Sec. 315 is permanently removed, broadcasting cannot do the job again.

We have advocated total repeal of the section and we still do. At worst, the Senate and the House ought to vote its suspension for coverage of candidates for the Presidency, Vice Presidency, the Senate and the House. A bill to that effect has been introduced by Sen. John Pastore (D-R.I.). It ought to be an inseparable companion to the Senate resolution on shorter campaigns.

Radio: near perfect

IF for no other reason, the Alfred Politz radio studies reported elsewhere in this issue deserve radio-wide gratitude for providing a timely answer to the short-changing given radio by the U. S. Census Bureau a few weeks ago.

In comprehensive surveys of five major markets Politz found that 98 to 99% of the adults live in homes equipped with working-order radios. This near-perfect statistic is far removed from the 91% figure put out by the Census Bureau on the basis of returns that are admittedly incomplete and also open to challenge on other grounds (BROADCASTING, Aug. 7).

But the answer to the Census Bureau is only an incidental by-product of the Politz studies, which were in work long before the bureau's questionable estimates appeared. The underwriters, five stations represented by the Henry I. Christal Co., commissioned the studies last January.

Details of the findings are still being correlated, but enough has emerged to raise the eyebrows of cynics—including those among advertisers and audiences—who have been inclined to write off radio, or, at best, have seriously underestimated the attraction it holds for millions.

Those who have thought that early-morning was radio's prime time will be surprised to discover that actually radio's audience holds at fairly constant levels from 7 o'clock in the morning until 8 at night. And even after 8 p.m., in television's two-hour peak period, up to 45% or more of the adult population tunes to radio. Out-of-home listening is shown to be even more extensive than anybody had thought.

Politz and the Christal company and its represented stations have a long history of association in radio research. A Politz study underwritten by Christal stations in 1953 was hailed as "a landmark" and distributed widely through NAB and RAB. It was credited with both attracting new money to radio and saving old. The latest Politz-Christal collaboration deserves both commendation and best wishes for a repeat performance.

The business

THE first issue of the new *Show Business Illustrated* contained an unexcelled, if unintentional, display of the dilemma facing most magazines in their editorial coverage of television.

In its first issue the new book carried two articles about television, both of them critical in the extreme. In its listing of top features scheduled for its second issue, the five leading items were about tv. Thus does the modern magazine hate television while embracing it as a necessary ingredient to attract readership.

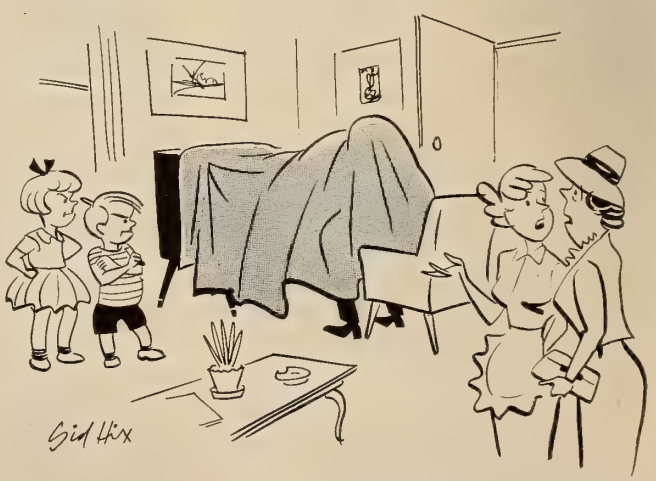
One of the two tv pieces in the first issue was written by Alexander King, a waspish frequenter of the Jack Paar program, and the other by Drew Pearson, who detests tv because he cannot get a television network to distribute his stuff.

Mr. King concluded that television was in utter ruin. The only program that earned his commendation was, you will be surprised to hear, the Jack Paar show.

Mr. Pearson's piece was a stitching-together of several old columns adding up to the contention that broadcasting operates a hot lobby in Washington. Mr. Pearson also read dark meanings into the fact that 10 senators and 13 congressmen have holdings of one kind or another in radio or television stations. It is not because he lifted all his information on congressional ownerships from BROADCASTING magazine, without acknowledgement, that we speak unkindly of him here.

For its second issue *Show Business Illustrated* promised these pieces on tv: a special preview of the new season, a report on David Susskind, an interview with Newton Minow, an article about Mitch Miller's sing-along show and a photo story on a Japanese program that brings "sex to videoland."

Well, maybe that's what sells magazines.



Drawn for BROADCASTING by Sid Hix

"Ralph has devised his own method of limiting the children's viewing!"

PERSONALITY AT WORK!



"Hey Charlie, Lend A Hand . . ." *Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point (". . . he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont. ¶ Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.*

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

Represented by Harrington, Righter & Parsons, Inc.

SEAL OF GOOD PRACTICE

SERVING THE PROSPEROUS PIEDMONT

KOOL-TV

Again Wins Top Local Emmy

Remarks by Mr. Roy Jordan, Chairman of the Special Station Achievement Award Committee:

Phoenix Chapter NATAS

"Having been associated with electronics practically all of my life, and very closely with radio and television, prior to moving to this wonderful Valley of the Sun, being asked to participate in your program tonight, was like an exciting message from home. I'm sincerely grateful to the Academy, and particularly to my good friend Ray Boley, for the honor of acting as Chairman of the Committee to determine the recipient of the "Special Station Achievement Award" for 1960. The four members of my Committee were especially well qualified inasmuch as the total scope of their interest and knowledge encompasses the pertinent area of civic, educational, religious, political, business and promotional endeavor. Because our viewers do not have copies of the printed programs in which the Committee's names are listed, let me name them, and at the same time, add my personal thanks to them for their cooperation.

Mr. Roy Jordan, Manager of Advertising and Sales Promotion, General Electric Company, Computer Division.

Mr. Frank Haze Burch, Attorney, and President of the Phoenix Union High School's Board of Education.

Mr. George V. Christie, Phoenix's Man of the Year for 1960 and Manager of the Phoenix Office of the U. S. Department of Commerce.

The Honorable Robert Pickrell, Attorney General of the State of Arizona.

Rabbi Albert Plotkin, Temple Beth Israel of Phoenix.

Our Committee met repeatedly to concentrate on the entries. We combed the presentations word by word. Our final decision was most difficult to arrive at because all of the accomplishments of all the stations were so outstandingly fine.

SEAL OF GOOD PRACTICE

Ch. 10 KOOL-TV CBS

PHOENIX, ARIZONA

35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 4, 1961

Tv weathered recession with flying colors, financial reports show 25

Tv spot's January-June billings hold edge (though slight) over 1960 32

South Carolinians in uproar over FCC's plan to make Columbia all-uhf 48

Spot radio makes comeback in second quarter, almost to 1960 level 37

COMPLETE INDEX PAGE 7



RADIO is the sound of a full circle

Only Radio rolls smoothly as a wheel with an uninterrupted flow of information and entertainment. Only Radio encircles us with news of what's going on next door or around the world. And only Spot Radio lets you enter the circle at the time and place precisely right for you.



KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KDAL	Duluth-Superior	WIP	Philadelphia	KREM	Spokane
KPRC	Houston	KPOJ	Portland	WGTO	Tampa-Lakeland-Orlando
WDAF	Kansas City	WJAR	Providence	KVOO	Tulsa
KARK	Little Rock			KIRL	Wichita

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

BUDGET DIRECTORS

(GLUM AND FRUGAL CORPS)



#8 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



WCBM reaches the ADULT audience . . . the DECISION MAKERS on what to buy and where to buy it in the vast Baltimore Market. WCBM specializes in ADULT radio designed to attract ADULT listeners.

These are the people with the money to spend—these are the people WCBM reaches with ADULT-LEVEL PROGRAMMING that delivers the best audience for your products or services!

A CBS RADIO AFFILIATE
10,000 Watts on 68 KC & 106.5 FM
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

As Baltimore grows...so grows

WCBM

IMPACT
buying...



The extraordinary impact of KRLD-TV, dominating the incredibly rich Dallas-Fort Worth market, is yours when you buy KRLD-TV — *more counties, more TV-Homes, greater circulation . . .

Ask an Advertising Time Sales representative to show you our "impact circle" — or contact KRLD-TV direct.

*Nielsen June-July '61

Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD TV

Represented nationally by Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Foley Square curtain

When FCC's hearings on programming resume Sept. 26 at Foley Square Court House in New York, Network Study staff hopes to have as many as 30 advertiser witnesses lined up to testify on network programming and packaging practices. Ashbrook Bryant, head of Network Study staff, and James Tierney, attorney, last week were interviewing prospective witnesses, looking toward seven or eight days of hearings. After completion of this testimony, final round will be interrogation of network witnesses.

What is expected to be final phase of FCC's network inquiry, which began over five years ago, is unfinished business in connection with option time. Having asked Court of Appeals to remand case for further consideration, FCC has scheduled reargument for Oct. 26 (BROADCASTING, *May 8*). *Whatever way commission finally goes, case is bound to head back in courts, through appeal either by networks if option time is banned, or by KTTV (TV) Los Angeles, if option time is continued.*

3D for tv?

Reports circulating through Wall St. say Cinerama Camera Corp., subsidiary of Cinerama Inc., has developed camera lens that takes three-dimensional pictures and also has tv camera application. Three-D still camera reportedly will be put on market this fall. Several large tv equipment manufacturers reportedly have put in bids for rights. Cinerama officials do not deny story, but say comment must come from President Nicholas Rossini, expected back shortly from Europe.

New status in vhf fight

Big fight against deintermixture to all-uhf in eight markets is expected to go into next year by virtue of FCC's action last Friday (page 10) granting two-month extension from Oct. 2 for answers to its rulemaking order of last July 26. But battle against sub-standard drop-ins of vhfs in another eight markets will go forward because FCC, with particularity, excluded them from postponement action. While deintermixture extension runs only until Dec. 2, time needed for reply comments, plus upcoming holiday season, augurs for delay until after first of year.

New Congress then will be in session and there's sentiment in both Houses directed particularly against deintermixture. Opposition also has developed against drop-ins but this hasn't crystallized because (1) primary heat has been against deletion of vhfs and (2) drop-in problem is more technical and complex. It's clear FCC's intent is to move ahead full tilt on drop-ins. Assn. of Maximum Service Telecasters, backed by others affected, had sought six-month extension for both deintermixture and drop-in actions.

NAB overhaul

Special seven-man board committee assigned task of drafting new association district and director structure will meet late in month, probably about 20th. Goal is smaller board and fewer districts. Board finance committee will meet at same time.

No FCC pay boost

Proposed pay increase for FCC members isn't going anywhere in this session of Congress. Sen. Olin D. Johnston, chairman of committee considering pay-raise bill (S 2307) is proving stumbling block, for unannounced reasons. Aide to Sen. Johnston's Post Office and Civil Service Committee said no action is expected this session on bill to increase commissioners' salary from $20,000 to $22,000 annually, and chairman's, from $20,500 to $22,400.

NBC's special spree

Though network groups are cutting back on specials in 1961-62 season, reduction won't be evident before first of year. In last quarter of 1961 NBC-TV alone has now scheduled 59 specials, as many as in same period last year and possibly more. But they'll run more heavily to news-public affairs, dividing about half-and-half between "informational" and "entertainment." Virtually all will be one-hour or longer.

Worst-kept secret

NAB President Collins formally will announce this week that Vincent T. Wasilewski has been picked as executive vice president and Robert D. Swezey as radio-tv vice president-code administrator (BROADCASTING, Aug. 14, 28).

Westinghouse, GE outlook

Will FCC, in considering renewals of Westinghouse and General Electric station licenses, hold parent companies accountable because of anti-trust violations and punishment meted out in price-rigging of government bids on heavy industrial equipment? There's been no determination by FCC but prospects are that no punitive action, which could involve revocation proceedings, will ensue.

Reasoning, at staff level, is that broadcast entities are far removed from activities of giant parent companies so that character aspects couldn't readily be imposed. Moreover, Westinghouse operates its stations through wholly-owned subsidiary (GE operates its only broadcast stations—WGY, WGFM (FM) and WRGB (TV) Schenectady—as division of parent company). Added factor: Court, in imposing sentences and fines on parent companies, did not specifically allude to broadcast operations whereas, under law, it could have imposed sanctions.

$20 billion Pan-Am push

Even though hemispheric conference in Uruguay last month passed resolution recommending special meeting of all inter-American information media to back $20-billion Alliance for Progress project, move isn't likely until council of Organization of American States implements action. Just when council may move isn't certain. Resolution calls for special meeting of radio, tv, newspapers and magazines, to inform and mobilize public in Western Hemisphere on aims and methods of Alliance program.

Fan mail

Newton Minow has finally found tv program he likes—though it hasn't yet been put to test of his actual viewing. After reading BROADCASTING story (Aug. 21) about *Let Me Speak to the Manager* on WFAA-TV Dallas, FCC chairman wrote Mike Shapiro, general manager, calling it "constructive step in helping a station to better serve its community." Program, half-hour Sunday evenings, features Mr. Shapiro answering questions viewers send in.

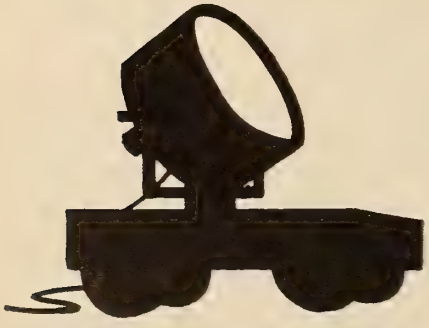
WSJ Sunday 'family' paper

If *Wall Street Journal*, now published five times from seven locations, decides on national Sunday newspaper, it will not be business paper but rather home and family journal, departing from its present format. Presumably radio-tv would figure prominently among features.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



WORLD PREMIERE!





After threats, charges and countercharges, firings and rehirings, the Miami City Commission on July 25, 1961, passed Miami's first minimum housing code, only eight days after WCKT's second New Force documentary on slums, "MIAMI CONDEMNED PLUS 65."

WCKT telecast that City Commission session from 8:30 to 10:00 AM to complete its all-inclusive coverage of a crucial local conflict. It was a world premiere . . . the Miami City Commission had never been televised live before. WCKT repeated the entire session by video tape the same night at 10:00 PM.

THIS IS RESPONSIBILITY — the kind reported in WCKT's illustrated service accounting for 1960 — a copy of which is yours for the asking.

At WCKT, Responsibility means citizenship and showmanship . . . the New Force in South Florida.

BISCAYNE TELEVISION CORPORATION

WCKT • CHANNEL 7 WCKR • 610 RADIO

MIAMI. FLORIDA

WEEK IN BRIEF

Not even a recession can halt the inexorable rise of the television medium. FCC's 1960 financial reports and TvB's estimates for first half of 1961 show progress attained in the medium's economy. See Lead Story . . .

TV PASSES RECESSION TEST . . . 25

Hopes of National Football League for fast passage of a law legalizing a radio-tv package deal for game broadcasts ran into Justice Dept. opposition at hearing before House Judiciary Subcommittee. See . . .

JUSTICE THROWS A BLOCK . . . 54

Down South Carolina way, where they don't take kindly to Washington interference—Fort Sumter, for instance—they don't want Columbia to become a uhf market. Springfield, Mass., scene of uhf rally. See . . .

SWITCH TO UHF OPPOSED . . . 48

More trouble for fm. The hi-fi medium's newest hope for wider circulation and more advertising—stereo—is running into problems. Two stations say set makers aren't giving the support they promised. See . . .

ROUGH GOING FOR STEREO . . . 61

The spot radio business is looking up. Encouraging signs appear during second quarter after weak 1961 start, according to Station Representatives Assn. First half of year, though, is still under 1960 figure. See . . .

RALLY IN SPOT RADIO . . . 37

The widely agitated revision of the FCC's program and logging forms is getting down to cases. NAB and Georgia Assn. of Broadcasters are directing dry-run studies of new routine and they're finding trouble. See . . .

THOSE LOGGING TROUBLES . . . 59

It takes a close look, but tv's spot billings in second quarter are higher than a year ago even though it's just .04%. Gross tv spot in period computed at $160.6 million in report by TvB-Rorabaugh. See . . .

TELEVISION SPOT HIGHER . . . 32

Five U. S. Senators threw a party last week for a radio oldtimer and private citizen, RCA Board Chairman David Sarnoff, who reminisced about the early days of electronics and his adventures aboard ship. See . . .

GEN. SARNOFF REMINISCES . . . 61

Most everybody's excited about the radio-tv advertising campaign of Publicker Industries except Publicker Industries. This distiller is "proceeding as planned" to promote its product via broadcast medium. See . . .

WHAT LIQUOR AD BATTLE? . . . 42

Canada's got the bureaucratic itch, too. Now the Dominion's regulatory body wants to limit station advertising content on a 20% daily formula. Private broadcasters want the limit, if any, on a weekly basis. See . . .

CANADIAN AD CONTENT . . . 71

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	71
BROADCAST ADVERTISING	25	LEAD STORY	25
BUSINESS BRIEFLY	57	THE MEDIA	59
CHANGING HANDS	64	MONDAY MEMO	22
CLOSED CIRCUIT	5	OPEN MIKE	18
COLORCASTING	69	OUR RESPECTS	91
DATEBOOK	15	PROGRAMMING	66
EDITORIAL PAGE	92	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	70		
FANFARE	78		
FATES & FORTUNES	74		
FOR THE RECORD	79		
GOVERNMENT	48		

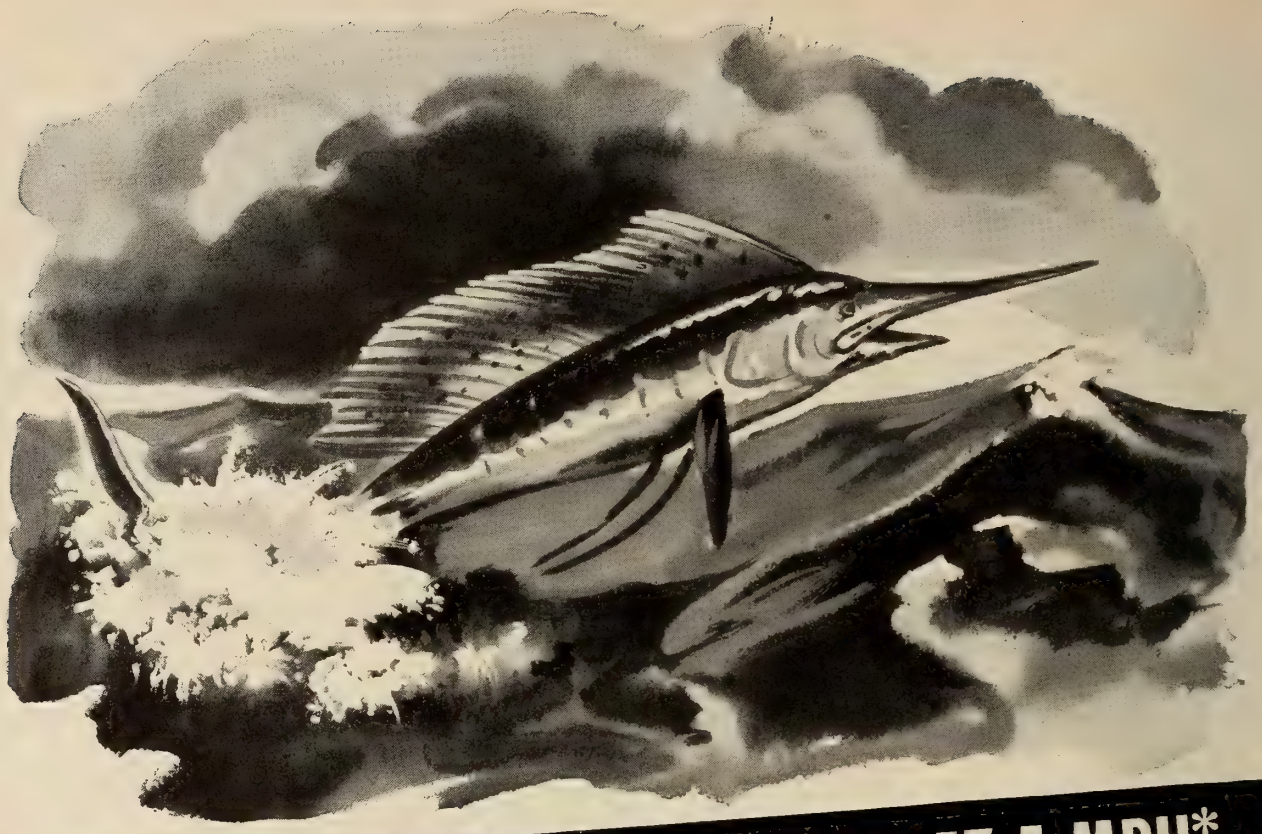
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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YOU MAY NEVER SEE A FISH SWIM 57.5 MPH*—

BUT... WKZO-TV Gets Lightning Fast Results In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS				
	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

Advertising on WKZO-TV is the fastest way to make contact with the *most* consumers in the big Kalamazoo-Grand Rapids market.

WKZO-TV delivers more homes than Station B in 77.5% of all quarter hours surveyed, Sunday through Saturday, Noon-Midnight (NSI—Feb. 20-March 19, 1961). What's more, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between now and 1965.

Get in the swim in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac-Traverse City, to your WKZO-TV schedule.*

Sources: Sales Management Survey of Buying Power and Television Magazine.

**Swordfish, including marlins, are unrivalled for speed—fastest speed quoted is 50 knots (57.5 mph).*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

AT DEADLINE

L&M's $18 million moves to Thompson

In what was believed to be largest account switch thus far in 1961, Liggett & Myers Tobacco Co., New York, announced last Friday (Sept. 1) that it has appointed J. Walter Thompson Co., New York, as agency for L&M filter cigarettes, with an estimated billing of $17-18 million annually. JWT replaces Dancer-Fitzgerald-Sample Inc., New York, as agency for brand. Effective date is about Dec. 1.

Move places all Liggett & Myers brands at Thompson because company transferred its Chesterfield, Duke and Oasis brands from McCann-Erickson, New York, to JWT last spring, effective last month (BROADCASTING, May 22). These brands bill approximately $10 million.

No reason was given for latest account move and spokesman for Liggett & Myers and D-F-S declined to comment on development. Reports circulated that advertiser's action was prompted by two considerations—declining sales of Liggett & Myers brands in 1960 and 1961 while competitors gained, and company's desire to consolidate all of its advertising under one roof.

L&M filters is expected to spend approximately $7 million in tv in 1961. According to Television Bureau of Advertising, gross billing of brand in network and spot tv was about $7 million and figures for the first six months of this year show company spent approximately $3.5 million in tv. Brand is advertised heavily on spot radio but no figures are available.

Thompson has had its ups and downs this year. Agency lost $16 million Joseph Schlitz brewing business to Leo Burnett and Elgin National Watch Co. account ($1.5 million) to McCann-Marschalk. Its acquisition of all of Liggett & Myers business (about $27 million), plus Congoleum-Nairn ($3.1 million) and Pittsburgh Plate Glass ($2.5 million) place gains well ahead of losses.

D-F-S had relatively serene year until L&M filter move. L&M accounts for about 18% of D-F-S total billing of some $95 million.

Filmways plans six more

Filmways Inc., New York, is announcing today (Sept. 4) that company plans to produce at least six television shows in addition to two series previously announced in association with Embassy Pictures. Martin Ransahoff, Filmways board chairman, said Paul Henning, producer-writer of *Bob Cummings Show* for five years, has been signed to create and produce one series. They will be produced in Hollywood and Europe.

This and salary, too

What television can mean in "fringe benefits" to outsiders is dramatized in prospects held out for New York Yankees' stars Roger Maris and Mickey Mantle if one or both break Babe Ruth's homerun record. Frank Scott, their business agent, predicts their take may reach $25,000 apiece from guest appearances within 30 days if either succeeds—and 10 times that amount of long-range benefits through testimonials, commercials, etc.

One or two big-show guest appearances currently are in negotiation whether they break Ruth's record or not. Even if only one succeeds they'll probably be billed as a team, and their current asking price—$15,000 per joint appearance—undoubtedly would be jacked up. Long-term benefits thus could overshadow their current baseball pay of $75,000 for Mantle, $40,000 for Maris.

Washington State group blasts program forms

"Rigid controls" imposed by proposed FCC programming forms amount to "government censorship," Washington State Assn. of Broadcasters charged Sept. 1 in statement to FCC on behalf of its 60 radio-tv members (early FCC form story page 59).

Commission can intimidate broadcasters into conforming to government imposed standards by threatening to revoke licenses, statement said.

Ronald A. Murphy, WSAB president-counsel, said statement was approved by association's board and is part of running fight to preserve program freedom from attempts at government controls.

He said FCC should recognize four basic freedoms of broadcaster: to think first of serving community needs; to plan and continue to search out new areas of programming; to make living or earn a profit; to exercise own judgment and be fairly judged thereon.

Tax court disallows affiliation writeoff

Network affiliation contracts cannot be depreciated by broadcasters, U.S. Tax Court has held in famed Westinghouse 1953 purchase of WPTZ (TV) Philadelphia. Ruling is expected to have impact on major multi-million station transfers.

Court ruled affiliation contracts have indeterminate life—and thus cannot be specified for term which would permit depreciation.

In buying Philco's ch. 3 in 1953, Westinghouse allocated $5 million of $8.5 million purchase price to network affiliation (NBC). Westinghouse set up 55-month depreciation schedule—based on (estimated) two renewals of 24 months each, plus seven months contract had to run when station was purchased.

Cost to Westinghouse is expected to run almost $1 million which will have to be paid as taxes for 1953 and 1954.

Impact of ruling has been discounted in advance, James W. Blackburn, Westinghouse station broker, said, because IRS attitude was known. Effect will be, Mr. Blackburn estimated, that purchasers of stations involving multi-million dollar prices will have to wait longer to get their money out.

In subsidiary ruling, Tax Judge Russell E. Train said Westinghouse's effort to amortize spot advertising contracts also could not be approved because Westinghouse bought all assets of going concern and did not segregate each spot contract and put price on it. Spot contracts court said, were part of mass asset and life of mass asset cannot be determined.

Westinghouse officials are pondering question of further appeal.

Miami review plea opposed

Oppositions to request by National Airlines for Supreme Court review of Miami ch. 10 case (BROADCASTING, Aug. 14) were filed Friday by L. B. Wilson Inc. and FCC-Justice Dept.

Both said National Airlines had raised no substantial issues warranting Supreme Court review. Both also stated that National Airlines' attempt to embroil Wilson in *ex parte* charges is fallacious; examiner, FCC and court held Wilson was untarred with off-record brush.

Kennedy signs FCC bill

President Kennedy on Friday signed FCC reorganization bill. New law gives

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Winton

Ed Winton named president of The Connie B. Gay Broadcasting Corp. and four other companies owned by parent organization. He succeeds **Connie B. Gay** who remains board chairman. Mr. Winton began his broadcasting career as air personality. He worked for KLIF Dallas and KELP El Paso, becoming general manager of latter station. He joined Mr. Gay's company three years ago and will continue to operate from firm's executive offices in The Wisconsin Building in Washington. He has been serving as vp and general manager of C.B.G. Corp. Connie B. Gay stations are: WQMR Silver Spring, Md.; WGAY-FM Washington; WTCR Ashland, Ky., and WFTC Kinston, N. C.

Albert P. Kirvin, general sales manager for last five years at KYW-TV Cleveland, appointed vp and general manager of Metropolitan Broadcasting's newly purchased KMBC-TV Kansas City. Mr. Kirvin entered broadcasting as account executive at KYW, then in Philadelphia, in 1951. Three years later he moved over to KYW's tv affiliate, WPTZ(TV) Philadelphia. Both stations were owned by Westinghouse Broadcasting, which transferred KYW call letters to its Cleveland stations in 1956. Metropolitan Broadcasting is division of Metromedia Inc., N. Y. **David Croninger,** radio sales manager for WNEW New York's Detroit office, named vp and general manager of KMBC Kansas City.

Marvin Roslin named research director of Young-TV, New York station representative. **Stanley Feinblatt** named to similar post and **Roger Sheldon** to midwestern sales manager of its radio counterpart, Adam Young Inc. All three appointments effective immediately. Mr. Roslin has served in Young-TV research for past three years, before that was timebuyer at Ted Bates. Mr. Feinblatt, in Young-TV research and merchandising for three years, formerly was assistant tv producer for C. L. Miller Co. for two years. Mr. Sheldon, for last three years tv salesman for Young organization, previously was in sales at KFMB-FM San Diego, KFMU (FM) Los Angeles and KGIL San Fernando.



Mr. D'Antoni

Philip D'Antoni, manager of eastern sales division of Mutual, appointed general sales manager of network. He assumes post vacated recently by **Frank Rogier,** who has returned to Thermo-Fax division of Minnesota Mining & Mfg. Co., MBS' parent company. Mr. D'Antoni joined Mutual in 1958 as eastern sales manager and account executive. Earlier, he had been sales executive with Weed Radio Corp., station representative, in 1952-58 and member of CBS-TV's research and sales development staff. Mr. D'Antoni is credited with having brought Philco Corp., Walker Mfg. Co., Monroe Auto Equipment Co. and Pinspotter Div., American Machine & Foundry Co. into network radio via Mutual.

For other personnel changes of the week see FATES & FORTUNES

commission power to delegate review functions to individual members, commission panels and subordinate employes It also permits commission to decide which cases it will hear *en banc*.

Bill (S 2034), which follows closely draft legislation submitted by FCC, was introduced as substitute for President's own FCC reorganization plan, which was vetoed by House (BROADCASTING, June 19), largely because of increased powers it would have given chairman.

CBS-TV may drop games

CBS-TV sports officials currently are discussing possibility of discontinuing telecasts of major league baseball games on Saturday and Sunday afternoons next season for lack of adequate advertiser interest. This year games are only partially sponsored (by Falstaff Brewing). Network telecasts of games, blacked out within 50-mile radius of major league cities, have been on CBS since 1955. In past they have always had two or more sponsors.

RCA dividend 25 cents

RCA Friday (Sept. 1) announced quarterly dividend of 25 cents per share on common stock, payable Oct. 23 to holders of record on Sept. 15.

Board also announced dividend of 87½ cents per share on cumulative first preferred stock for period Oct. 1 to Dec. 31, payable Jan. 2, 1962, to holders of record at close of business Dec. 4.

Board on Friday also elected daughter of first RCA board chairman as a director. She is Mrs. Everett Needham Case, wife of Colgate U. President and daughter of Owen D. Young, RCA chairman in 1919. Mrs. Case succeeds Mrs. Douglas Horton, who resigned.

Bartell ams become unit of Macfadden

Bartell Broadcasting Co.'s four radio outlets will become division of Macfadden Publications Inc. under merger plan to be submitted to stockholders of three companies involved. Process Lithographers Inc., New York, also will be Macfadden division.

Gerald A. Bartell, president of Macfadden and Bartell, and S. Roskin, president of Process, jointly announced Friday (Sept. 1) that both Bartell and Process will be operated as wholly-owned Macfadden divisions, with no changes in management or personnel. Bartell bought working control of Macfadden last February for $1.5 million (BROADCASTING, Feb. 13). Mr. Bartell said: "This is the first time all these components of communications—broadcasting, pay-tv, publishing, printing and world distributors of periodicals and books—have been welded together into a coordinated corporate structure."

Macfadden, Bartell and Process each acquired interest in Teleglobe Pay-Tv System Inc., in April, and Macfadden and Teleglobe will form company to operate commercial test of Teleglobe in major market to be approved by FCC.

Bartell Broadcasting owns WOKY Milwaukee, WADO New York, KYA San Francisco, and KCBQ San Diego.

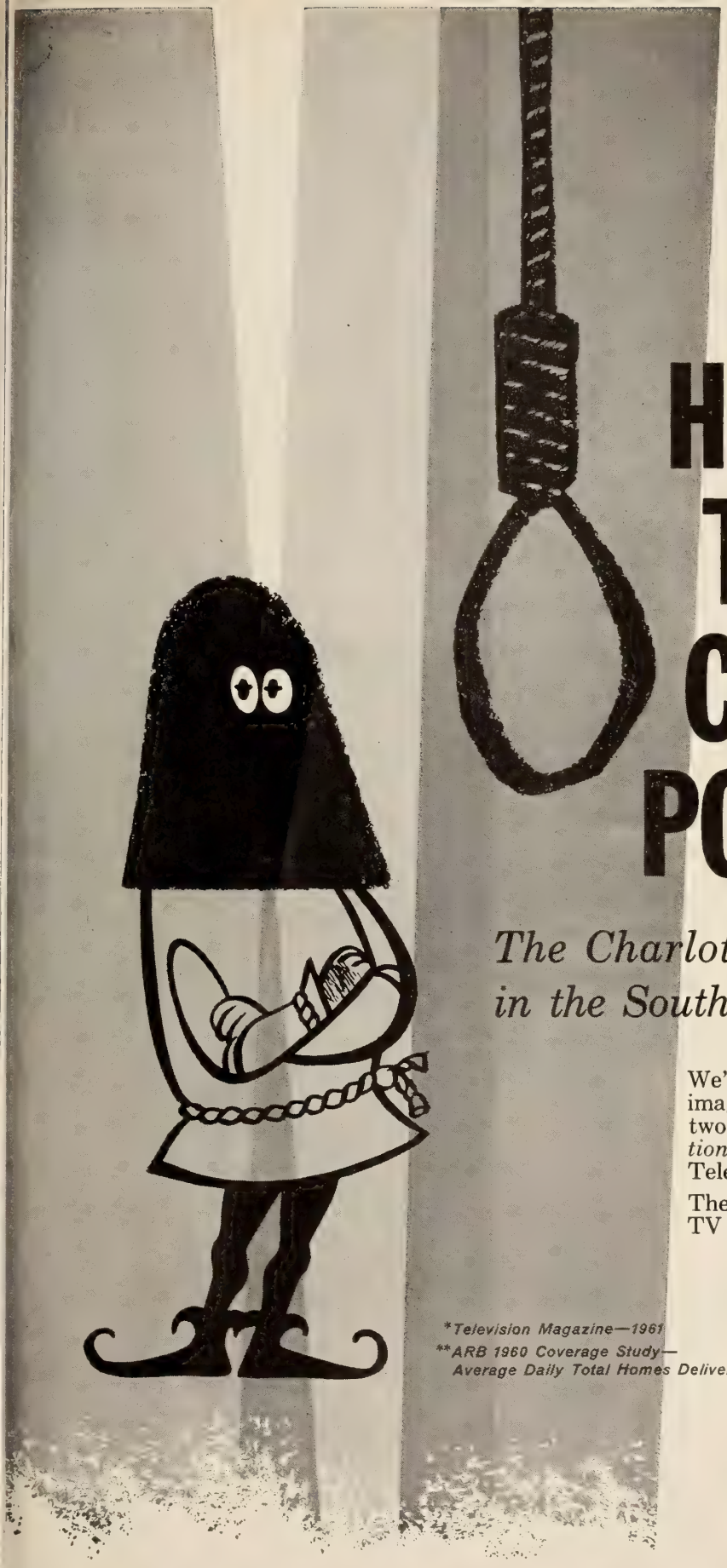
Bartell principals have ownership-management interests in three Caribbean tv stations, not involved in merger: Tele-Haiti, Port Au Prince, Haiti, and Tele-Curacao and Tele-Aruba (under construction), both Dutch West Indies islands.

Meanwhile, Bartell's WOKY announced resignation of Leonard A. Schindler as general manager, and appointment of Mrs. Rosa Evans, Mr. Bartell's sister, as acting manager.

New date on uhf plan filings

FCC Friday extended deadline for comments on overall uhf proceeding and on eight deintermixture rulemakings. Comments now are due Dec. 1; replies due Jan. 1, 1962.

Action was taken by acting Chairman Robert T. Bartley, who reserved action on petitions for extension of time on vhf drop-ins in eight cities. It's assumed full commission will tackle question of extension on drop-ins, which has been vigorously protested.



HANG THE CITY POPULATION!

*The Charlotte TV MARKET is First in the Southeast with 651,300 Homes**

We'd be the first to admit that it stretches the imagination to hang a city population of more than two-hundred thousand—but *hang the city population* when counting necks in the entire Charlotte Television Market!

The real kicker is that WBTV delivers 55.3% more TV Homes than Charlotte Station "B"!**

*Television Magazine—1961
**ARB 1960 Coverage Study—
Average Daily Total Homes Delivered



Compare these SE Markets!

Charlotte	651,300
Miami	569,300
Atlanta	549,800
Louisville	423,800
New Orleans	379,400
Richmond	268,800

WBTV

CHANNEL 3 ◉ CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising TvAR Representatives, Inc.



The Embassy of Norway

His Excellency Paul Koht,
Ambassador to the United States
from Norway, and Mrs. Koht,
prepare to greet their dinner
guests at the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

Represented by TvAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





Meeting of the Bored

If you doubt that the bored are meeting tonight, spend a few hours in front of your own TV set. Afterward, try to remember who was selling what and who was sponsoring whom.

At N. W. Ayer & Son we recommend this exercise. It has helped us to produce commercials that make for happier meetings of our clients' boards.

The commercial is the payoff.... N. W. AYER & SON, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

SEPTEMBER

*Sept. 6—Washington chapter of **Academy of Television Arts & Sciences**, membership cocktail party. Sheraton Park Hotel, Washington, D. C.

Sept. 8-10—Fall meeting of **West Virginia Broadcasting Assn.** Speakers and panelists include Elmo Ellis, Cox stations; Eula Reggin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohnes & Albertson, Washington; Franklin Snyder, WTAE(TV) Pittsburgh. Dinner speaker: Sol Taishoff, editor & publisher, Broadcasting Publications Inc. Greenbrier Hotel, White Sulphur Springs.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers**. Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar**, sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television**, southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

*Sept. 15-17—**New York State Educational Radio & Television Assn.**, fall meeting. Keynote address by Kenneth G. Bartlett, Syracuse U. Pinebrook, Upper Saranac, N. Y.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—**Radio & Television Executives Society**, newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America**, 10th district convention. Hotel Mayo, Tulsa.

*Sept. 23—**UPI Broadcasters Assn. of North Carolina**, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 24-26—**Louisiana Assn. of Broadcasters**, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.**, 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers**, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies**, central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television**, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television**, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC**'s proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Oct. 2—Deadline for comments on **FCC**'s proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments on **FCC**'s proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements**, extended from Sept. 7.

*Oct. 2-4—**Canadian Electronic Conference** of **Institute of Radio Engineers**. Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers**, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham,

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

What they see on WJAC-TV



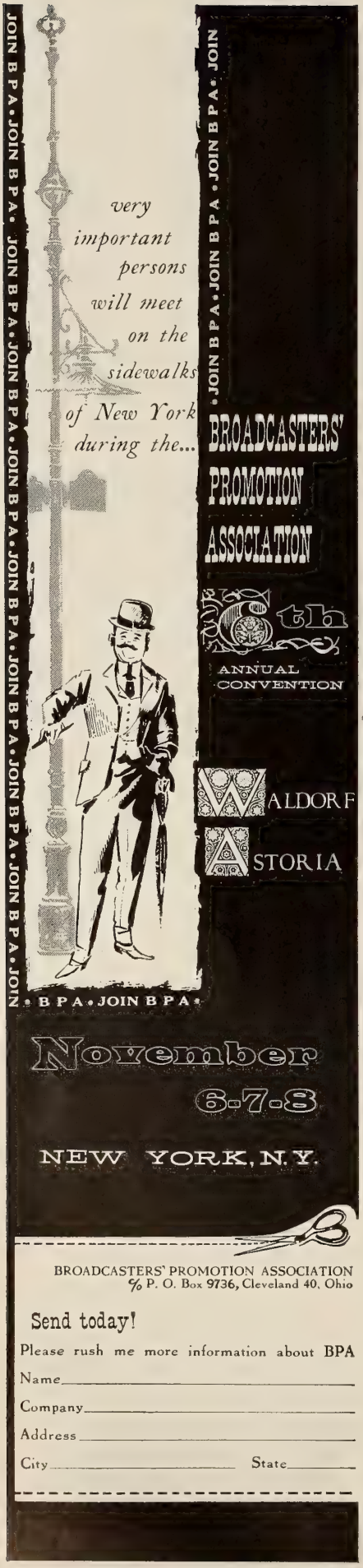
THEY BUY!



The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both ARB and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales a fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people—purchasing people—pick WJAC-TV.

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

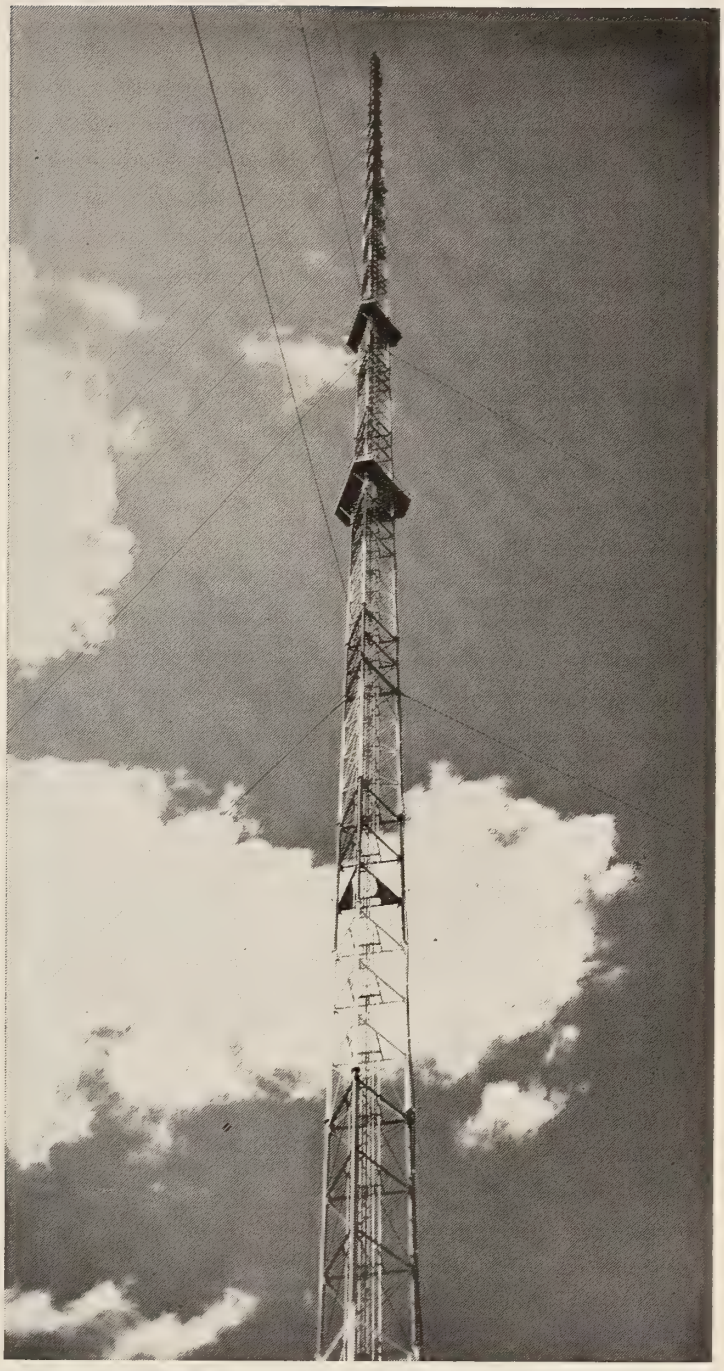
SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6


JOIN B P A • JOIN B P A • JOIN B P A •

1580 FOOT GIANT!!!

KTAL-TV, *now on the air with...*

- ★ The Tallest Tower in the South!
- ★ City grade service in Two Metro Markets!
- ★ Studios in Shreveport and Texarkana!
- ★ Widest coverage of the Ark-La-Tex!
- ★ Dominant NBC for 1¼ Million viewers!





GIANT *. . . in Power – Coverage – Service!*

KTAL-TV

Channel 6 — NBC for

SHREVEPORT

Texarkana and the Ark-La-Tex

Walter M. Windsor, General Manager — James S. Dugan, Sales Director

. . . for the full "Kay-Tall" story, get the facts from BLAIR TELEVISION ASSOCIATES *National Representatives*

The new KTAL-TV studios, largest and finest in the market, and Shreveport's only building designed especially for television.

PACKED WITH MORE FACTS than any other source book:

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1961-62
BROADCASTING YEARBOOK

1735 DeSales Street, N.W.
Washington 6, D. C.
New York—Chicago—Hollywood

September Publication
$4.00 per copy

OPEN MIKE®

How it began

EDITOR: Isn't BROADCASTING carrying modesty a bit too far these days? Or are you unaware that yours was the first publication to print a valid solution to the "paper jungle" mess attendant upon the billing and affidaviting for spot commercials?

Within three weeks, two organizations have announced plans to centralize billing procedures for stations and agencies [BROADCAST ADVERTISING, Aug. 7 & 21] . . .

It was back on Nov. 23, 1959, that BROADCASTING published a MONDAY MEMO written by Norman Cohen of Mogul Williams & Saylor, now secretary of MW&S. In it Mr. Cohen advanced his ideas for centralizing and automating the costly and time-wasting paperwork in spot buying and selling . . . —*Arthur W. Peretz, Director of Public Relations, Mogul Williams & Saylor Inc., New York.*

Everyone's advantage

EDITOR: We have been amazed at the widespread interest and response created by your article [BROADCAST ADVERTISING, July 10] on our fall Zonolite campaigns. Telephone and mail inquiries have been pouring in from representatives of stations throughout our area for details on our 1961 campaign.

Articles like this prove to your readers what exceptional opportunities for business there are for the local station when it joins a manufacturer's national campaign. We feel that you are doing your readers a great service by reporting of this type and that it will result to everyone's advantage . . . —*Harvey W. Steiff, Vice President, Western Mineral Products Co., Minneapolis.*

Best commercials

EDITOR: I would like to draw the attention of automobile manufacturers to the fact that these (automobile) commercials [LEAD STORY, Aug. 28] ranked the highest in our recent survey [PROGRAMMING, July 31].—*Peter Goelet, President, National Audience Board, New York.*

Collins critic

EDITOR: . . . I endorse every word of your editorial, "Collins conundrum" [EDITORIALS, Aug. 21], and completely agree with you that it is a matter of utmost importance that the NAB engage a veteran broadcaster for executive vice president.

I also am very disillusioned with the performance of Gov. Collins . . . It is about time somebody stands up and lets it be known that radio stations throughout the country have developed new services which were undreamed of 10 years ago and that they are rendering community services far beyond the call of duty.

I would even go so far as to say that the NAB should have the guts to stand up and question whether broadcasters should not be given, by act of Congress, rights similar to those given to all other businesses whose resources once upon a time belonged to the government. Years ago every tree, every blade of grass, every ounce of petroleum and every pound of mineral belonged to the government and, therefore, to the people. Arrangements have been made over the last century and a half whereby natural resources were turned over to private enterprise and this is what has made America great.

It is rather unfortunate that at this crucial moment the president of the NAB sees fit to take a noncommittal stand . . . It seems to me that [he] is remiss in his duty because right now he should be traveling . . . from coast to coast to exhort . . . the state organizations and consult with them . . . —*Egmont Sonderling, President, WOPA-AM-FM Oak Park, Ill.*

Chicago revisited

EDITOR: Yesterday I finished poring over the voluminous stories you carried [GOVERNMENT, Aug. 7] about the law school symposium [on broadcast regulation and responsibility] . . . With your sanction we intend to lift pieces of your work for the October issue of the *Alumni News* magazine which will carry a roundup picture story on the symposium.—*Bill Bennett, Department of Development, Northwestern U., Evanston, Ill.*

[Permission granted.]

Same impression

EDITOR: CONGRATULATIONS ON YOUR EDITORIAL [EDITORIALS, AUG. 28] REGARDING FIRST ISSUE OF 'SHOW BUSINESS' MAGAZINE. I GOT THE SAME IMPRESSION YOU PUT INTO YOUR USUALLY DESCRIPTIVE WORDAGE.—EDWIN K. WHEELER, GENERAL MANAGER, WWJ-AM-FM-TV DETROIT.

Texas market story

EDITOR: . . . A highly outstanding story on Texas. You captured the picture on the broadest possible front. We have circulated the Aug. 21 issue of BROADCASTING to our clients . . . a conscientious, accurate and enlightening cover-



A bright outlook on a busy world... a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.
KMBC Kansas City, Mo.

A DIVISION OF METROMEDIA, INC.
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FOSTER and KLEISER, Outdoor Advertising Los Angeles, Calif.; Long Beach, Calif.; San Francisco, Calif.; Oakland, Calif.; San Diego, Calif.; Fresno, Calif.; Sacramento, Calif.; Seattle, Wash.; Portland, Ore.; Phoenix, Ariz.

WORLDWIDE BROADCASTING, WRUL Radio.



Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

CHANNEL WIIC NBC

The eyes of Pittsburgh

Represented nationally by Blair-TV



AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

age of our area as well as the entire state.—*Joseph Kelley, Partner, Adcraft Adv. Agency, Corpus Christi.*

EDITOR: . . . One of the best articles I have ever read on our state . . . refreshing after . . . the many articles on Texas written in a sarcastic vein, although attempting to point out the heavy economic growth.—*Tol Ware, Vice President, Amarillo National Bank, Amarillo.*

EDITOR: . . . An excellent report on Texas done in very good taste. This is unusual for outside reporting on Texas and some of the individuals who live here.—*Jack C. Vaughn, Chairman of the Board, Trigg-Vaughn Stations, Dallas.*

EDITOR: . . . Magnificent. Your facts are straight . . . a very accurate picture of Texas and Dallas.—*Hal Dawson Jr., Dallas Chamber of Commerce.*

EDITOR: While recognizing your space limitations on your treatment of Texas' Spanish-language market, we feel you were much too casual about it . . . There are 1½ million Mexican-Americans in Texas . . . It would seem case studies would be the most effective way of judging all media . . . The Mexican-American, regardless of whether or not he is bilingual, is most effectively persuaded in his own language . . . There are three Spanish-language stations in San Antonio, two in Corpus Christi and several serving the Rio Grande Valley and El Paso.—*Arthur Gordon, Vice President, National Time Sales, New York.*

EDITOR: . . . The finest in-depth general study I've read. However, in my opinion not enough attention was paid to the broadcast pioneers in this state.

A note of added interest . . . Fm is missing from many of the top markets in the U.S. Yet in the twin cities of Odessa-Midland there are three in operation and one cp granted—all independents . . . —*Roy A. Elsner, General Manager, KQIP (FM) Odessa.*

EDITOR: Enjoyed your special report on Texas . . .

You will no doubt get many letters from Texans . . . Of course, here in Los Angeles, we will naturally take a very casual, lofty, superior, and tolerant view of the entire Texas matter, since their population, building and economic expansion claims can't begin to compare with ours—and even Arizona leads them percentage-wise.—*Red Blanchard, KNX Los Angeles.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]



NO!

"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of **KVOO-TV** has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

"Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!"**

The result? You buy with confidence when you buy **KVOO-TV** in Tulsa.

KVOO-TV

Represented by

Edward Petry & Co., Inc.

2

The Original Station Representative

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required

MONDAY MEMO

from HIDEO YOSHIDA, president, Dentsu Adv. Ltd., Tokyo

Japan offers ready-made radio-tv markets to the U. S. advertiser

I am often disappointed by the lack of news and publicity in the U.S. lack of news and publicity in the U.S. about Japanese advertising in general and Japanese broadcasting in particular even though Americans have been instrumental in many ways in bringing about the phenomenal growth of the advertising business in Japan. I also wonder why more Americans are not giving deep thought to the Japanese market when that country is currently engaged in reducing its trade barriers against imports from the U.S. and other countries.

The 1960 advertising volume in Japan totaled $500 million, an increase of 23.6% over 1959. Of this figure, 21.5% went into television and 10% into radio for a combined spending of nearly $160 million.

To Americans accustomed to figures reaching the multi-million-dollar level, this may be insignificant, but to the Japanese who have seen its growth from literally nothing in 1951 to its present size, it is encouraging and inspiring.

Commercial Advent ▪ For nearly three decades, until some time after World War II, Japan's radio was monopolized by the government-owned NHK (Japan Broadcasting Corp.) during which commercial radio was banned. In 1951, I had the pleasure of working with Japanese business leaders to establish commercial broadcasting.

Today more than 15 million registered and 20 million unregistered radio sets tune to 110 commercial stations and the national government-sponsored NHK network. Telecasting began with less than 800 sets in all Japan in February 1953; as of August 1961, over seven million sets were registered and we estimate that there are eight million sets in the country. There are now 67 commercial tv stations, plus 78 government-owned stations, of which 11 are educational.

Most tv sets in Japan are 14 inches and sell from $100 to $170. This equals about two months pay for the average Japanese and can be paid by the instalment system, so sets continue to sell at a very brisk pace. Through a national microwave network, tv waves cover 85% of the country, and the government is preparing reallocations for a secondary channel plan, which should extend coverage to 95%.

In the strict sense of the term, there is no commercial radio or television network, but a nationwide hookup is often effected on the basis of sponsor requirements. But most local stations prefer to hook up with one or more Tokyo stations and to a lesser extent with stations based in Osaka. Station hookups or sponsor networks are affected through the national microwave setup, video-tape or film distribution.

Television broadcast hours vary slightly. In general, weekday broadcasting hours are 7-9 a.m., 11 a.m.-5 p.m. and 5:30 p.m.-12 midnight—averaging 14 hours daily. On Saturdays and Sundays, this increases to 17 hours. Most programs are 30 minutes, but 45-minute and 60-minute programs are increasing.

Quality ▪ The quality of Japanese programs is generally very high when the price and time factors are considered. Kabuki shows, Broadway-type musicals and other shows are carried frequently on the commercial tv stations.

American films usually receive high ratings, and although they amount to only a little over 16% of the total programming, they are heavily concentrated in prime time segments. Emphasis on American films will continue to increase, particularly with the gradual lifting of import barriers. U.S. tv films continue to command top billing because major Japanese film producers have not yet joined with the television industry to produce high quality tv films and because there has been a multifold increase in production expenditures to advertisers.

In the commercials, the soft-sell approach predominates; the hard-sell variety, while on the increase, tends to antagonize the audience. Some are so soft and indirect that one often wonders who the sponsor is and what he is trying to sell.

Most Japanese tv commercials are 30 seconds or 60 seconds in length; 30-second spots predominate in station breaks. For some reason 20-second spots have not caught on, but 10-second and 5-second IDs are quite popular.

Scarcity ▪ Prime time is next to impossible to secure, and when it is available, the key station often dictates the station lineup. Advertisers who desire favorable time segments on any tv station must establish seniority over the years and must work through strong advertising agencies. Also, prime station breaks are usually sold out for long periods; it is necessary to be alert to see that one does not miss a sudden shift among the established sponsors.

In 1951 when commercial radio went on the air, Dentsu Adv. Ltd. was forced into establishing a radio audience rating service; again when commercial television began operations, Dentsu went into the field of television audience ratings. Through the years, Dentsu's audience ratings have become accepted in the Japanese advertising industry as the medium for judging and evaluating tv programs.

The future of television in Japan is very bright as sets continue to increase and new stations are successfully launched. Several key stations also have been experimenting with color broadcasting during the past few years and color set owners in the metropolitan areas of Tokyo and Osaka get a regular fare of color programs averaging over three hours daily. While color sets are few in number and set prices almost prohibitive, the major stations are going ahead with color plans.

Since black-and-white television established itself in Japan so successfully even in the initial stage through use of sets located in public spots, and in restaurants and cafes, many television executives feel they can succeed just as well with color sets, using the same methods. At any rate, color tv has Japanese advertising's attention today.

Hideo Yoshida, whose singular pioneer role in Japanese advertising is frequently paralleled with Albert Lasker's leadership in the U.S., entered Dentsu Adv. in 1958 upon graduation from Tokyo U., where he studied economics. He became president of Dentsu in 1947. It was primarily through his perseverance, with support from the U.S. occupation force in Japan after World War II, that the Japanese government permitted commercial radio to start in 1951 and commercial tv in 1953.



HERE'S THE REAL

RAZZ-MA-TAZZ



The nostalgia that was the 20's comes vitally alive . . more glorious than ever! Razz-Ma-Tazz . . 15 memory-igniting vocal and ensemble jingles that relive a fantastic era . . when B. Boop, R. Vallee, A. Jolson were legends in the making . . when The Untouchables were making legend for summer re-run . . when THE SOUND was King! Razz-Ma-Tazz, 15 authentic new station ID jingles that capture this lush era as only CRC can . . Razz-Ma-Tazz, the most stimulating sound ever to distinguish your station! Call or wire today for free audition.

PRODUCED BY

COMMERCIAL RECORDING CORPORATION

Dallas, Texas

DISTRIBUTED EXCLUSIVELY BY

RICHARD H ULLMAN, INC.

Exclusive distributors of The Big Sound, Formatic Radio, CRC Jingles, Target Jingles, IMN Jingles, Ev Wren Productions.

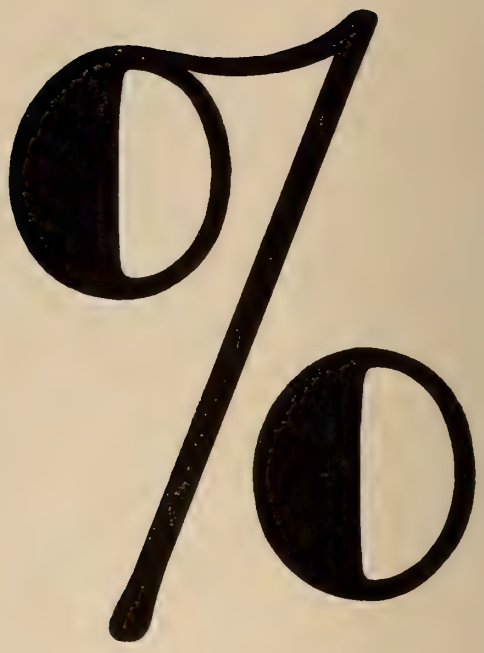
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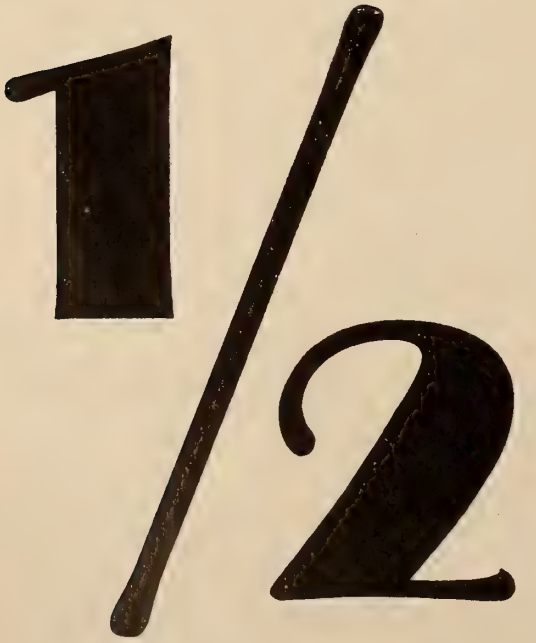
Hollywood New York



When your television dollars are looking for the network and the time period that will deliver the biggest and most responsive national audience, remember this:



The percentages are riding with you on ABC-TV. Take a look at the latest National Nielsen, see how the lookers, coast-to-coast-wise, are spending their looking-time.



In the critical matter of half-hour by half-hour ratings, ABC-TV showed its popular appeal with 21 out of 51 firsts...more firsts, that is to say, than Net Y or Net Z.*



*Nielsen National TV Report; Average Audience, all sponsored time periods, two weeks ending Aug. 6, 1961, Mon. thru Sat., 7:30-11:00 PM; Sun. 6:30-11:00 PM.

ABC Television

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 4, 1961, Vol. 61, No. 10

TELEVISION PASSES RECESSION TEST

■ Economic downturn fails to halt rising curve of medium
■ Second quarter rally puts '61 spot billings even with '60
■ FCC figures show network, spot with 7% gain in last year

Television is now emerging from its third and most severe economic recession test in 10 years with its sales still moving upward.

Two reports last week buttressed the rising optimism evident during the past few weeks on a wave of accelerating sales for fall and winter. Together the reports show that television weathered the general economic downturn of 1959-60 with its sales curve intact and still rising—the only major medium to do so.

▪ FCC's official report for 1960 showed national spot and network sales wound up the year 7% ahead of the total for 1959, even though the general economy was in a slide through most of the last half of 1960.

▪ Television Bureau of Advertising estimates for the first half of the current year showed the 1960 advances had been slowed but not stopped by the general downturn, which hit bottom in the first quarter of 1961. Spot billings, off 2.1% in the first quarter, rallied in the second and wound up the first six months about 1% below the 1960 level. Network billings, which rose 6.2% in the first quarter, climbed 8.2% in the second and 7.5% for the six-month period. Total national billing rose 3.7% for the six months.

On this track record through the rocky recession period there appeared little doubt that, barring war or other unpredictable catastrophe, television would wind up 1961 with another record in national sales. The networks' fall sales have been running ahead of last year's pace (BROADCASTING, Aug. 7, et seq) and spot sales, picking up noticeably in recent weeks, are expected to continue these gains and prove stronger in the fourth quarter.

TvB foresees total network billings of about $735 million for the year, a gain of about 8% over 1960, and spot billings of at least $625 million, a 2% rise. These estimates represent gross time billings, before commissions and discounts.

Although there are no authoritative figures on the current condition of local television sales, there is nothing to indicate a local pattern materially different from that shown for national. The FCC figures for 1960 showed local business performing at about the same percentage level of increase—7.6%—as network and spot.

Good Track Record ▪ Television's record in the face of general economic decline was seen as especially heartening in relation to the sales of rival media, none of which gained or even held even in the first half of this year as compared to the same period a year ago. Tv's major competitors did advance in 1960 as compared to 1959, although in most cases at lower percentage levels than television.

Media Records estimated gross national advertising expenditures for newspaper space in 1960 at $782,149,000, up 1.2% from 1959. Leading National Advertisers put the comparable figure for magazines at $853,581,000, up 9%, There were no comparable estimates on radio's gross, but McCann-Erickson estimated net expenditures for radio time and talent at $668,000,000, a gain of 1.8%.

In the first half of 1961, however, the print media took a tumble and radio also slipped behind its totals for the same period of 1960. Magazine revenues were estimated at $419 million, a drop of 4%, and newspaper lineage was down 6.8%. Although there were no official estimates on net-

Uhf makes profit—$300,000 for 72 stations

Uhf television moved into the black ink column for the first time in its eight-year life in 1960. Total income for the chs. 14 to 83 stations amounted to $300,000.

In previous years, uhf stations as a group showed losses of $500,000 in 1959, $2.2 million in 1958, and $3.5 million in 1957.

Last year, the FCC's 1960 financial report on tv showed, half of the 72 uhf stations operating for the full year ended with a profit, while the other half showed losses.

Other highlights of uhf's financial muscle in 1960:

▪ Two uhf stations made profits before federal income taxes of between $200,000 and $400,00. Most, 19 of them, had profits of less than $50,000.

▪ The same number, 19, had losses of less than $50,000—and again two uhf operators sustained losses of between $200,000 and $400,000.

▪ Eighteen uhf stations reported total revenues in the $200,000-$400,000 class—with half of these announcing a profit, while the other half reported a loss. Thirteen uhf stations had total revenues of less than $100,000 for the year (of which 10 sustained losses), while 12 uhf outlets reported total revenues of between $400,000 and $600,000 (again with half showing a profit and half a loss).

UHF PROFIT AND LOSS
(as of Dec. 31, 1960)

	Profit	Loss
Full year operation*	36	36
Part year operation**	—	3
Total Broadcast Revenues (for stations operating full year)	36	39
$1—$1.5 million	4	—
$800,000—$1 million	8	2
$600,000—$800,000	5	—
$400,000—$600,000	6	6
$200,000—$400,000	9	9
$100,000—$200,000	1	9
less than $100,000	3	10
Total	36	36
Profits (before federal income tax) or losses		
$200,000—$400,000	2	2
$100,000—$200,000	7	4
$50,000 —$100,000	8	11
less than $50,000	19	19
Total	36	36

*Data is not available for one station which operated full year and is not counted in these figures.
**There were two stations which operated during 1960 but which ceased before Dec. 31, 1960. These are not counted.

Individual market revenue for 1960 compared with that in 1959

Market	Number Stations Reporting	Total 1960 Revenues (000)	Network 1960 (000)	Network 1959 (000)	Gain or (loss) (000)	Spot 1960 (000)	Spot 1959 (000)	Gain or (loss) (000)	Local 1960 (000)	Local 1959 (000)	Gain or (loss) (000)
New York, N. Y.	7	$75,444	$10,656	$11,070	(414)	$59,629	$53,852	5,777	$12,037	$10,570	1,467
Los Angeles, Calif.	7	45,404	5,683	5,302	381	28,013	28,545	(532)	17,501	16,992	509
Chicago, Ill.	4	41,082	6,007	6,158	(151)	27,933	25,327	2,606	8,363	8,090	273
Philadelphia, Pa.	3	24,928	5,165	5,136	29	18,520	16,278	2,242	4,759	3,994	765
Boston, Mass.	3	20,034	3,627	3,620	7	13,869	13,191	678	5,499	5,251	248
Detroit, Mich.	3	18,139	4,443	4,255	188	10,798	10,042	756	4,239	4,406	(167)
Cleveland, Ohio	3	16,895	3,444	3,411	33	10,391	9,004	1,387	3,649	3,378	271
San Francisco-Oakland, Calif.	4	17,161	3,499	3,364	135	9,791	9,716	75	5,477	5,346	131
Pittsburgh, Pa.	3	15,371	3,057	3,262	(205)	10,727	10,782	(55)	3,700	3,351	349
St. Louis, Mo.	4	12,434	2,595	2,539	56	8,137	7,014	1,123	3,129	3,178	(49)
Washington, D. C.	4	11,831	2,343	2,431	(88)	7,579	6,948	631	2,485	2,314	171
Minneapolis-St. Paul, Minn.	4	11,461	2,432	2,408	24	5,414	5,070	344	4,139	3,644	495
Buffalo-Niagara Falls, N. Y.	3	10,304	2,213	2,120	93	6,909	6,081	828	2,868	2,529	339
Dallas-Fort Worth, Tex.	4	10,211	2,074	2,151	(77)	5,234	4,529	705	3,615	3,131	484
Cincinnati, Ohio	3	9,875	1,967	1,922	45	5,656	5,227	429	2,281	2,316	(35)
Baltimore, Md.	3	9,712	2,115	2,096	19	6,205	5,792	413	2,622	2,742	(120)
Indianapolis-Bloomington, Ind.	4	9,264	1,860	1,819	41	5,406	5,220	186	2,504	2,258	246
Miami, Fla.	3	9,247	1,469	1,406	63	4,950	4,659	291	3,005	2,533	472
Milwaukee, Wis.	4	9,195	2,141	1,924	217	5,878	5,515	363	2,199	1,875	324
Hartford-New Haven-New Britain-Waterbury, Conn.	5	8,916	1,815	1,637	178	7,017	5,922	1,095	1,377	1,265	112
Kansas City, Mo.	3	8,537	2,062	2,071	(9)	5,606	4,939	667	1,940	2,041	(101)
Seattle-Tacoma, Wash.	5	8,208	1,830	1,606	224	5,488	5,421	67	1,800	1,539	261
Houston-Galveston, Tex.	3	8,163	1,765	1,611	154	5,288	4,811	477	2,306	2,432	(126)
Columbus, Ohio	3	7,971	1,694	1,659	35	4,597	4,038	559	2,102	2,060	42
Atlanta, Ga.	3	7,404	1,706	1,665	41	4,399	3,882	517	1,921	1,927	(6)
Denver, Colo.	4	7,010	1,198	1,171	27	3,634	3,340	294	2,459	2,541	(82)
Portland, Ore.	3	6,560	1,560	1,463	97	4,554	4,130	424	1,556	1,505	51
New Orleans, La.	3	6,407	1,418	1,386	32	3,472	3,127	345	2,230	2,288	(58)
Oklahoma City-Enid, Okla.	3	5,575	1,372	1,356	16	2,833	2,838	(5)	1,548	1,336	212
Albany-Schenectady-Troy, N. Y.	3	5,559	1,545	1,496	49	3,504	3,279	225	1,142	1,015	127
Memphis, Tenn.	3	5,265	1,688	1,592	96	3,139	2,852	287	1,136	1,065	71
Tampa-St. Petersburg, Fla.	3	5,275	1,065	1,016	49	2,983	2,531	452	1,739	1,536	203
Sacramento-Stockton, Calif.	3	5,232	1,065	913	152	3,545	3,383	162	1,456	1,241	215
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	4,730	1,278	1,099	179	2,156	2,004	152	1,604	1,335	269
Omaha, Neb.	3	4,631	1,365	1,353	12	2,361	2,415	(54)	1,013	928	85
Nashville, Tenn.	3	4,601	1,288	1,254	34	1,939	1,609	330	1,865	1,672	193
Harrisburg-Lancaster-York-Lebanon, Pa.	5	4,325	1,216	1,161	55	2,791	2,518	273	1,149	1,060	89
Phoenix-Mesa, Ariz.	4	4,320	782	727	55	1,705	1,467	238	2,159	1,835	324
San Antonio, Tex.	4	4,139	1,088	1,060	28	2,304	2,067	237	1,349	1,288	61

TELEVISION PASSES RECESSION TEST continued

work radio, its total billings were generally acknowledged to have been hard hit in the first quarter but to be recovered steadily in the second. The latest estimates on spot radio indicate that while business rallied strongly in the second quarter and full-year totals probably will be better than last year's, billings in the first half were still 4.7% below those for the same 1960 period (see story page 37).

Important Index ▪ Definitive figures on tv's performance through the 1960-61 slump had been awaited somewhat more nervously than in preceding recessions because this was the first since television neared its apparent leveling-off point in terms of both tv homes and tv stations. In the 1953-54 slump, the first after it became a major advertising vehicle, television was still growing rapidly and its sales climb scarcely wavered. In the 1957-58 downturn tv's rate of growth had already slowed perceptibly and its sales, too, though they continued to advance moderately.

The question in the 1959-60 downturn—apparently answered in the negative—was whether television had now reached a point where it might be more vulnerable, like its print competitors, in times of general economic rough sledding.

TvB's second-quarter spot sales report—prepared for TvB by N. C. Rorabaugh Co.—indicated that despite spot's rocky start in the first three months, sales in the second quarter pulled even with and even exceeded by a fraction (0.04%) the total for the pre-recession second quarter of 1960.

The 1961 second-quarter total was put by TvB-Rorabaugh at $160,599,000, representing reports from 338 stations. The 0.04% gain was figured on the basis of 314 stations which submitted reports for the second quarters of both years.

Rally Builds Total ▪ The second-quarter rally brought the spot total for the first six months to $311.9 million as compared to $315.2 million for the same period of 1960. Network gross time sales meanwhile approximated $182.5 million in the first quarter and $181.4 million in the second for a first-half total of $363.9 million, as against $336.3 million during the first half of 1960.

Procter & Gamble again paced the spot tv field in the second quarter with gross billings of $16.4 million followed by Colgate-Palmolive with $4.7 million and Lever with almost $4.3 million (see list of top 100, page 32). Newcomers to the top 100 spot advertisers were Phillips-Van Heusen Corp. with $428,000; Cities Service with $388,500; Pure Oil with $379,900 and California Spray Chemical Corp. with $354,500.

Four of the six principal product classifications showed gains over the second quarter of 1960. The cosmetics and toiletries group with $16.7 million was up 1.7%; ale, beer and wines with $14.8 million were ahead by 10.4%; household laundry products with almost $13 million were up 8.5% and confections and soft drinks at $9.7 million were up 10.1%. Declines

Market	Number Stations Reporting	Total 1960 Revenues (000)	Network 1960 (000)	Network 1959 (000)	Gain or (loss) (000)	Spot 1960 (000)	Spot 1959 (000)	Gain or (loss) (000)	Local 1960 (000)	Local 1959 (000)	Gain or (loss) (000)
Rochester, N. Y.	3	4,109	1,051	1,105	(54)	2,591	2,246	345	1,002	1,147	(145)
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	4,099	1,207	1,141	66	1,896	1,785	111	1,146	1,079	67
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	2,946	795	682	113	1,545	1,176	369	800	697	103
Fresno, Cal.	3	2,918	834	793	41	1,658	1,561	97	870	804	66
Honolulu, Hawaii	3	2,835	304	252	52	1,096	937	159	1,598	1,519	79
Portland-Poland Spring, Me.	3	2,809	820	667	153	1,659	1,461	198	586	461	125
Mobile, Ala.-Pensacola, Fla.	3	2,786	587	487	100	1,258	963	295	1,003	996	7
Flint-Saginaw-Bay City, Mich.	3	2,754	860	802	58	1,580	1,430	150	624	573	51
Roanoke-Lynchburg, Va.	3	2,634	871	862	9	1,195	1,141	54	814	691	123
Green Bay, Wis.	3	2,517	908	810	98	913	950	(37)	844	762	82
Orlando-Daytona Beach, Fla.	3	2,405	543	523	20	956	714	242	1,040	919	121
Fort Wayne, Ind.	3	2,397	763	690	73	953	919	34	831	819	12
Peoria, Ill.	3	2,392	710	663	47	1,011	977	34	852	791	61
Knoxville, Tenn.	3	2,392	713	664	49	1,190	1,003	187	793	863	(70)
Little Rock, Ark.	3	2,376	687	637	50	1,010	1,013	(3)	808	718	90
Madison, Wis.	3	2,049	543	524	19	1,066	817	249	559	557	2
Tulsa, Okla.	3	3,965	1,153	1,099	44	2,095	2,005	90	1,049	934	115
Salt Lake City-Ogden-Provo, Utah	3	3,903	969	919	50	1,426	1,384	42	1,593	1,402	191
Des Moines-Ames, Iowa	3	3,707	1,059	998	61	2,388	2,355	33	686	623	63
Johnstown-Altoona, Pa.	3	3,492	928	926	2	2,193	1,903	290	700	611	89
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	3,305	752	**		1,639	**		1,261	**	*
Wichita-Hutchinson, Kans.	3	3,299	919	855	64	1,736	1,829	(93)	961	869	92
Richmond-Petersburg, Va.	3	3,256	973	1,053	(80)	1,321	1,287	34	820	685	135
Spokane, Wash.	3	3,059	710	672	38	2,067	1,794	273	822	846	(24)
Wilkes-Barre-Scranton, Pa.	3	3,044	897	834	63	1,310	1,060	250	990	978	12
Cedar Rapids-Waterloo, Iowa	3	2,639	818	768	50	1,496	1,570	(74)	486	407	79
Chattanooga, Tenn.	3	2,033	642	625	17	922	790	132	657	667	(10)
Tucson, Ariz.	3	1,980	358	273	85	504	468	36	1,206	1,032	174
Evansville, Ind.	3	1,947	635	516	119	686	688	(2)	806	702	104
El Paso, Tex.	3	1,907	380	325	55	638	688	(50)	883	781	102
South Bend-Elkhart, Ind.	3	1,900	547	540	7	677	721	(44)	701	589	112
Albuquerque, N. M.	3	1,898	431	388	43	508	530	(22)	1,059	956	103
Amarillo, Tex.	3	1,867	430	390	40	588	558	30	1,014	1,019	(5)
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	1,862	601	497	104	1,049	1,138	(89)	328	289	39
Youngstown, Ohio	3	1,838	525	499	26	850	859	(9)	523	420	103
Bakersfield, Cal.	3	1,782	336	**		721	**		884	**	
Rochester-Austin, Minn.-Mason City, Iowa	3	1,674	393	332	61	595	676	(81)	674	656	18
Colorado Springs-Pueblo, Colo.	3	1,512	301	219	82	445	423	22	766	695	71
Las Vegas-Henderson, Nev.	3	1,192	113	86	27	199	219	(20)	788	698	90

were registered by household cleaners, cleansers, polishs and waxes, off 10.1% to $8.6 million, and tobacco products, off 2.6% to $8.3 million (for complete category list see page 32).

The TvB-Rorabaugh figures represent gross expenditures for time only, before commissions and discounts, while FCC's figures represent expenditures for time after the volume discounts.

Spot by Markets ▪ Although total spot revenues in 1960 climbed by 8.3% over comparable 1959 income, the changes were spotty when time sales are analyzed market by market (see table above).

In the number one tv market, New York, spot revenues leaped upward from 1959's take by over $5.7 million.

In Los Angeles, however, the number two tv market showed spot revenues slipped by $500,000.

Actually spot income went up in most of the top tv markets in 1960. Spot jumped by over $2.6 million in Chicago and by $2.2 million in Philadelphia.

It moved up by $1 million or more in Cleveland, St. Louis and Hartford-New Haven-New Britain-Waterbury, Conn.

In some 15 other cities, however, besides Los Angeles, spot fell below the 1959 income from this category of time sales.

These were Pittsburgh, Oklahoma City, Omaha, Green Bay, Little Rock, Wichita, Evansville, El Paso, South Bend-Elkhart, Albuquerque, Paducah-Cape Giradeau-Harrisburg (Ill.), Youngstown, Rochester-Austin (Minn.), Mason City (Iowa), Las Vegas-Henderson (Nev.), Cedar Rapids-Waterloo (Iowa) and Wichita.

Top Cities ▪ Still the lead city, New York tv stations took in almost $75.5 million in total broadcast revenues in 1960, compared to $69.5 million in 1959. Network time sales revenues dipped by over $400,000 but spot and local moved up, by $5.7 million and $1.5 million respectively.

Los Angeles, remaining in second place for total tv revenues, accounted for $45.4 million, which was a slippage of $200,000 compared to 1959's total revenues of $45.6 million. Network

Near bullseye

BROADCASTING's estimates of 1960 television time sales—published more than six-months before the FCC report—were virtually on the button.

For the PERSPECTIVE 1961 issue (Feb. 20), BROADCASTING estimated total time sales at $1,146.3 million. The FCC's final, official figures for total time sales was $1,146.6 million, a difference of two hundredths of one percent. Sale of network time was figured at $462.2 million; the FCC reported this amounted to $471.6—a difference of 2%. Sale of national non-network time was estimated at $469.7 million; the FCC reported this category at $459.2 million—2% high for the estimate. Local time sales were estimated at $206.9 million; the FCC's report showed $215.8 million for this category—a difference of 4% between the estimate and actual official figures.

How tv networks, stations fared 1958-60

TABLE 1

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 530 TV STATIONS
1960 - 1959 - 1958
($ Millions)

	1960	1959[2]	1958[1]
	Broadcast Revenues		
3 Networks (including 15 owned and operated stations*)	$ 640.7	$ 576.1	$ 516.7
93 Pre-Freeze television stations	303.2	291.2	263.6
Subtotal	943.9	867.3	780.3
Post-Freeze television stations:			
346 vhf stations	293.9	268.6	223.6
76 uhf stations	30.8	28.0	26.1
Industry total	$1,268.6	$1,163.9	$1,030.0
	Broadcast Expenses		
3 Networks (including 15 owned and operated stations*)	$ 545.5	$ 488.2	$ 439.7
93 Pre-Freeze television stations	204.6	196.1	187.8
Subtotal	750.1	684.3	627.5
Post-Freeze television stations:			
346 vhf stations	243.9	228.8	202.3
76 uhf stations	30.5	28.5	28.3
Industry total	$1,024.5	$ 941.6	$ 858.1
	Broadcast Income (Before Federal Income Tax)		
3 Networks (including 15 owned and operated stations*)	$ 95.2	$ 87.9	$ 77.0
93 Pre-Freeze television stations	98.5	95.1	75.8
Subtotal	193.7	183.0	152.8
Post-Freeze television stations:			
346 vhf stations	50.1	39.8	21.3
76 uhf stations	.3	† .5	†2.2
Industry total	$ 244.1	$ 222.3	$ 171.9

† Denotes loss.

[1] 1958 data cover 3 networks and 19 owned and operated stations; 94 pre-freeze and 401 post-freeze stations (322 vhf and 79 uhf).

[2] 1959 data cover 3 networks and 17 owned and operated stations; 93 pre-freeze and 411 post-freeze stations (334 vhf and 77 uhf). Two network owned uhf stations were sold prior to December 31, 1959.

* Includes one post-freeze vhf station.

sales were up by $381,000 and local rose by $509,000, but spot fell back by $532,000.

Chicago, in show position, took in $41 million, compared to $38.8 million in 1959. Network slipped by $151,000, but spot shot up by $2.6 million and local revenues moved ahead by $273,000.

Even the tail-ender in tv markets showed a substantial gain, for its size, in total revenues. Las Vegas-Henderson, Nev., accounted for $1.2 million in total revenues in 1960, compared to $1.1 million in 1959. Network income rose by $27,000; spot sank by $20,000 and local revenues moved upward by $90,000.

Dips in Cities ▪ With all the upbeat in revenues, there were surprising evidences of slippage in other categories of times sales aside from spot revenues.

Local income dipped by $167,000 in Detroit. In Pittsburgh network revenues slid $205,000, in addition to the spot dip of $55,000. Local revenues softened by $49,000 in St. Louis.

Network revenues fell below the previous year in Washington, Dallas-Fort Worth, Kansas City, Rochester (N. Y.) and Richmond-Petersburg.

Local income slid in Cincinnati, Baltimore, Kansas City, Houston-Galveston, Atlanta, Denver, New Orleans, Rochester (N.Y.), Knoxville, Spokane, Amarillo and Chattanooga.

Upward Move ▪ Television's revenues and profits continued to move up in 1960 notwithstanding business conditions that were still generally soft following the 1959-1960 recession.

Total revenues for the three tv networks and 530 stations last year inched up to $1,268.6 million, up 9% over 1959's $1,163.9 million, according to the FCC's annual financial report on tv issued last week.

Profits, before federal income tax,

Network-station financial picture, 1960

TABLE 2: BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 530 TV STATIONS
1960

Item	3 Networks	15 Network Owned and Operated TV Stations	515 Other TV Stations	Total 3 Networks and 530 TV Stations
A. Revenues from the sale of time:				
1. Network time sales:				
Sale of network time to advertisers	$468.8	$	$	$ .....
Total network time sales	468.8	.....	.....	.....
2. Deductions from network's revenue from sale of time to advertisers				
a. Paid to owned and operated stations	29.9	.....	.....	.....
b. Paid to affiliated stations	132.0	.....	.....	.....
Total participation by others (excluding commissions) in revenue from sale of network time	161.9	.....	.....	.....
3. Total retentions from sale of network time	$306.9	$ 29.9	$134.8[1]	$471.6
4. Non-network time sales:				
a. National and regional advertisers	.....	100.3	358.9	459.2
b. Local advertisers	.....	30.8	185.0	215.8
Total non-network time sales	.....	131.1	543.9	675.0
5. Total time sales	306.9	161.0	678.7	1,146.6
6. Deduct—Commissions to agencies, representatives, etc.	70.4	24.6	99.7	194.7
7. Net time sales	$236.5	$136.4	$579.0	$951.9
B. Revenues from incidental broadcast activities:				
a. Talent	220.1	3.6	10.6	234.3
b. Sundry broadcast revenues	38.2	5.9	38.3	82.4
Total incidental broadcast activities	258.3	9.5	48.9	316.7
Total broadcast revenues	494.8	145.9	627.9	1,268.6
C. Total broadcast expenses	461.2	84.3	479.0	1,024.5
D. Broadcast income (before Federal income tax)	$ 33.6	$ 61.6	$148.9	$244.1

[1] Total retentions from sale of network time of $134.8 million by 515 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

How tv networks, stations apportioned operating costs

TABLE 6: BROADCAST EXPENSES OF 3 TV NETWORKS AND 530 TV STATIONS
1960

Type of Expenses	3 Networks	15 Network Owned and Operated TV Stations	515 Other TV Stations	Total 3 Networks and 530 TV Stations
		($ Thousands)		
Technical	$ 27,783	$14,812	$ 78,039	$ 120,634
Program	376,948	42,173	196,944	616,065
Selling	23,207	8,895	58,238	90,340
General and Administrative	33,232	18,436	145,767	197,435
Total Broadcast Expenses	$461,170	$84,316	$478,988	$1,024,474

BALANCE!



There was a time when agriculture dominated Central Iowa's economy. But it's not true today. Central Iowa—the area served by WHO-TV—is one of America's most diversified markets.

Take Des Moines for example. Its population has grown 17% in 10 years. The city has 300 factories manufacturing 1,000 different products PLUS 44 insurance company home offices with $7.4 billion of insurance in force. Yet Des Moines is only *one of 48* towns and cities in WHO-TV's primary coverage area.

Today, more than half the $2.5 billion income in Central Iowa comes from sources other than agriculture, but farm incomes *average $14,700* per year.

Your PGW Colonel has all the facts on WHO-TV—the one station best equipped to give you a good share of Central Iowa's bustling, balanced economy.

Source: Sales Management Survey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Peters, Griffin, Woodward, Inc.
National Representatives

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING
JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

Profit-loss breakdown of tv stations by revenue class

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

[Stations Operating Full Year 1960 Only]

Total Broadcast Revenues	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF	
	Profit	Loss	Profit	Loss	Profit	Loss
Over $8,000,000	10	–	–	–	–	–
6,000,000 - 8,000,000	9	1	–	–	–	–
4,000,000 - 6,000,000	13	2	4	–	–	–
3,000,000 - 4,000,000	18	1	5	–	–	–
2,000,000 - 3,000,000	30	–	21	1	–	–
1,500,000 - 2,000,000	12	–	20	1	–	–
1,000,000 - 1,500,000	6	1	48	3	4	–
800,000 - 1,000,000	–	1	26	6	8	2
600,000 - 800,000	1	1	48	7	5	–
400,000 - 600,000	–	1	45	10	6	6
200,000 - 400,000	–	–	29	18	9	9
100,000 - 200,000	–	–	4	18	1	9
Less than 100,000	–	–	4	10	3	10
Total operating full year 1960	99	8	254	74	36	36

NOTE: Excludes 7 satellite stations whose financial data are included with their parent station.

rose to a new high—to $244.1 million, up 9.8% over 1959's $222.3 million.

In both cases the rise was less than in the previous reporting period. Total revenues in 1959 jumped by 13% over those of 1958, and 1959 profits were 29.3% over 1958's.

Median Figures ▪ Included for the first time in the FCC's report is a table showing median revenues and median profits and losses for three major groupings of the nation's markets.

In markets which had three or more tv stations operating, the median revenue for 269 stations was $1,240,000; the median profit for 218 of these stations reporting black ink operations was $310,000 and the median loss for 51 red ink operations was $61,000.

For those markets where only two stations were operating, 136 stations had median revenues of $684,000, with 107 reporting a median profit at $130,000 and 29 reporting a median loss of $42,000.

In markets with only a single tv station, median revenues for 116 outlets was $215,000, with 65 stations having a median profit of $44,000 and 51 having a median loss of $36,000.

The median figure means that there are just as many stations reporting revenues, profits or losses above the median figure as below.

Other highlights of the FCC report:

▪ Advertisers bought 5.8% more network time in 1960 than in 1959—revenues from the sale of network time totaled $471.6 million in 1960 compared to $445.8 million in 1959.

Time sales to national and regional advertisers (spot) moved up 8.3%, $459.2 million in 1960 compared to $424.2 million in 1959.

Local time sales moved up 7.6%—$215.8 million in 1960 compared to $200.6 million in 1959.

Total time sales for the second year went over $1 billion—$1,146.6 million, up 6.5% over 1959's $1,076.6 million.

The three tv networks and their 15 owned stations took in $640.7 million, up 11.2% over 1959. Expenses went up 11.7% to $545.5 million, and profits before federal income tax were up 8.3% to $95.2 million.

Network operation accounted for 77.2% of the total revenues of the three networks and their 15 owned stations ($640.7 million), but only 35.3% of the total profits ($95.2 million).

The 93 pre-freeze tv stations, all vhf, accounted for 23.9% of total industry revenues as compared to their 1959 share of 25.0%. Total revenues of these "grandfather" stations totaled $303.2 million compared to $291.2 million in 1959, and profits hit $98.5 million compared to $95.1 million in 1959.

The 422 post-freeze stations reported total revenues of $324.7 million, representing 25.6% of total industry revenues, virtually the same ratio as in 1959. Of the 422 post freeze tv stations, 346 were vhf.

Of the 507 tv stations operating for the full 1960 year, 389 reported a profit. Of the 107 pre-freeze stations, 99 reported a profit. Among the 328 post-freeze vhf stations, 254 reported a profit.

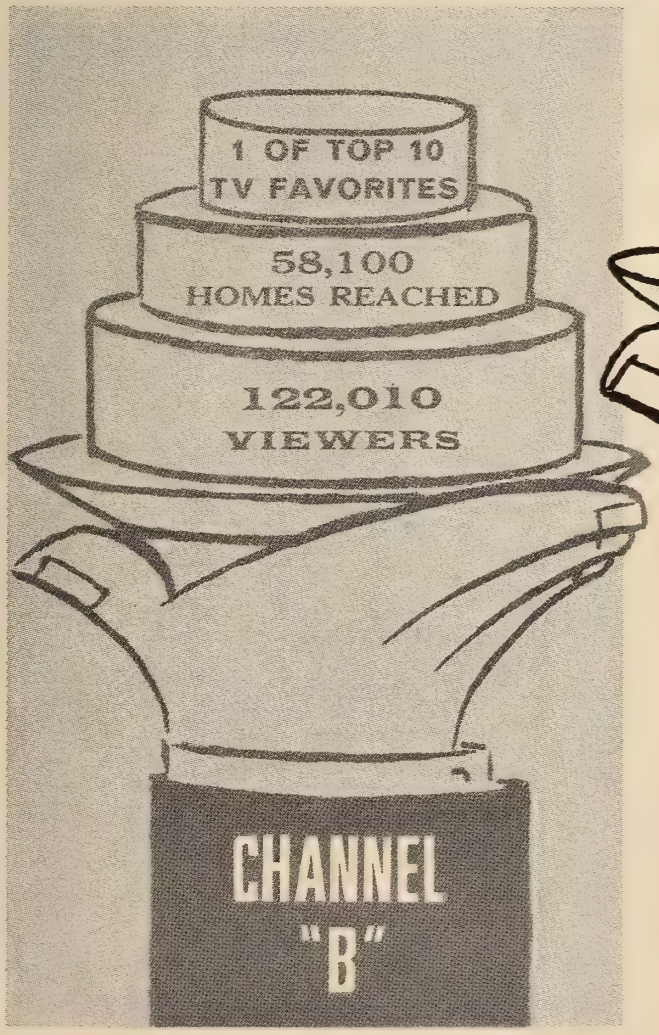
As a combined group, 81.1% of all vhf stations reported profits, compared to 78.5% in this category in 1959.

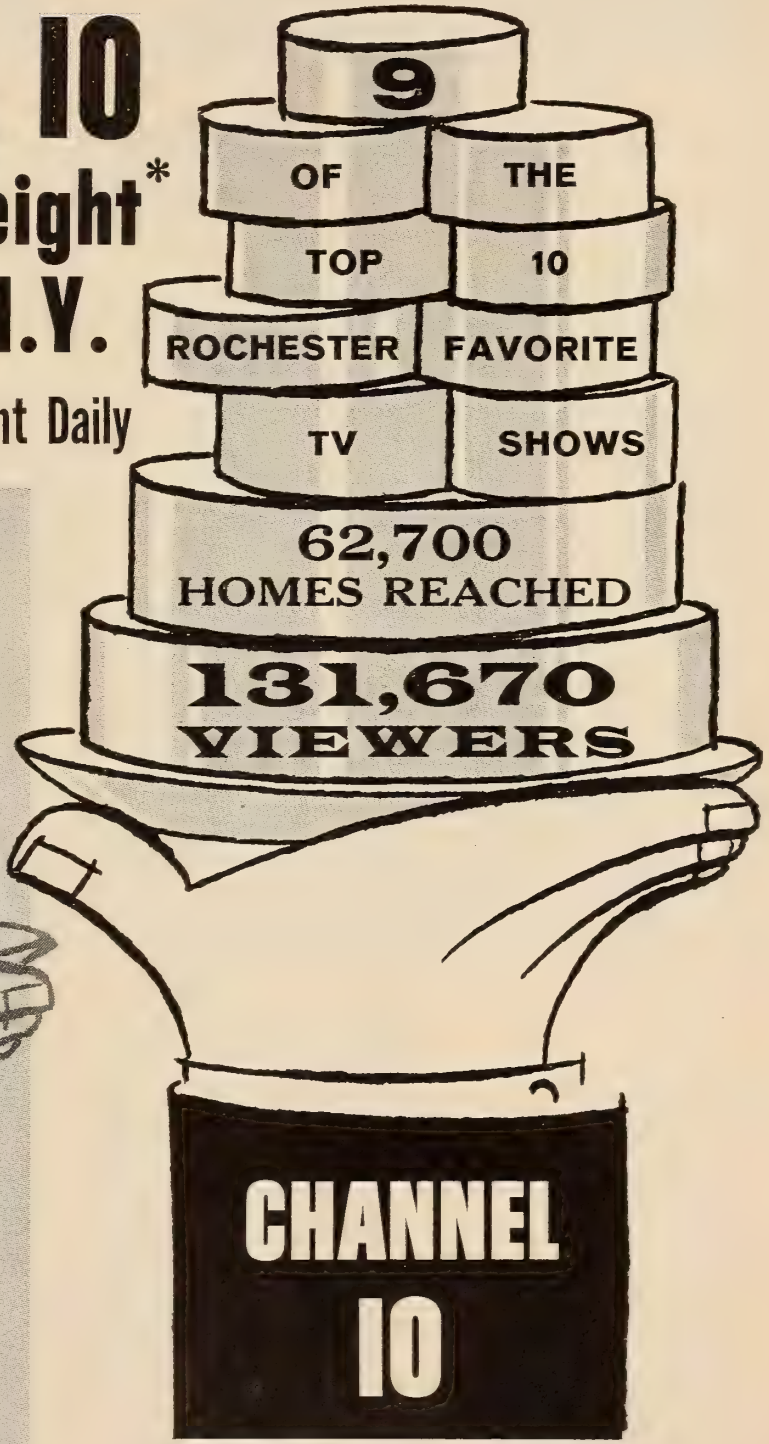
Reporting profits of over $1 million before federal income tax were 67 stations, compared to 65 reporting this sum in profits for 1959.

Of the total revenues taken in by tv stations and networks in 1960, 75% ($951.9 million) was derived from the sale of time, and 25% ($316.7 mil-

CHANNEL 10
Carries The Weight* In Rochester, N.Y.

From 6:00 P.M. to Midnight Daily





*NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

lion) from the sale of talent and program material to advertisers. This is a percentage change from previous years; in 1959, 1958 and 1957 the split was 77% and 23%.

Total time sales amounted to $1,146.6 million and were divided 41.1% ($471.6 million) from the sale of network time to national advertisers, 40.1% ($459.2 million) from the sale of non-network time to national advertisers, and 18.8% ($215.8 million) from the sale of time to local advertisers. These apportionments are roughly the same as in 1959. Time sales figures are before commissions.

▪ There were 40,612 employed in tv in 1960, up 342 over the 40,270 employed in 1959. As of Dec. 31, 1960, there were 35,721 full-time employes, and 4,891 part time employes in tv.

Tv spot rises .04% in second quarter

GROSS BILLINGS CONTINUE CLIMB PAST $160.5 MILLION MARK

Tv spot billings in the second quarter rose .04% over the like quarter a year ago, Television Bureau of Advertising is announcing today (Sept. 4).

Total gross billings of $160,599,000 for the second quarter are based on the reporting of 338 stations. The aforementioned .04% change is based on the 314 stations that reported in both the second quarter of 1960 and 1961.

The complete TvB-N. C. Rorabaugh report:

TOP 100 SPOT TV ADVERTISERS
SECOND QUARTER 1961

(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$16,419,700
2.	Colgate-Palmolive	4,736,300
3.	Lever Brothers	4,268,800
4.	Coca-Cola Co./Bottlers	3,661,300
5.	General Foods Corp.	3,527,200
6.	Continental Baking Co.	3,337,500
7.	William Wrigley Jr. Co.	2,700,700
8.	Standard Brands	2,252,500
9.	P. Lorillard Co.	2,212,600
10.	American Home Products	1,914,700
11.	Bristol-Myers Co.	1,836,800
12.	Philip Morris	1,797,600
13.	Lestoil Products	1,588,500
14.	Hunt Foods & Industries	1,556,600
15.	Kellogg Co.	1,554,900
16.	Simoniz Co.	1,483,800
17.	Miles Laboratories	1,475,500
18.	International Latex	1,438,500
19.	Corn Products Co.	1,368,300
20.	Anheuser-Busch	1,311,000
21.	Nestle Co.	1,291,400
22.	Pepsi Cola Co./Bottlers	1,285,200
23.	Quaker Oats Co.	1,246,000
24.	Alberto-Culver Co.	1,185,000
25.	Carter Products	1,171,700
26.	American Tobacco Co.	1,168,800
27.	Brown & Williamson Tobacco	1,129,600
28.	Gillette Co.	1,115,300
29.	General Mills	1,018,700
30.	Jos. Schlitz Brewing	998,900
31.	J. A. Folger & Co.	950,400
32.	Pabst Brewing Co.	948,100
33.	General Motors Dealers	922,500
34.	Standard Oil Co. (N. J.)	921,000
35.	United Vintners	898,200
36.	Avon Products	880,600
37.	Carling Breweries	832,300
38.	Ford Motor Co. Dealers	822,700
39.	Ward Baking Co.	772,800
40.	Sterling Drug	763,900
41.	Hills Bros. Coffee	761,200
42.	Food Manuf. Inc.	759 600
43.	Warner-Lambert Pharma.	738,500
44.	Consolidated Cigar	730,500
45.	American Oil	728,800
46.	Sears Roebuck	721,000
47.	Pharma-Craft	713,900
48.	R. J. Reynolds Tobacco	712,600
49.	Falstaff Brewing	703,400
50.	Maybelline	$696,300
51.	North American Phillips	674,600
52.	U.S. Borax & Chem.	673,300
53.	Vic Tanny Enterprises	631,500
54.	American Chicle Co.	630,000
55.	Norwich Pharmacal Co.	625,700
56.	E. & J. Gallo Winery	616,400
57.	Carnation Co.	588,500
58.	Swift & Co.	581,000
59.	Theo. Hamm Brewing	571,100
60.	Ralston-Purina	564,700
61.	S. C. Johnson & Son	551,000
62.	Welch Grape Juice Co.	545,400
63.	Phillips Petroleum Co.	544,300
64.	John Morrell & Co.	534,000
65.	National Biscuit Co.	517,500
66.	Andrew Jergens Co.	509,000
67.	Helene Curtis Industries	500,600
68.	Campbell Soup Co.	487,700
69.	Liebmann Breweries	481,000
70.	Sun Oil Co.	471,100
71.	Lanolin Plus	465,400
72.	Piel Bros.	464,300
73.	Atlantic Refining	454,200
74.	Interstate Bakeries	451,300
75.	Pacific Tel. & Tel.	488,800
76.	American Sugar Ref. Co.	447,900
77.	C. Schmidt & Sons	446,100
78.	National Dairy Prods.	443,600
79.	Scott Paper Co.	438,500
80.	Hertz Corp.	438,200
81.	Atlantic Sales Corp.	437,600
82.	Chock-Full-O-Nuts Corp.	432,100
83.	Phillips-Van Heusen	428,400
84.	U.S. Rubber Co.	425,700
85.	Eversharp Inc.	418,900
86.	Socony-Mobile Oil Co.	418,700
87.	Standard Oil Co. of Calif.	414,400
88.	Beech-Nut Life Savers	412,100
89.	Block Drug Co.	409,900
90.	Cities Service Co.	388,500
91.	Pure Oil Co.	379,900
92.	General Motors	373,400
93.	Greyhound Corp.	363,400
94.	J. Nelson Prewitt Inc.	357,300
95.	California Spray Chemical	354,500
96.	M. K. Goetz Brewing	353,600
97.	F. & M. Schaefer Brewing	351,500
98.	Natl. Fed. of Coffee Growers of Colombia	350,800
99.	B. F. Goodrich Co.	350,700
100.	Quality Bakers of Am. Cooperative Inc.	347,700

BY TIME & ACTIVITIES

Time of Day	Amount	Per Cent
Day	$ 40,111,000	25.0
Early evening	34,773,000	21.7
Prime night	52,170,000	32.5
Late night	33,545,000	20.8
	$160,599,000	100.0
Type of Activity	**Amount**	**Per Cent**
Announcements	$121,831,000	75.9
ID's	18,996,000	11.8
Programs	19,772,000	12.3
	$160,599,000	100.0

ESTIMATED EXPENDITURES OF SPOT TV ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB-Rorabaugh)

	Second Quarter 1961
Agriculture	$ 376,000
Ale, beer & wine	14,788,000
Amusements, entertainment	425,000
Automotive	4,555,000
Building material, equipment, fixtures, paints	742,000
Clothing, furnishings, accessories	3,074,000
Confections & soft drinks	9,721,000
Consumer services	5,006,000
Cosmetics & toiletries	16,703,000
Dental products	4,330,000
Drug products	7,146,000
Food & grocery products	44,392,000
Garden supplies & equipment	408,000
Gasoline & lubricants	6,858,000
Hotels, resorts, restaurants	157,000
Household cleaners, cleansers, polishes, waxes	8,639,000
Household equipment—appliances	839,000
Household furnishings	559,000
Household laundry products	12,971,000
Household paper products	1,492,000
Household, general	1,697,000
Notions	83,000
Pet products	2,038,000
Publications	555,000
Sporting goods, bicycles, toys	586,000
Stationery, office equipment	67,000
Television, radio, phonograph, musical instruments	36,000
Tobacco products & supplies	8,316,000
Transportation & travel	1,338,000
Watches, jewelry, cameras	725,000
Miscellaneous	1,977,000
TOTAL	$160,599,000

Hartz plans 10 markets for four Ziv-UA series

In what was said to be its first regular use of syndicated tv film programs, Hartz Mountain Products (bird food), New York, has signed to sponsor four Ziv-United Artists series in ten major markets, starting this fall. Hartz, through George H. Hartman Adv., Chicago, will sponsor more than one of the programs in some markets.

The stations that will carry the programs are WPIX (TV) New York, WGN-TV and WBKB (TV) Chicago, KTLA (TV) Los Angeles, KRON (TV) San Francisco, CKLW-TV Windsor-Detroit, WHDH-TV Boston, WEWS (TV) Cleveland, WRCV-TV Philadelphia, KDKA-TV Pittsburgh and WTCN-TV Minneapolis-St. Paul. The series involved are *Ripcord, Everglades, Trouble-Shooters* and *Adventures at Scott Island.*

"WARNER'S 'FILMS OF THE 50's' PUT US BACK INTO FEATURE FILM PROGRAMMING"

Why WGN-TV bought Seven Arts-Volume II



says Ben Berentson,
Station Manager, WGN-TV, Chicago, Ill.

"For about two years there was such a dearth of good properties available to us, we stayed completely away from features.

"But when we saw the successful track record of Vol. I telecasts around the country, and looked over the equally fine balance of TV attractions in Vol. II, we knew we had the quality we needed to put us back in the feature film business, **profitably.**

"Advertisers seem to agree. On August 1 we were 75% sold on our first programmed series using 'Films of the 50's', slated for September . . . sold with no special promotion or sales effort!"

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



Stereo Package...from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of "matched" equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment. Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now "on the air" at a number of FM stations.

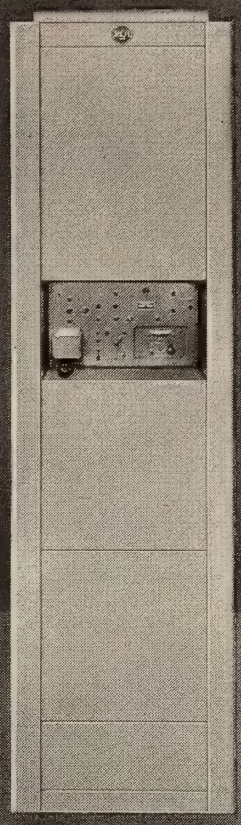
RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. Z-22, Building 15-5, Camden, N.J.

RCA®

The Most Trusted Name in Broadcasting

FOR YOUR TRANSMITTER PLANT...





Now...“One Stop” Shopping

...for your complete FM

Here's the Complete Package:

FM TRANSMITTERS FOR STEREO

A complete range of transmitter power is available —1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1

Heart of the new stereo system is this double sideband generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-sideband, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO

The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLETTE

Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design — with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be “ganged” for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE

High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.



The Pennsylvania Rifle, also known as the Kentucky rifle, was developed in the Mylin Gun Shop, Lancaster, Pennsylvania. It was used by early settlers and frontiersmen because of its accuracy and dependability.

Pioneering in Pennsylvania

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

Spot radio rallies in second quarter

SRA THINKS CHANCES GOOD FOR A BETTER YEAR THAN 1960

The spot radio business, listless during the first quarter of the year, perked up during the second, encouraging sales officials to predict that its 1961 full-year total will exceed 1960's.

Estimates being released today (Sept. 4) by Station Representatives Assn. put national spot radio's second-quarter gross time sales at $49,320,000. This was still 1.9% below the figure for the same period a year ago but represented a strong rally after the 7.9% decline noted in the first quarter.

These figures, compiled for SRA by the independent accounting firm of Price Waterhouse & Co., brought national spot radio's estimated gross time sales for the first half of 1961 to $89,644,000, or 4.7% below the $94,060,000 reported for the first half of 1960.

SRA Managing Director Lawrence Webb said the second-quarter rally, coupled with current signs of continuing gains, left him confident that "the 'loss' figure of $4,416,000 as it now stands will show up on the black side of the ledger when final figures are in for the year."

Ever-Present Evils ▪ He attributed the first-half lag to several factors, some of which he said stem from practices that will always keep spot radio short of its maximum potential, even in the best of boom-times, unless stations voluntarily eliminate them. The "most bothersome" of these, he said, is the dual-rate system under which many stations offer one rate to local advertisers and another to national advertisers.

"It is a well-known fact," Mr. Webb said, "that a lot of nationally spent spot radio dollars continue to wind up in the 'local sales' classification, because a number of national advertisers are able to make a better buy through dealer or broker setups that are able to garner a 'local' rate."

He said that "while a growing number of stations report they have only one rate subject to the regular 15% agency commission, 75% of the commercial radio stations continue to use separate national and local rates." SRA is conducting a continuing campaign to promote single-rate systems that make no distinction between local and national business.

Mr. Webb said another complication for spot radio is that agencies are confused and emmbarrassed by "the number of radio stations with single rates where agency commissions do not apply."

Out of the Dark ▪ Barter deals also were singled out as drawbacks to spot billings: "Such deals represent a lot of spot radio dollars, and they never show up in the right sales columns. When stations put an end to such shenanigans and return to a code of ethics that will enable an advertiser to buy radio at the published rate with full confidence that he is not being discriminated against in favor of a fast-buck artist, you will see a decided gain in national spot dollar volume," Mr. Webb asserted.

In support of his prediction that spot radio billings will continue to gain despite such "deterring factors," the SRA executive cited more than a score of national advertisers which he said are currently allocating sizeable chunks of their advertising budgets to spot radio for the rest of 1961.

He said this group includes such new-to-radio advertisers as Dennisons Foods, Owens Yacht Co. and Dulaney Foods, in addition to such experienced radio users as Burlington Hosiery, Ford Motor, Best Foods, Hills Brothers Coffee, Noxzema, Nescafe, Prestone, Zerex, Campbell Soups, Mueller's Macaroni, Esso, Shell Oil, Betty Crocker Foods, Ocean Spray Cranberries, Q-Tips, Rem Cough Medicine, 666 Cold Remedies, John Hancock Life Insurance and Eastern Airlines.

Mr. Webb said spot radio's list of customers is being gradually expanded through intensive sales efforts using tailor-made presentations to show prospects not only what radio can do generally, but what it can do to solve their own individual problems specifically.

Business briefly...

Procter & Gamble Co., Cincinnati, has bought *Hollywood: The Golden Years,* story of the era of silent films, to be presented Nov. 29 on NBC-TV (7:30-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Union Carbide Corp., N.Y., through William Esty Co., Hollywood, will sponsor *College Football Kickoff,* a new ABC-TV series of 13 programs each covering a different phase of college football. The series, to be presented immediately preceding *NCAA Football*, will begin Sept. 16 (Sat., 4-4:15 p.m. EDT).

Hazel Bishop Inc., N.Y., has bought

NIELSEN

First Report for August, 1961
(Based on two weeks ending Aug. 6, 1961)
NIELSEN TOTAL AUDIENCE (†)

Rank		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	30.6	14,351
2.	**All Star Football Game**	28.1	13,179
3.	**All Star Baseball Game #2**	26.1	12,241
4.	**Have Gun, Will Travel**	24.2	11,350
5.	**Ed Sullivan Show**	23.7	11,115
6.	**Untouchables**	23.6	11,068
7.	**What's My Line?**	23.3	10,928
8.	**Family Classics**	23.0	10,787
9.	**Wagon Train**	22.6	10,599
10.	**Candid Camera**	21.9	10,271

NIELSEN AVERAGE AUDIENCE (‡)

Rank		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	27.7	12,991
2.	**Have Gun, Will Travel**	22.0	10,318
3.	**What's My Line?**	21.1	9,896
4.	**Candid Camera**	19.7	9,239
5.	**My Three Sons**	19.5	9,146
6.	**Price Is Right** (8:30 p.m.)	19.1	8,958
7.	**Real McCoys**	17.8	8,348
8.	**Ed Sullivan Show**	17.6	8,254
9.	**Holiday Lodge**	17.5	8,208
10.	**Untouchables**	17.4	8,161

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All-Star Football Game (ABC-198): Carling Brewing (Lang, Fisher & Stashower), R. J. Reynolds (Esty), Fri., Aug. 4, 10 p.m.

All-Star Baseball Game (NBC-193): Gillette (Maxon), Chrysler (Burnett), Mon., July 31, 2:45 p.m.

Have Gun, Will Travel (CBS-177): Lever (JWT), American Home Products (Bates), Sat., 9:30-10 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun., 8-9 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FC&B), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FC&B), Thur., 9:30-10:30 p.m.

What's My Line? (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun., 10:30-11 p.m.

Family Classics (CBS-176): Breck (Reach, McClinton), Sun., Aug. 6, 10-11 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed., 7:30-8:30 p.m.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun., 10-10:30 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur., 9-9:30 p.m.

Price Is Right (NBC-183): Lever (OBM), Wed., 8:30-9 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur., 8:30-9 p.m.

Holiday Lodge (CBS-187): State Farm (NL&B), Lipton (SSC&B), Sun., 9:30-10 p.m.

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'Old West' lures viewers to Barbecued Beans

The lure of the Old West is still strong in the modern American heart, as any tv rating chart will testify.

A part of that lure comes from the open-air cooking of the range, the barbecued-beef-and-beans fare of the cowboys has been translated through the years into today's cook-outs, which still feature beef-and-beans as a major attraction.

Three In One ▪ So, when Campbell Soup Co. came up with a new product, a blending of California pink beans, Great Northern beans and Baby Limas with a mild but tangy tomato sauce into Campbell's Barbecue Beans, the company and its agency, Needham, Louis & Brorby, Chicago, decided to capitalize on this common denominator between the Old West and Modern America, east or west.

The result was a series of tv spots that show Campbell's Barbecue Beans being eaten with equal enjoyment by cowboys who look like real cowboys in a western setting that looks like the real West and by a typical American family of today. The goal was to establish an empathy with the viewers that could cause them to capture a little bit of the West for themselves by purchasing it in a 16-ounce red and white can, generally for 19 cents or two for 37.

A four-month test—July through October 1960—was conducted in four widely separated markets—Scranton-Wilkes Barre, Pa.; Jacksonville, Fla.; St. Louis, Mo., and San Diego, Calif. The tv spots—two one-minute commercials and two 30-second condensations of them—were tested in the daytime, with 10-15 showings per market per week for seven weeks, and in the evening, with three-five showings per market per week for 12 weeks.

Hal Kaufman, senior writer of N L & B Chicago, wrote the script and the original music for the tv spots, which are unusual in that all have the same sound track. They were recorded in New York by western singer Ken Carson, although the visual approach varies with each of the two one-minute commercials and their 30-second condensations. Willis J. Davis, producer and senior tv art director of N L & B Hollywood, served as art director and agency producer for the spots, which were produced by Jack Denove Productions in Hollywood. Mr. Davis and Jack Denove jointly did the casting for the spots, to insure that the characters were truly western and not motion picture or drugstore cowboys.

How It's Done ▪ A typical spot, "Line Shack/Backyard Barbecue," opens with a cowboy on horseback galloping up to a line shack where a second horse is grazing and a second cowboy stands at the door, waving his partner in with a wooden spoon as Ken Carson sings, to guitar accompaniment, "Now this is the story of the new Barbecue Beans, the newest beans in town." The camera shows the interior of the cabin, with a pot of beans bubbling on the stove, then cuts to a closeup of the pot as the cowboy stirs the beans, while the singer continues, "with a fresh-off-the-open-fire flavor, a flavor that wins hands down." The cowboys taste the beans, show their enjoyment and dig in in earnest as the song goes on: "New Barbecue Beans from the Campbell folks, nothin' like 'em ever before. There's three kinds of beans in barbecue sauce. Get 'em now at your favorite store."

Following a description of the product with its three kinds of beans, the spot shows a backyard barbecue

"biggest tv saturation campaign" in its history: 100 stations in the top 44 markets, using 60- and 20-second spots from Sept. 20 to Nov. 15. Agency: North Adv., N. Y.

Adams Corp. and **Clark Candy,** divisions of **Beatrice Foods Co.,** Chicago, have signed as sponsors of *Magic Ranch,* new ABC-TV show which starts Sat., Sept. 30 (11:30-12 noon, EDT). Agencies: Adams through Ted R. Daniels Adv., Chicago, and Clark via Maxon Inc., Detroit.

Helene Curtis Industries, Chicago, has expanded its fall participation buys on NBC-TV to include the *Dick Powell Show* Tues. 9-10 p.m. and *Saturday Night at the Movies* Sat. 9-11 p.m. for toiletries products not yet identified. Firm earlier bought part of *87th Precinct* Mon. 9-10 p.m. Agency: Edward H. Weiss & Co., Chicago.

Rep appointments...

▪ WPAW Pawtucket, R. I.: Nona Kirby Co., Boston, as regional representative.

▪ WAME Miami, Fla.: Venard, Rintoul & McConnell, N.Y.

▪ WGAW Gardner, Mass.: Breen & Ward, New York.

▪ WQXQ Daytona Beach, Fla.: Hal Walton Assoc., New York.

▪ KUZN West Monroe, La.: Breen & Ward, New York.

▪ KXYZ Houston, recently acquired by Public Radio Corp., and WWOM New Orleans, owned and operated by Franklin Broadcasting Co.: Adam Young Inc., N.Y.

Also in advertising...

PR chosen ▪ Studebaker-Packard Corp., South Bend, Ind., has retained Sydney S. Baron Public Relations Corp., New York, with Murray Snyder, former Assistant Secretary of Defense for Public Affairs as account executive. S-P's advertising agency is Doyle Dane Bernbach, New York.

"Winning the peace . . ." ▪ Benton & Bowles, N.Y., has prepared a fall drive for the USO with, "Winning the peace is a lonely battle," as the theme. The appeal will be sent on tv and heard from approximately 3,200 radio stations and the four networks.

ARF report ▪ The Advertising Research Foundation has released to its members a report entitled, "A Comparison of Estimates from the Nights-at-Home Formula with Estimates from Six Calls." It is the first report to be completed in ARF's current series of methods research studies, a program launched to evaluate and develop better techniques of advertising measurement.

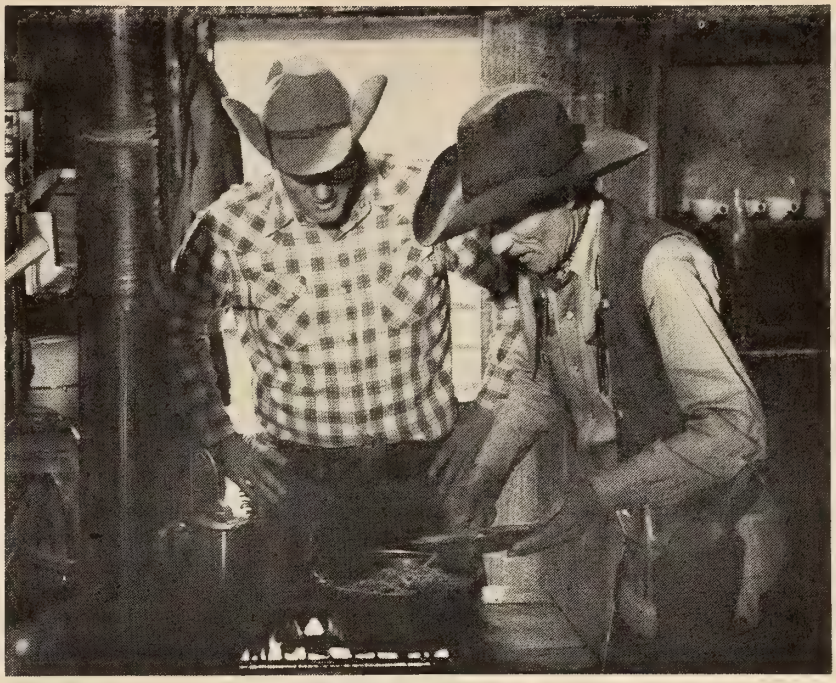
Eastward Ho! ▪ Tele-Tape Productions Inc. is moving its headquarters from Chicago to New York this month. The company, which operates a mobile tape production unit, has been retained as basic supplier of mobile facilities to Video Tape Productions of New York. Tele-Tape has operated mobile units on location shooting in the Midwest, Florida and along the eastern seaboard in the production of commercials and shows, including the forthcoming *Kukla and Ollie* show on NBC-TV. New York headquarters address to be announced shortly.

Music mixer ▪ Music Makers Inc., N.Y., reports it has developed a process called Tele-Mix, a form of closed-circuit television, which permits agency producers to view on a tv screen the way music is mixed into tv commercials for their

with a modern American family enjoying the "three kinds of beans in barbecue sauce" because "Campbell's makes 'em and that makes 'em good," and dissolves to a flash finish with the Campbell Kids pushing a can as they carol "new, new barbecue, new Campbell's Barbecue Beans."

Audience reaction to the four-market test campaign was immediate and emphatic and Campbell's Barbecue Beans were put into national distribution without delay. Announcement to the public across the country was made on the CBS-TV special "Thanksgiving Day Parade Jubilee." In December, the barbecue beans commercials appeared on ABC-TV's *Donna Reed Show* and CBS-TV's *Lassie,* plus daytime spots on seven ABC-TV programs. Beginning in April the spots also were carried by *Walt Disney Presents* and *Silents Please,* both on ABC-TV. And the sound tracks of the tv commercials were used as radio commercials for an April-July campaign in six major markets in the Southwest and Pacific Coast areas.

First In Beans ▪ "Campbell's will not divulge specific sales figures," Edward W. Hobler, vice president and account supervisor on the account at N L & B Chicago, said last week, "but the addition of Barbecue Beans to Pork and Beans and Beans and Franks has made Campbell's the leader in the bean field across the nation. And television can take the credit, for this is virtually the only advertising that has been used for this new product. The fact that we moved so swiftly from the test campaign into full national advertising shows how effective tv was at the start, and it's been just as successful since then."



Frontier flavor is added to product by scenes like this.

New tv spots, with even more emphasis on the western outdoor life and the way Barbecue Beans fit into it, will be used this fall on Campbell's tv network programs, *Donna Reed* on ABC-TV and *Father of the Bride* on CBS-TV.

clients. The process is said to expedite and improve the method of mixing music with a finished commercial.

Non-filters gain in survey ▪ Television Advertising Representatives Inc., N.Y., covered seven product categories in its latest brand comparison survey conducted last March in the firm's eight tv markets. The survey revealed that non-filter cigarette smoking is on the upgrade, but like the other categories, there were wide market-to-market differences. Besides cigarettes, the brand comparisons cover beer and ale, cold remedies, gasoline, headache remedies, hot cereal and margarine.

Agency appointments...

▪ E. F. Hutton & Co., N.Y., stock brokers, appoints Fletcher Richards, Calkins & Holden, Los Angeles, for its 21 offices in Southern California, Arizona, New Mexico and Texas. Schwab, Beatty & Porter continues as New York agency.

▪ Harvell-Kilgore Corp., Bolivar, Tenn., appoints Frank B. Sawdon Inc., N.Y., to handle its advertising. Spot radio and tv will be used for H-K's toys and housewares.

A 30-10 split of the 40-second ID time

THAT'S THE COMBINATION RECOMMENDED BY TVAR

A major tv rep company last week announced its stand on how it feels advertisers should split the new 40-second prime-time station breaks that go into effect this fall. Television Advertising Representatives Inc., New York, went on record as favoring a "30-10" combination for national spot tv advertisers.

TVaR offers its formula as a solution to "some confusion" about the new 40-second adjacency with respect to length of spots and pricing for various lengths of station-break announcements. TVaR claims the network plan gives "additional practical opportunities."

TVaR notes "four standard formulas" for filling 40-second station breaks: one 40-second announcement, two 20-second announcements, a 30- and a 10-second announcement and a 20- and a 10-second announcement, plus a 10-second information service filler (news, weather, etc.). The rep firm adds that a fifth possibility has been suggested—a 40-second "sponsored program" of capsule news or weather reports, with the advertiser getting opening and closing billboards and a 20-second commercial.

Up until now, TVaR explains, national spot tv advertisers who required more than a 10-second ID to tell their story were limited, for the most part, to either 20-second station breaks or 60-second participations in network spot carriers. Regional spot tv advertisers requiring more than 10 seconds have generally had only one choice—20-second breaks.

Why 30-10 Formula Works ▪ TVaR reports that 30-second station-break spots have been available, but on a "realistic basis" the demand for 30's and 10's have relegated 30's to the "least attractive times."

What TVaR recommends is greater emphasis on the 30-10 station break, a formula which it claims is the most flexible and efficient way to fill the 40-second break. Five reasons are given: "The thirties can sell products and services, give advertisers more sales impact,

protect the ID advertiser, provide production economies and reach homes at low cost-per-thousand."

TvAR refers to the increasing numbers of 30-second commercials on network participation programs to show that 30's are being used "to sell everything."

"During the first six months of 1960, no less than 81 different brands were advertised with 30-second tv commercials on network participating programs." Of this total, there were 15 that used 30's in all of the first six months. "Many advertisers have consistently used 30's back-to-back in network carriers" (Armour's Dial soap and Dash dog food, for example). TvAR concludes that "certainly a dominant 30 next to a 10 can be used even more effectively."

TvAR, which represents the five Westinghouse broadcasting tv stations, in addition to WTOP-TV Washington, WBTV (TV) Charlotte and WJXT (TV) Jacksonville, Fla., does not include specific prices in its booklet.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 24-30 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 24	**Untouchables** (9:30 p.m.)	ABC-TV	21.9
Fri., Aug. 25	**Twilight Zone** (10 p.m.)	CBS-TV	18.0
Sat., Aug. 26	**Gunsmoke** (10 p.m.)	CBS-TV	27.0
Sun., Aug. 27	**What's My Line?** (10:30 p.m.)	CBS-TV	22.3
Mon., Aug. 28	**Concentration** (9:30 p.m.)	NBC-TV	16.7
Tue., Aug. 29	**Dobie Gillis** (8:30 p.m.)	CBS-TV	14.8
Wed., Aug. 30	**Naked City** (10 p.m.)	ABC-TV	19.6

Copyright 1961 American Research Bureau

Nifty back to school in 50 more tv markets

NOTEBOOK ADVERTISER SEEKING NEW YOUTH AGE GROUP

A blossoming advertiser in spot television—St. Regis Paper Co. (Nifty notebooks), New York—is coming in strong this week on a nationwide basis with the opening of schools across the country.

St. Regis, through its agency, Cunningham & Walsh, New York, will be on more than 200 tv stations in some 150 markets through the country. The campaigns have been timed to begin individually with the start of school in each locality.

To time the advertiser's starting dates, the agency's media department and station representatives worked together in gathering information on the exact school opening dates.

Last year, the product was introduced nationally—after appropriate testing in selected markets—in more than 100 markets. Thus the spot business has been increased substantially. Another change is the advertiser's attempt to reach for the 12-17 age group. The previous drive had been keyed to potential users in the elementary grades. Buying has been in the 4:30-7 p.m. time period, including placement in the early children's shows and in action strips which appeal to teen-agers.

The Nifty commercials (for school binders, fillers and a new binder product) are one minute in length. To heighten the appeal of the commercials for the youngsters the advertiser hopes to reach, the agency produced messages which are light and entertaining, using dancers, choral group and a cheer-leading theme (see picture).

Employed in the commercials: the June Taylor dancers; Biever & Stein, New York, for background music; a choral group of six; and a 12-piece band. Farkas Films Inc., New York, produced the films.



The June Taylor dancers spell out the "Nifty" name for young viewers in this scene from the filmed spot commercial. The cheer-leading theme is used to heighten appeal to the teenage audience.

Subcommittees to plan RTES seminar sessions

Planning for the 1961-62 season of Radio & Television Executives Society's Timebuying & Selling Seminar was started last week with the appointment of three subcommittees by Erwin Ephron, A. C. Nielsen Co., seminar chairman. A change from luncheon to a late afternoon "classroom" format is being considered for this year's series of training sessions (*Closed Circuit,* Aug. 28).

Chairmen named for the subcommittees are: Cris Rashbaum, Harrington, Righter & Parsons (programming); Roger Bumstead, MacManus, John & Adams (registration), and Harold Meden, Franznick-Meden Inc. (press and promotion). Other committee members:

Program: Mr. Bumstead; Robert Liddel, Compton Adv.; Al Petcavage, Doyle Dane Bernbach; Maurie Webster, CBS Radio Spot Sales; Sam Vitt, Doherty, Clifford, Steers & Shenfield.

Registration: Stanley Belchick, Belchick Productions; Lee Gaynor, Friendly Group; Jack Gross, American Research Bureau; Irwin Spiegel, TvAR; Thomas White, Avery-Knodel.

Press and Promotion Committee: Messrs. Bumstead and Rashbaum; Dale Clark, National Audience Board; Eph Lewis, Media/Scope; Mr. Rashbaum.

Philly agencies merge; Mallis named president

The consolidation of Adams & Cooper, Philadelphia, with George L. Mallis Inc., advertising and marketing agency, that city, was announced last week by George L. Mallis, president of the combined firms. The new firm will continue to operate as George L. Mallis Inc. Robert E. Adams, formerly president of Adams & Cooper, becomes a vice president in the new operation.

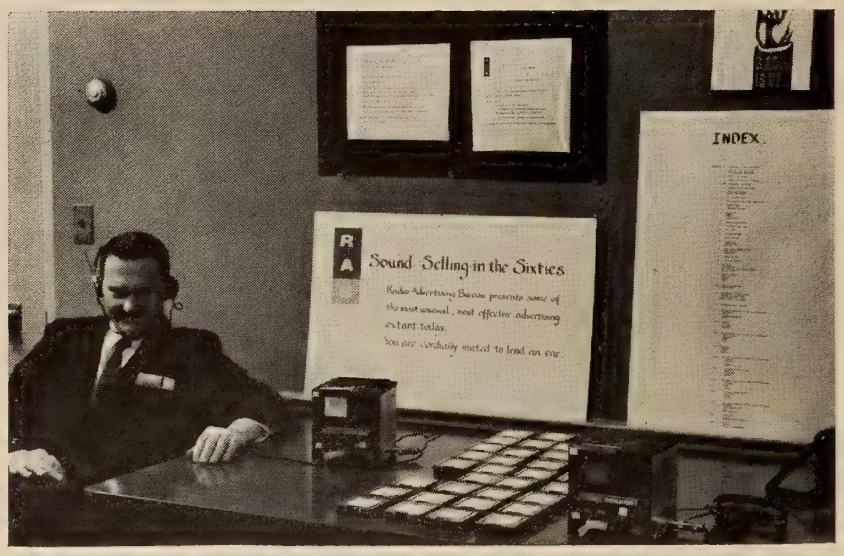


*B. C. Remedy knows spot television "did the trick" for sales headaches – Why? Because, spot is the most flexible medium for building greater and greater sales. B. C. like all other spot users can call their shots – Whatever market, whatever time of day or night, whatever station they choose. *Whenever* additional effort is needed spot is there fast, matching advertising effort with sales potential but with no waste circulation.

Your HR man can tell you many more reasons why and how spot television can "do the trick" for your sales headaches. Call your HR man, you'll be glad you did.

**C. Knox Massey & Assoc., Inc. (Durham, N. C.)*

HR *Television, Inc.*



RAB will put its show on the road

Radio Advertising Bureau's new roadshow of radio commercials has played to a number of New York ad agencies in recent weeks and still more will have the opportunity to hear the collection of tapes before the show moves across the country to other key agencies. RAB plans to offer similar displays as a regular bureau service. Jack Stanley (see picture), a copywriter, was among the many creative and account people at Ted Bates & Co. to hear the cross-section of outstanding comrcials. RAB said many of the comrcials are in a humorous vein to emphasize that radio spots are both a "challenge and a kick to create." The bureau's national sales department sets up a listening post in the agency's creative department, complete with earphones and specially built repeaters. An index posted by the message repeater lists the commercials contained on some 35 cartridges. RAB's tape library currently contains more than 4,000 individual radio messages, and the bureau regularly makes awards to advertisers and agencies for the most effective national and regional commercials.

LIQUOR AD BATTLE? WHAT BATTLE?

Publicker 'amazed' at 'silence' on radio-tv campaign

The battle over the return of hard liquor advertising to radio and television has failed to affect, or even reach, the advertiser whose activities touched off the controversy.

John J. Schwed, advertising manager of Publicker Industries Inc., a Philadelphia distiller, said last week his company has heard "from nobody" since it began placing two separate test campaigns on broadcasting media for its Old Hickory bourbon and Philadelphia White Label whiskey (BROADCASTING, Aug. 21). Mr. Schwed said he was "amazed at the silence" that greeted the move.

A spokesman for Ellington & Co., New York, agency for Old Hickory bourbon, said there have been "no defections from the ranks" since news of the advertising campaign broke. The campaign started Aug. 5 with between 50 to 60 stations, including two tv stations, carrying the 20-second, 30-second and one-minute spots.

The agency executive indicated that the campaign is "proceeding as planned" and that Ellington & Co. is "not concerned with the furor in Washington." The agency is hopeful, he said, of adding more stations to its lineup. Some stations, he said, were hesitant to accept the spots at this time because their FCC licenses are up for renewal.

From another source it was learned Ellington has been successful in adding at least one new station to its original list. WNTA New York began broadcasting the spots on Aug. 28. The station is not an NAB code member or subscriber.

A representative for Al Paul Lefton, Philadelphia, agency for Continental Distilling Co., a Publicker subsidiary and producer of Philadelphia White Label whiskey, said that five to seven stations stopped spots for the brand when the story broke last month. But, four additional stations have subsequently been found to fill the breach, he said. The stations that cancelled the spots, it was indicated, did so on the advice of legal counsel. It's estimated that the spots for the whiskey brand, all 30-second ones, have been running in more than 20 radio markets since Aug. 5.

When news of the two test campaigns reached Capitol Hill last month the denunciations were loud and clear. Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, warned broadcasters to desist from accepting the hard liquor advertising or face "appropriate legislation,'" (BROADCASTING, Aug. 28). NAB officials replied that to their knowledge no NAB members or code subscribers were carrying the liquor commercials.

Meanwhile, Publicker—which says

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

FilmFair, 1040 N. McCadden Place, Hollywood 38

Best Foods (Skippy Peanut Butter), two 60s, animation, film. Gus Jekel prod. mgr. Agency: Guild, Bascom & Bonfigli; Alex Anderson a.e. & prod. mgr.

Films Five Inc., 18 E. 50th St., NYC 22

Swingline Staplers (Staplers), one 60, live, film. Nox Lempert prod. mgr. Agency: Al Paul Lefton; Jack Creamer prod. mgr.

Eberhard-Faber Inc. (Scribble Bug), one 60, live, film. Nox Lempert prod. mgr. Agency: Al Paul Lefton; Jack Creamer prod. mgr.

Freberg Ltd., 7781 Sunset Blvd., Hollywood 28

General Mills (Cheerios), three 60s, three 30s, tape. Stan Freberg prod. mgr. Agency: Dancer-Fitzgerald-Sample Inc.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

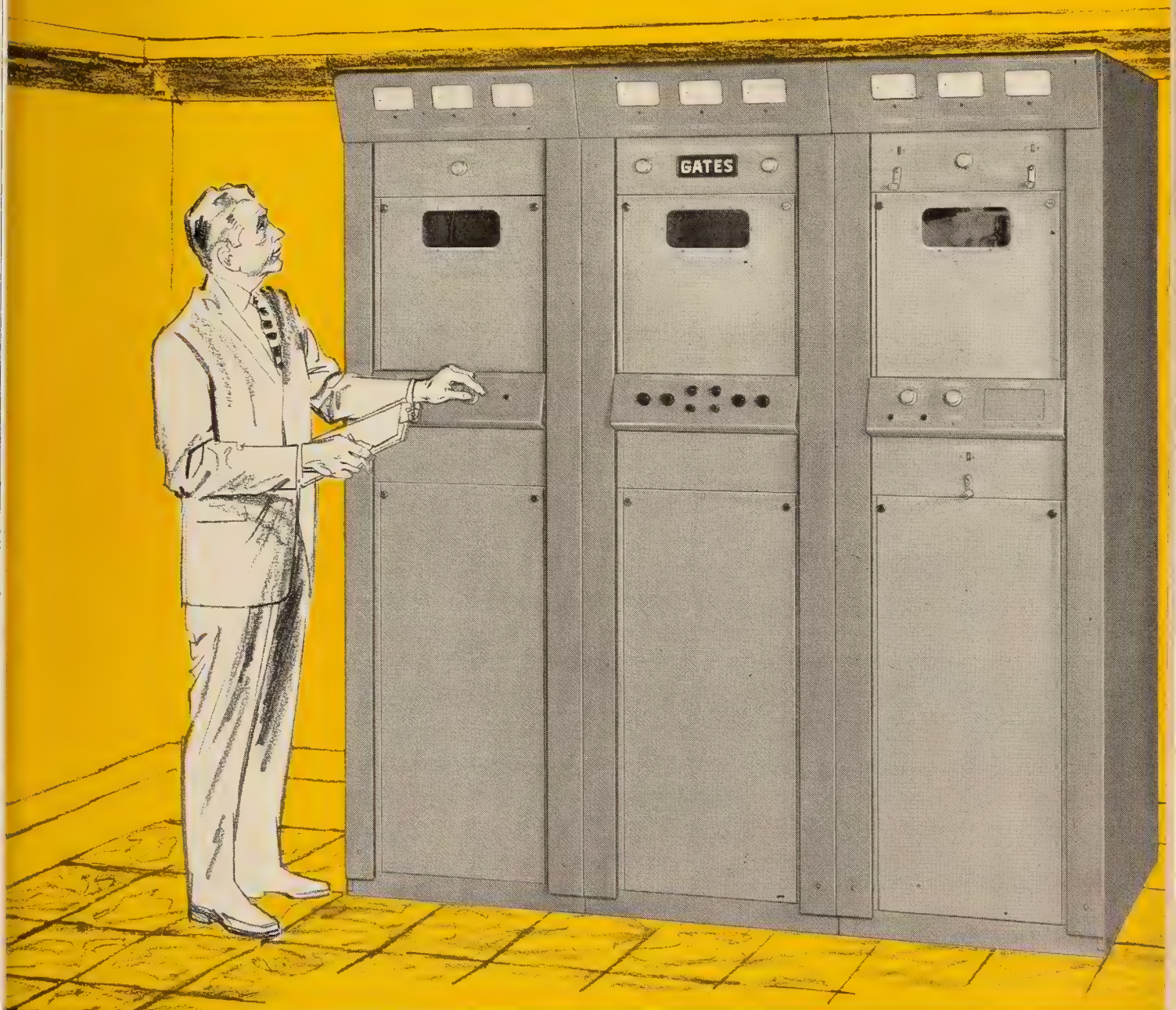
Cain's Coffee (coffee), six 10s, animation, film. Larry Herndon prod. mgr. Agency: Lowe Runkle Co.; Howard Neumann a.e. Approx. cost $7,900.

Music Productions of America, 25 W. 56th St., NYC 19

Wilen Wine Co. (Wilen Wine), one 60, one 10, tape. Joe Feagins prod. mgr. Agency: W. B. Doner Co.; Murry Firestone a.e. & prod. mgr.

Stella D'Oro (Food Products), three 10s, tape. Joe Feagins prod. mgr. Agency: W. B. Doner Co.; Murray Firestone a.e. & prod. mgr.

ON APRIL 5, 1961, *in a steel and glass skyscraper overlooking a major U. S. metropolitan city, a meeting was held to discuss the purchase of a new five kilowatt AM transmitter.* The main points in consideration were economical operation, quality sound and industry acceptance. Each five kilowatt transmitter on the market was thoroughly evaluated, with only the Gates BC-5P-2 meeting all the stringent requirements. ■ These progressive broadcasters found that the modern Triode power tubes in the Gates transmitter reduced operating costs, and that overall average power consumption was as low as could be found. Their analysis also revealed that the BC-5P-2's combination of very low distortion and wide response produced the truest quality sound. Finally, no other five kilowatt AM transmitter could equal the acceptance of the BC-5P-2. This is the world's number one best seller in the five kilowatt field. ■ The decision was made. A new Gates BC-5P-2 transmitter is now in operation at this top rated station giving day-in and day-out trouble-free performance. ■ Let us tell you more about the *Leadership Five.* Write today for Brochure No. 94 – yours for the asking.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada. CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ON TELEVISION these pictures told the story of Berlin as no other pictures did---and they were

AP EXCLUSIVES



By Photographer Peter Leibing of Contipress Agency for Bild-Zeitung, Hamburg; and The Associa

For television stations subscribing to AP Photofax, these two dramatic pictures — more than any others — told the story of divided Berlin. They moved rapidly — and exclusively — over AP picture circuits while the news still was hot. The impact on viewers was tremendous.

One of these pictures is of an East German soldier leaping Communist barbed wire into the freedom of West Berlin. The other is of an East German couple being turned back by Communist border guards.

On the Berlin crisis — as every day, from anywhere — the best spot news pictures move fastest into TV stations via AP Photofax for instant use while the news still is hot. For the best newscasts, and the quality which sponsors expect, why be satisfied with less than the best?



By Associated Press Berlin Staff Photographer Edwin Reichert

THE ASSOCIATED PRESS

Tv propels kiddies to the Bosco shelf

One of television's more individualistic advertisers is Corn Products Co.'s Bosco milk amplifier. In 1961, approximately 99% of its nearly $2 million ad budget will go to sponsorship of children's programs in key metropolitan areas, supplemented by a network "umbrella" on CBS-TV's *Dennis The Menace.*

Where possible, the buying formula in each market aims for frequency and impact. As explained last week by a media executive at Bosco's agency, Donahue & Coe: "We buy for vertical impact. We buy into all available top-rated shows in a market to get Bosco announcements in consecutive time periods, starting at 4:30 p.m., for example, straight through to 6:30 or 7 p.m. We also buy programs for horizontal exclusivity: that is, we go into shows at the same time period on two or more stations to achieve 100% unduplicated audience."

Bosco climbed to prominence in the fortified chocolate syrup field through a carefully guided tv plan. In fact, tv has been considered the obvious media choice since the product's introduction nearly a decade ago. But, as one agency executive pointed out: "It's not so much a question of choice as it is the way we employ the medium. Many youngsters in our tv audiences cannot read, and that coupled with the demise of children's programs on radio makes tv the only medium available for reaching our young customers."

The Bosco formula is described as "a concentration of effort in the areas of prime potential, with schedules tailored to deliver maximum reach and frequency and with efficiency. We don't buy by the numbers, but we don't frown on them either. Buying decisions are based on the program's track record, the program host and his reputation, the time period and the rating. A choice is made after preparing and comparing a breakdown of these qualifications for every available children's show in a market."

Age Group Important ▪ The Bosco tv audience is primarily the 4-10 age group. For the advertising to be effective there are considerations unique to the age group. Repetition is a key to greater sales. Many of the youngsters are not old enough to read the label on the jar. It's important then that the Bosco jar be prominently displayed during every announcement, usually delivered by the m.c. of the show. Repetition of such phrases as "I love Bosco, you will too" is necessary because the youngsters' attention is easily diverted and their memory short.

"You have to keep telling them, Monday through Friday," the media official emphasizes, "so that by Saturday morning when mothers take their children along to the supermarket the 'skirt-tuggers' will take a jar of Bosco off the shelf and put it in the grocery cart."

A Bosco program buy is "just the beginning" as far as the agency is concerned. Close contact is maintained with every station, show and m.c. as long as the buy is in effect. Confidence is put in the m.c.'s ability to deliver the commercial without benefit of prepared copy, although he or she is usually supplied with product fact sheets and sample scripts.

The followup work also includes tape checks of the m.c.'s commercial handling and unannounced field trips by agency media personnel to the stations. These "inspectors" check on the use of correct props, delivery style, and during each visit they talk with the talent, watch the show to see if it's handled in good taste, and exchange suggestions. There are talks, too, with the station managers about new programs, merchandising and promotional opportunities, such as tying-in with special events in the markets. The field

that all of its spots have been carefully edited for good taste and stress the quality of the product rather than the joys of drinking—scheduled a series of public service spots to replace its usual messages over the Labor Day weekend (Sept. 2-4). The holiday weekend commercials asked listeners to drive carefully and reminded them that driving and drinking do not mix. The copy suggested that "moderation" be the guide. The product line was mentioned only as a signature for the commercials.

$2.8 million paid NFL teams by broadcasters

The National Football League last week revised its estimates of the revenue each of its 14 teams receive from radio and television in the wake of BROADCASTING's annual football report (BROADCASTING, Aug. 28).

From Jim Kencil, NFL director of public relations, come these "official unofficial" estimates: Baltimore, $340,000; Chicago, $200,000; Cleveland, $220,000; Dallas, $125,000; Detroit, $160,000; Green Bay, $120,000; Los Angeles, $250,000; Minnesota, $130,000; New York, $250,000; Philadelphia, $180,000; Pittsburgh, $300,000; San Francisco, $200,000; St. Louis, $150,000; Washington, $250,000. The new total is $2.875 million.

WBAL-AM-FM Baltimore will carry the Colts' games on radio with the fm purchase a specific buy and not a bonus. Earlier it was incorrectly reported that the games would be carried on WFBR. Sponsoring the Baltimore games will be the National Brewing Co., American Oil and the Baltimore Dodge Dealers.

Sponsorship of the Pittsburgh Steelers' games is shared by Duquesne Brewing Co., Marlboro Cigarettes and American Oil.

Still not announced is the radio station that will carry the games of the New York Titans of the American Football League. (See story on legislation affecting pro football page 54.)

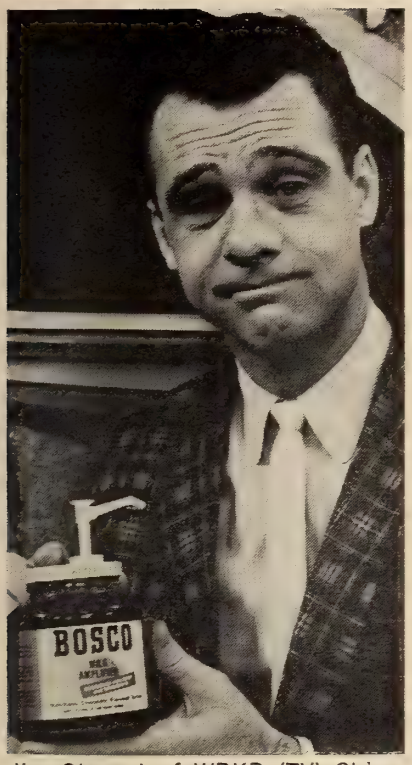
Seasonable greetings

Blair-TV distributed to agency account executives last week a promotion piece in the form of a Christmas card. It extends Yuletide greetings ("pardon our early Christmas spirit") and stresses that spot tv schedules of "fringe time" minutes are approximately 92% to 99% more efficient than participations on the same stations in highly-rated network programs. It ends: "Call your Blair man in September, October, November, December . . . and Beyond."

RAB expands offices

All principal departments of Radio Advertising Bureau, New York, will be consolidated in new headquarters offices in mid-September. The bureau has leased the eighth floor of 655 Madison Ave., giving more floor space than the present quarters at 460 Park Ave. and 120 E. 56th St.

Kevin Sweeney, RAB president, said the move does not end RAB's search for a building of its own, and that an on-the-spot study of possible sites will be made in New York early this fall by RAB's finance committee headed by



Jim Stewart of WBKB (TV) Chicago's "Jim Stewart Show" is typical of the major market children's shows in which Bosco milk supplement concentrates its advertising.

trips are said to be welcomed by the stations because the personal interest makes them feel they are not just order houses.

Harold Krelstein, of the Plough stations. Meanwhile, at 655 Madison, the bureau will expand its tape, slide and data-gathering facilities.

Heavy buying viewers

CBS-TV Stations Division last week introduced a new study that relates the incidence of product consumtion to tv viewing in a given market.

The new report, entitled "Prime Prospects," specifically deals with Los Angeles, where CBS-TV owns KNXT (TV). The study attempts to answer the question of how well the station reaches consumers who do the heavy buying in the market. The bulk of the study is based on a comprehensive American Research Bureau questionnaire which categorizes 41 high-consumption products, classifying the users into "light," "medium" and "heavy."

Los Angeles was selected for the study because it is a seven-station market (New York and Los Angeles, in which CBS-TV has stations, also are the largest markets in the U. S.). The study will be seen this week at agency offices in both these cities and probably in Chicago later.

TEENAGERS VS PARENTS!

Coming Up in September / Three Significant Panel Discussions on the Problems of Teenagers and Their Parents

FRONTIERS OF FAITH

produced by the National Broadcasting Company in cooperation with the National Council of the Churches of Christ in the U. S. A. as a part of

THE YEAR-LONG NBC RELIGIOUS PROGRAM

Sundays 1:30-2:00 PM NYT

Alternating on NBC TV with FRONTIERS OF FAITH during the YEAR-LONG NBC RELIGIOUS PROGRAM are THE CATHOLIC HOUR, produced in cooperation with The National Council of Catholic Men, and THE ETERNAL LIGHT, a joint production with the Jewish Theological Seminary of America

FRONTIERS OF FAITH—WINNER OF A 1960 PEABODY AWARD

NBC

Carolinians rebel on deintermixture

GROUP OPPOSES THREAT TO WIS-TV CH. 10; UHF OPERATORS MEET

The battle on deinxtermixture moved in new directions last week.

A group of South Carolinians, battling to save ch. 10 Columbia from being lost to the state, asked the FCC to withdraw the deintermixture proposal which would, if adopted, force WIS-TV in the state capital to move to uhf.

At the same time, uhf broadcasters gathered for the first time since the commission's deintermixture proposals (BROADCASTING, July 31) in Springfield, Mass., and agreed to try to rally support for the FCC's ideas as best they can.

Opening Gun ▪ In a unique and potentially explosive document, the citizens and government of South Carolina fired a broadside at the FCC—the opening of what may be a knockdown battle against deintermixing Columbia, the capital of the state.

The FCC proposes to delete ch. 10 from the city and substitute a uhf channel.

Presented to the FCC on Friday was a petition filed by 75 South Carolina national legislators, state officials and representatives of business and community life asking that the commission rescind its proposal to delete ch. 10 (WIS-TV) from Columbia and substitute a uhf channel in its place.

The approach was made on two counts:

Columbia does not meet either of the commission's two criteria for deintermixture—it is neither substantially converted to uhf nor would the city be free of outside uhf signals.

And, the mass petition said, if the FCC doesn't believe this, hold a hearing in Columbia and let the public tell its story.

This would be in line with the commission's statements that broadcasters should survey the sentiments of their communities to ascertain the public's wishes, the petitioners noted.

Among the signers, each filing as an individual petitioner, were the two United States senators from South Carolina, six representatives, the Governor, the lieutenant governor, the president of the State Senate, country delegations and a group of business and community leaders.

The group referred to comments by uhf ch. 67 WNOK-TV Columbia in earlier filings before the FCC which suggested that the better answer to competitive television in Columbia would be the addition of another vhf channel, even at substandard spacing, rather than deintermixture.

One of Eight ▪ Columbia is one of eight cities which the FCC has proposed to deintermix by removing the present, single vhf channel in order to establish an all-uhf market.

The other cities are Binghamton, N.Y.; Champaign, Ill.; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill.

Both the Columbia and Montgomery stations (WSFA-TV) are commonly owned by the Broadcasting Co. of the South.

The proposals have already called forth a storm of protest, with statements of opposition by state and local groups, as well as by state congressional delegations in Washington.

If the commission won't hold oral argument in Columbia on the petition to rescind, the petitioners asked that the FCC order oral argument in Washington as soon as possible before Congress adjourns, so that the South Carolina delegation may appear.

Deintermixture in Columbia cannot be effective, the petition stated, because the area is heavily served by outside vhf service. Eleven stations from outside Columbia send vhf signals into the area: Augusta, Greenville, Spartanburg, Asheville, Charlotte, Florence and Charleston.

If ch. 3 were to be removed from Columbia, the group pointed out, only a very small area around the city of Columbia would not be receiving vhf service. And, it went on, if surrounding vhf stations were to move to maximum power and antena heights, there would be no area not served by vhf.

Even the state's pine trees would contribute to the poor showing of uhf, the petitioners noted. The foliage of pine trees block uhf signals to a great degree, they said.

Conversion Limited ▪ Uhf conversion in the Columbia service area is not anywhere near "substantial," the Palmetto State petitioners stated.

Uhf penetration has fallen dramatically—from 47% in 1958 to 8% in 1960 for Calhoun County—while in one instance it rose—from 47% in 1958

Thomson wants FCC to hold deintermixture

Rep. Vern Thomson (R-Wis.) has introduced a resolution asking the FCC to delay its deintermixture plans at least until the commission completes its impending uhf study and reports to Congress.

In a statement accompanying the resolution (HR 450) the Congressman also blasted the FCC for its "grossly inconsistent if not misleading position" in requesting $2 million for the uhf study it will begin shortly in New York.

Rep. Thomson, a member of the House Commerce Committee, which has jurisdiction over the FCC, recalled that the commission sought the appropriation on the ground the study is essential to a conclusive determination of the role uhf could play in solving the tv allocations problem.

Yet, he added, even though the commission is not scheduled to complete its study until January 1963, it has already proposed deleting vhf channels from eight markets and shifting the affected stations to uhf bands (BROADCASTING, July 31).

Rep. Thomson said he introduced the resolution because of a "flood" of mail from constituents protesting the proposed elimination of one of the eight vhf channels, ch. 3 in Madison (WISC-TV).

Loss of the channel would deprive "tens of thousands of people" in south central Wisconsin of their only reliable television service, he said. Since no major metropolitan area with as many as five or seven vhf channels would lose even one, he added, "this is nothing less than an outright discrimination against the rural and agricultural citizens of Wisconsin."

In moving ahead with its deintermixture plans before the study findings are in, he said, the commission is either taking action without the necessary technical data, or it "has misled this House into an appropriation which it did not need, was not entitled to, and is now wasting."

If adopted, the resolution would merely express the "sense of the House" and carry no legal weight. But it is unlikely the commission would ignore the expressed wishes of the House.



'What's in the wind?'

'New gains ahead for KIOA, Des Moines.'

Why? because they're going with Blair?*

Partly, plus other things.

Like what?

Like record corn-income, Iowa's biggest in years.

So what else?

Iowa factory output is even bigger than corn.

Which means?

Personal income in KIOArea up 5% (over $5600.)

Where does KIOA come in?

Comes in all over Iowa, with 10,000 watts at 940, best frequency in Des Moines, giving 24-hour service custom-geared to specific needs of this productive agri-urban market.

*

Effective September 13, 1961, another major area-station, KIOA-Des Moines, appoints

John Blair and Company

as National Representative



Uhf operators meeting in Springfield, at the invitation of William L. Putnam, president of Springfield Television Broadcasting Co., formulated plans for supporting the FCC's proposals to deintermix eight markets by deleting the single vhf channel now there. In the picture above uhf operators are (l to r): Robert Stough, WSBA-TV York, Pa.; Harold Thomas, WATR-TV Waterbury, Conn.; Bernie Berk, WAKR-TV Akron, Ohio; Larry Turet, WXIX-TV Milwaukee; John English, WSEE-TV Erie, Pa.; John Fergie, WRLP (TV) Greenfield, Mass.; William L. Putnam, WWLP (TV) Springfield, Mass.; Ed Stala, WINR-TV Binghamton, N.Y.; Roger Putnam, chairman of Springfield Television; Bob Bray, WHNB-TV New Britain, Conn., and Don Burton, WLBC-TV Muncie, Ind.

to 68% in 1960 for Lexington County, the petition noted.

Up the CCT ▪ A uhf organization, the Committee for Competitive Television, quiescent for the last few years, showed signs of life last week—and among these were a resurgence of the combativeness that made CCT a fighting pro-uhf organization less than five years ago.

The renewed tremors arose at a special meeting of 11 representatives of nine uhf station groups in Springfield, Mass., on Aug. 28. The meeting had been called by William L. Putnam, president of four uhf stations in Massachusetts (BROADCASTING, Aug. 28).

The informal meeting, lasting from lunch through dinner, ended with no written resolutions, but a consensus among those present that support must be drummed up in behalf of the FCC's proposal to deintermix eight markets by deleting the single vhf there and substituting a uhf channel to make them all uhf areas.

Stressed was the need for a "grass roots" approach to support the FCC's proposals. The uhf operators present agreed to increase their individual activities toward this end through approaches to legislators and the public.

Mr. Putnam charged that vhf stations "were using the indentical political pressure tactics they used to defeat a similar deintermixture proposal several years ago."

"The might of the v's may not be on our side," he said, "but we have the recommendations and backing of the most unbiased and most qualified group of experts in the industry to determine the merits of deintermixture, the staff of the FCC."

Another uhf operator, John English, WSEE-TV Erie, Pa., expressed the belief that the approach of the Assn. of Maximum Service Telecasters was "hysterical."

"We've got a very simple story to tell," he said. "The FCC is the expert in this field, and it knows what it is doing."

Liaison Activities ▪ There was some discussion of establishing a more formal organization to battle for deintermixture, but the final resolution was an agreement to maintain informal liaison with each other and to engage in individual contacts with the public and congressional and state representatives to tell them the uhf side of the story.

It was agreed that CCT would file comments with the FCC in support of the deintermixture proposals.

Plans were also made to hold regional meetings of uhf operators during the next weeks, but no dates or places were set.

Mr. Putnam sent out invitations to all uhf-only operators east of the Mississippi River. One of those present said Mr. Putnam was heartened by the number of broadcasters who took the trouble to come to Springfield. The Putnam stations are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR (TV) Worcester, and WBEC-TV Pittsfield, all Massachusetts.

Senate favors cutting presidential campaigns

Senate Aug. 25 approved by voice vote the resolution (S Res. 141) calling for shorter presidential campaigns. Resolution, introduced by Sen. Kenneth Keating (R-N.Y.), puts the Senate on record as favoring holding presidential nominating conventions after Labor Day in election years.

The resolution cites the candidates' ability to reach voters by television and radio and modern transportation as justification for shorter campaigns.

Senate Majority Leader Mike Mansfield (D-Mont.) described the Keating proposal as an excellent one. But some senators said adoption of the resolution is meaningless since it merely expresses "sense of the Senate" and it has no legal effect.

Evangeline asks to withdraw

Evangeline Broadcasting Co., one of three applicants for ch. 3 Lafayette, La., last week asked to withdraw citing FCC grants at Baton Rouge and Port Arthur-Beaumont (Tex.), which it

feels provide coverage and competition in the market.

Morgan Murphy, half-owner of Evangeline, has applied to buy KXLY-AM-FM-TV Spokane, Wash., and is selling his interest in Evangeline to George Thomas, who owns the other half.

The remaining applicants for ch. 3 are KTAG Assoc. and Acadian Television Corp.

Jacksonville case restudied this week

A 1956 FCC grant, said to have been influenced by off-the-record contacts, will be re-examined this week by the commission. The agency reopened the record last year on its own motion to explore *ex parte* charges developed during hearings before the House Legislative Oversight Subcommittee in the Jacksonville, Fla., ch. 12 grant (BROADCASTING, Aug. 8, 1960).

The channel was granted to Florida-Georgia Tv Co. (WFGA-TV) by a 4-2 FCC vote reversing the hearing examiner's initial decision. Other applicants were the City of Jacksonville (WJAX) and Jacksonville Broadcasting Co. (WPDQ). In the House hearings testimony was presented to show that former Commissioner Richard A. Mack had sought advice from a party outside the case and was contacted on behalf of two of the applicants, WFGA-TV and WJAX.

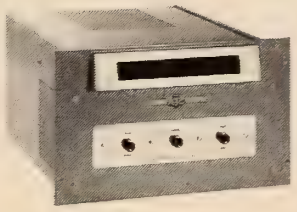
The case will be reopened Sept. 6 in Washington before Chief Hearing Examiner James D. Cunningham. Witnesses set for the first week include Francis Conroy, Miles H. Draper and Dillon Kennedy. Mr. Conroy was described in the House hearings as a Jacksonville attorney and "an old friend" of Commissioner Mack whom the commissioner telephoned on two occasions for advice on the case before the final decision. Mr. Draper is a Tampa attorney, who allegedly made representations on behalf of the City of Jacksonville. Mr. Draper also was a friend of Commissioner Mack, according to testimony. Mr. Kennedy is a Jacksonville city commissioner.

Delinquency hearings

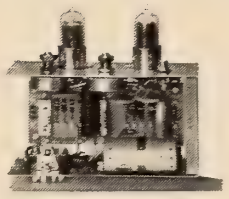
The Senate Juvenile Delinquency Subcommittee will resume hearings Thursday and Friday on a possible connection between tv crime and violence and the rising youth crime rate. The subcommittee did not announce the names of witnesses, but an aide said they would be drawn from the broadcast industry.

why ATC is the most widely used tape magazine system in broadcasting

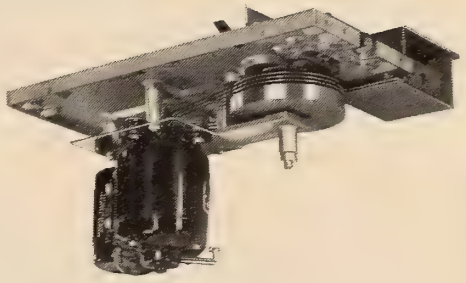
If price was the only factor involved in the manufacture of an Automatic Tape Control system, most of our problems would be solved. But because ATC magazine-loaded tape units must produce high fidelity playback in conjunction with the finest broadcast equipment made, we have refused to make any concessions in materials and components just to meet a price. The ATC is an engineer's delight. High quality, heavy-duty construction is evident throughout. All electrical components are conservatively rated for long life and marked for easy identification. All components and wiring are easily accessible for efficient preventative maintenance. Modular construction eliminates costly downtime. High performance vacuum tube circuitry assures reliable operation to +65° C. ATC delivers a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter is under 0.2% rms. AUTOMATIC TAPE CONTROL, INC., introduced the original Automatic Tape Control system in 1958. Formerly distributed exclusively by Collins Radio Company, the ATC system is now in use in over 600 radio and TV stations. More than 4,000 units have been manufactured, installed and proved under actual "on-the-air" conditions. For complete information and illustrated brochure, write, wire or phone collect today.



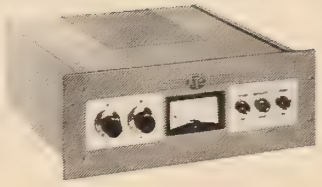
Playback Unit



Program Amplifier Module



Record/Playback Deck



Record Amplifier

made by broadcasters for broadcasters

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WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

> ***To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?***

For how they answered, see the facing page . . .

...DECISIONS ON MARKETS? 91% say they participate in decisions on MARKETS to be used. Of these:



REGULARLY (81%) OCCASIONALLY (19%)

...DECISIONS ON MEDIA? 93% say they participate in decisions on MEDIA to be used. Of these:



REGULARLY (82%) OCCASIONALLY (18%)

...DECISIONS ON STATIONS? 86% say they participate in decisions on STATIONS to be used. Of these:



REGULARLY (88%) OCCASIONALLY (12%)

Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) ***For broadcast media news and information,*** BROADCASTING is read by more of them than any of the others.

2) ***For reporting of current trade events,*** BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) ***They express the most confidence*** in BROADCASTING—86% more than for the next-best magazine.

4) ***They consider the most useful publication*** to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) ***For your advertising, they recommend — to best reach them*** — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) ***Your advertising is likely to have the most impact on them,*** they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!



BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

JUSTICE THROWS A BLOCK

NAB also opposes bill favoring pro ball package rights, but Rep. Celler's hopeful of getting it to House floor

Legislation that would enable the National Football League and other sports leagues to sell the tv rights for their games to the networks in a package ran into Justice Dept. opposition last week.

The department's antitrust chief, Lee Loevinger, said enactment of the bill (HR 8757) "is contrary to the established policy of the American free-enterprise system . . . would carve out a broad exemption to the antitrust laws . . . [and] would place in the hands of a few private persons tremendous power over a popular and lucrative business."

Indications were, however, that Rep. Emanuel Celler (D-N.Y.), author of the bill, would push for its enactment at this session of Congress. After a hearing by the House Antitrust Subcommittee, which he heads, Rep. Celler said he hopes to get the bill to the House floor as soon as possible.

At the hearing, NAB opposed the bill on grounds similar to those of the Justice Dept. Support came from representatives of professional football and baseball. A spokesman for the National Collegiate Athletic Assn. went along with the proposal, but asked for an amendment to protect college football gates from pro football telecasts.

The bill was introduced as a result of a decision of a Federal District Court in philadelphia, which voided an NFL-CBS-TV contract. The pact would have paid the league $9.3 million for the 1961 and 1962 seasons. The decision was based on an antitrust decree issued by the same court in 1953.

No overriding Needs ▪ Mr. Loevinger, who presented the Justice Dept.'s views in a letter to Rep. Celler after the hearing, said exemptions from antitrust laws are traditionally limited to situations where "overriding public policy considerations are present." But no such public need or benefit has been demonstrated to warrant the proposed exemption, he said.

He noted that in 1960 CBS paid $1.5 million for the right to televise 80% of the NFL games while under the voided contract, the network would have paid $4,650,000 for all league games in 1961. "Thus," he added, "to acquire the remaining 20% of the games and hold exclusive telecasting rights . . . CBS was willing to pay 200% of the price" it paid in 1960. "This, to us, is a striking example of the evils of monopoly."

The effect of the bill in the future, when eight or 10 television stations may cover one area, must be considered, he said. The bill could prevent most of these stations from televisig sports contests, he asserted, for it would permit one network to tie up the games of two or more leagues.

Mr. Loevinger said the NFL members' contracts in 1960 do not indicate "any deficiency in negotiating talent on the part of the clubs. . . . Even a team which lost all its games, the Dallas Cowboys, sold its television rights for $150,000, a large sum of money."

"Our position," he said, "is that no legislation is necessary—that present law provides adequate safeguards for considerations of organized sports' legitimate interests."

NAB's position was presented by Vincent T. Wasilewski, executive vice president-elect, who acknowledged that the bill is "a matter of controversy" within the industry. He said ABC, which has a package-tv contract with the American Football League, supports the bill, while NBC opposes it. He said CBS has not taken a public stand.

Antitrust Laws Should Prevail ▪ But NAB's view, he said, is that telecasting of sports contests should remain subject to governmental supervision through the operation of the antitrust laws. He said enactment of the Celler bill would result in fewer sports telecasts.

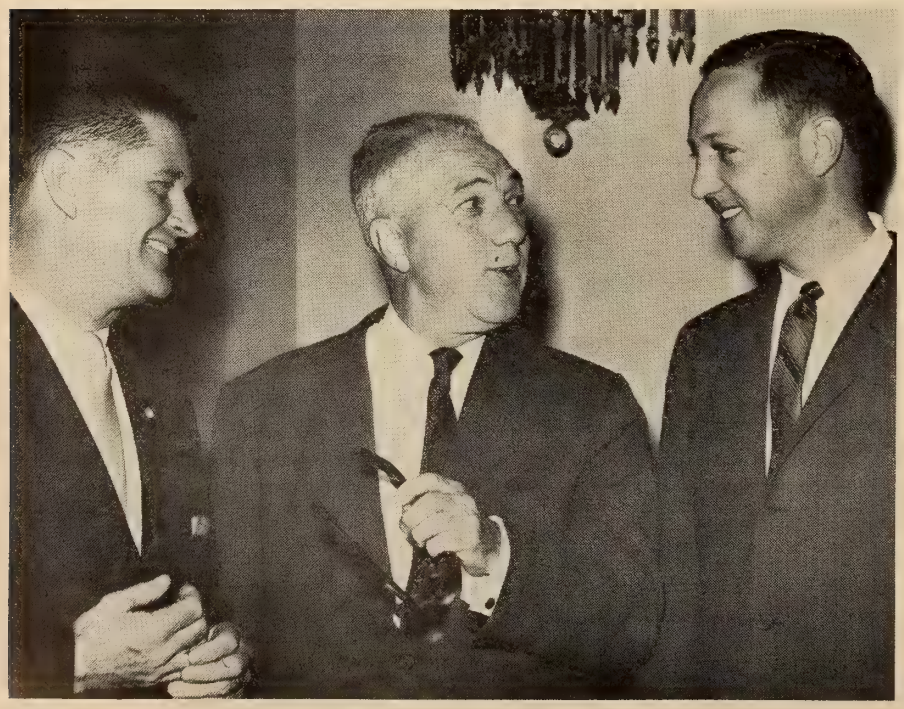
If only one network is permitted to broadcast a league's games, "the possibility of two networks telecasting different games of the same league in the same area" would be eliminated, he said. And to make the package contract effective he added, "the league would have to preclude individual clubs" from making their own tv arrangements.

"We believe that no blank check should be given to professional sports which allow them to arbitrarily black out from the airwaves, through concerted activity, the telecasting and broadcasting of games which have such great public appeal," he said.

He also discounted the reason given by the NFL for desiring a package tv contract—that this was the only means of providing all league members, weak as well as strong, with adequate tv revenue. He quoted an article in the Aug. 28 BROADCASTING, which put the total NFL radio-tv revenue for 1961 at $3.5 million. (See story, page 46.)

An amendment proposed by the subcommittee to tighten up the bill failed to win Mr. Wasilewski's support for the bill. It would specify that the bill does not permit tv blackouts, except for arrangements not to telecast another game into the home area of a team when it's playing at home. Mr. Loevinger suggested a similar amendment in the event the bill is approved by the subcommittee. Mr. Wasilewski said the change would improve the bill—but not enough to alter NAB's opposition to it.

NFL's Position ▪ In urging passage of the bill, NFL Commissioner Pete Rozelle said that unless the league is permitted to sell its tv rights as a pack-



L to r, Messrs. Foss, Frick and Rozelle



PULSE IS IN FACE-TO-FACE TOUCH WITH AMERICA!

Personal interviews in a minimum of 2,000,000 different homes each year provide a wealth of data for informed broadcast-buying and product-marketing decisions

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3-time-a-year marketing study of every U.S. network TV program in light of product-use and socio-economic questions. Report #4, due this week, reports on 55 categories, bringing total covered thus far to 147.

U. S. Market Data—

based on the Profiles for each of the 147 categories covered thus far. Pulse has all this data—and much more—stored on electronic tapes and offers cross-tabulations for any two more characteristics. (E.g., income vs. cost of new car purchased.) Rates on request.

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age, only a limited number of NFL teams will be seen on television in 1962, when current contracts will have expired. The networks are interested only in the stronger teams, he said.

This will mean, he added, that the league's tv revenues will be reduced, and its efforts to maintain a balance among its members will be hindered. He said only four of the 13 teams in the league last year (there are now 14) would have made a profit without television money.

Mr. Rozelle said the NFL is the only sports league "singled out for prohibitions on joint television contracts." Other leagues, he observed, "including the directly competing American Football League, continue to enjoy the stability of single network television contracts without challenge" by the Justice Dept.

The NFL head argued that members of a professional football league cannot be considered competitors in a business sense, since no club wants to put any of the others out of business. The league feels it's as important for the Green Bay Packers, representing a community of 63,000, to receive as much tv income as the New York Giants, located in an area of 8,000,000 people, he said.

Mr. Rozelle endorsed a proposed amendment that would require competitive bidding for a league's tv rights. He explained that CBS got the league contract by negotiation rather than bid because it already had contracts with a majority of the clubs for the 1961 season.

Amendment Requested ▪ Joe Foss, commissioner of the American Football League, generally supported the bill, but asked that language be added to prevent a league from tieing up more than one network and thus being able to kill off a competing league. Mr. Rozelle earlier approved this proposal.

One of Mr. Foss's major concerns in favoring passage of the bill was that its enactment would protect the AFL from the possibility of a Justice Dept. antitrust suit. He said that while the AFL-ABC pact is similiar to the NFL-CBS agreement, its provisions are sufficiently different to bring it within the law. But, he said, the league didn't want to pay $100,000 in legal fees to prove this point in court if the Justice Dept. should decide to bring suit.

William R. Reed, Commissioner of the Big 10 Conference, and chairman of the NCAA's legislative committee, said college football is not opposed to the bill. But he asked for an amendment that would prohibit professional football telecasts on days other than Sunday, the customary game day for pro football.

Commissioners Rozelle and Foss said professional football had avoided competing with college football for 35 years, and would do nothing to damage the pro teams' major source of talent. Both, however, declined to endorse the proposed amendment, contending that pro teams might in the future want to play their games on some day other than Sunday.

Baseball Commissioner Ford Frick also appeared in support of the bill, which applies to baseball, hockey and basketball, as well as footall.

Aitkin-Kynett gets a chance to clean up

Housewives in the Tidewater have found two new friends.

1. That new gentle, pink detergent promoted so well by Aitkin-Kynett.
2. Virginia's newest and most exciting radio station, WHIH.

Can't we get the two together? It seems to us Aitkin-Kynett could really clean up. Housewives by the block are now switching to WHIH, because of its livelier music, more intelligent news coverage and vigorous concern with local public issues.

Indeed, *whatever* product you advertise to Tidewater housewives, check the all-new WHIH before you buy.

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

U. S. drops charges against Richard Mack

The U. S. Justice Dept. last week finally let former FCC Commissioner Richard A. Mack off the hook. Charges that he conspired with Miami lawyer Thurman A. Whiteside to throw the grant of ch. 10 Miami to National Airlines were dropped in Washington District Court on motion of Justice Dept. attorney Oliver Dibble. Judge Alexander Holtzoff granted the dismissal.

Mr. Dibble said the government's case was destroyed when Mr. Whiteside was acquitted of the charge in October 1960. The pair had been tried together in 1958 but the jury could not reach a decision. In 1960, Mr. Mack was declared too ill to stand trial.

The charges against Messrs. Mack and Whiteside stemmed from hearings before the House Legislative Oversight Committee in which it was alleged Mr. Mack had received favors from the lawyer in exchange for voting in favor of National Airlines. Mr. Mack resigned from the commission but denied wrongdoing.

Mr. Whiteside committed suicide last May.

Satellite-to-set tv seen by AEC member

Communications satellites beaming television signals directly to home receivers around the world are a possibility within this decade, according to Atomic Energy Commissioner Robert E. Wilson.

He told the Research Subcommittee of the Joint Congressional Atomic Energy Committee last week that the key to this achievement is in the compact, nuclear-powered transmitting systems being developed by the ABC.

Direct satellite-to-receiver transmission would require about 150 kw per channel to cover the entire hemisphere, he said. But a simpler nuclear-powered satellite relay system would require only about 1 kw and could be ready in about two or three years, he said.

Long to Hear FCC ▪ In another space communications development last week, Sen. Russell B. Long (D-La.) announced he will call the FCC to testify before his Small Business Subcommittee on a private-industry group's proposals for the creation of a privately owned space communications system.

The group, an *ad hoc* committee of 10 international common carriers, is scheduled to submit its recommendations to the FCC Oct. 13. Sen. Long set Oct. 17 for the hearing by his Antimonopoly Subcommittee, which has already held hearings on U.S. satellite communications policy.

Sen. Long has said he's afraid the FCC's creation of an *ad hoc* committee will lead to monopoly control of the new communications system.

Conelrad tests slated

The new Conelrad alert system utilizing the press teletype facilities of AP and UPI will be tested each morning at 9:30 a.m. EST during the month of September at all participating stations, FCC Defense Commissioner Robert T. Bartley announced last week.

The teletype alerting system will supplant the former plan of alert by telephone. Any inquiries from broadcast stations should be addressed to the FCC coordinating engineer in the station's Conelrad area. Beginning Oct. 1, further tests will be conducted twice weekly, on Saturdays at 9:30 a.m. EST and on Sundays at 8:30 a.m. EST.

Etv group appeals FCC tv proposals

Educational tv interests last week appealed to the U. S. Court of Appeals to give them relief from "arbitrary and capricious" decisions of the FCC to add commercial tv channels, instead of educational channels, in Rochester, N. Y., and Johnstown, Pa. (CLOSED CIRCUIT, Aug. 28).

At a Wednesday news conference in Washington, Norman Jorgensen, attorney for Joint Council on Educational Broadcasting, said the court petition might be the opening gun in a campaign to get greater FCC consideration for educational channels. He said this was the first time JCEB has carried its arguments to court.

The FCC Aug. 3 made final rulemaking to addch. 13 to Rochester on a commercial basis and the same day instituted rulemaking to add ch. 3 to Johnstown. In the former case the commission denied the petition of the Rochester Area Educational Tv Assn. to reserve ch. 13 for education; in the latter the request of Penn State U. to assign ch. 3 to State College, Pa., for etv.

The educators' appeals cited an alleged inconsistency between the FCC's drop-in decisions and the policy the agency expressed in its Sixth Report and Order (1952) in which it said it planned to reserve a vhf channel for etv in communities having three or more vhf channels. JCEB said the commercial grants were not in the public interest because viewers would not be offered a diversity of program fare. The FCC decisions were characteried in the petitions as "unlawful, unfair and discriminatory, an abuse of discretion."

FAA will lend an ear to FCC on antenna farms

The Federal Aviation Agency will not establish antenna farms if the FCC tells that agency that such a grouping would interfere with the FCC's statutory responsibility, FAA Administrator Najeeb E. Halaby announced last week. The FAA's proposal that it set up such antenna farms met with vehement broadcaster disapproval in hearings held before that agency Jan. 10.

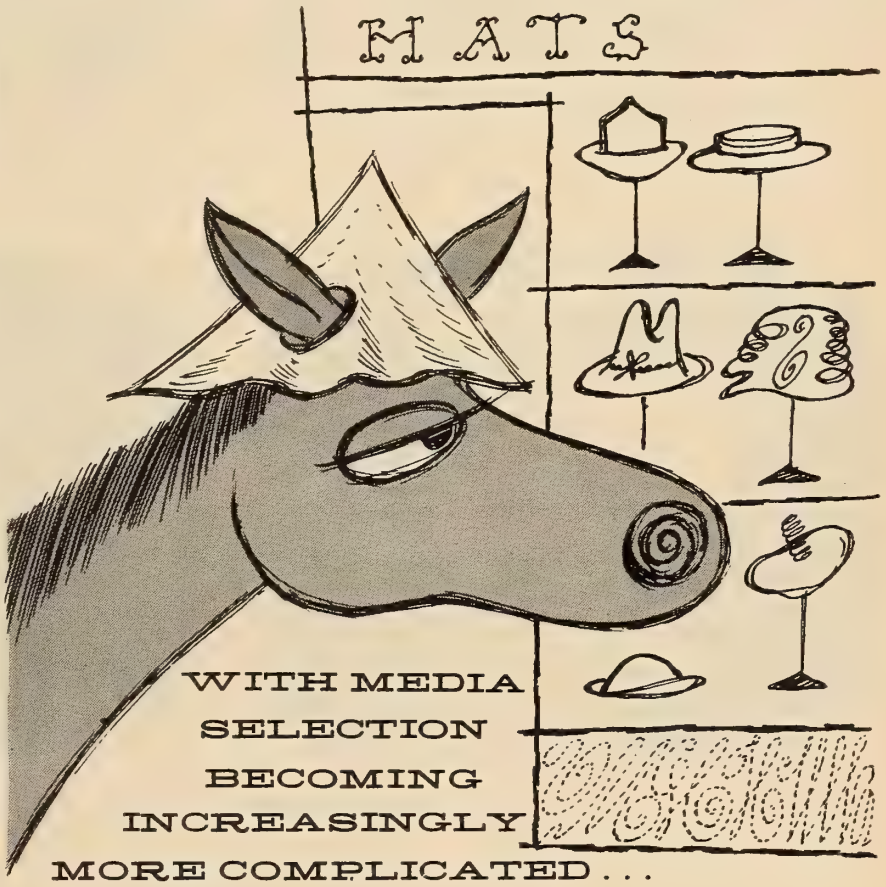
The FAA last week made final rules on what constitutes an air hazard and exempted structures less than 20 feet high. The air agency said it considers itself the final authority on the air hazard question but added "our findings should not be construed to prejudice the exercise by the commission of its statutory jurisdiction particularly its authority to determine whether a construction permit for such a structure should be issued." The FAA warned that this statement should not be interpreted as a conclusion to jurisdictional problems that might arise in the future. It pointed out that any party dissatisfied with a decision by either agency always has recourse of taking the action to the courts.

USIA funds approved without Javits increase

The Senate last week passed an appropriations bill providing $138.9 million for the U. S. Information Agency after rejecting efforts of Sen. Jacob K. Javits (R-N.Y.) to increase the figure by $6,377,289.

The bill, containing $762 million for the State, Justice and Judiciary Departments and related agencies, now goes to a conference for reconciliation with a House-passed bill of $751,300,050. The House bill contained $134.8 million for the USIA.

One of Sen. Javits' amendments would have boosted the USIA appropriation by $4.3 million in an effort to strengthen the agency's overall program. The other would have restored $2 million cut from a fund used to guarantee publishers a return on the books they produce for the agency.



YOUR NO. 1 BUY IS STILL
KEWB
national representatives:
The Katz Agency, Inc.

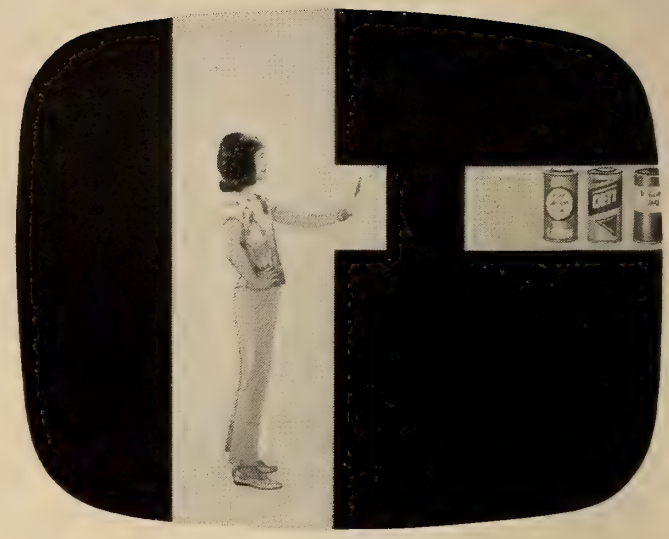
Month after month in San Francisco,
KEWB confirms the judgment of advertisers,
many entering their third consecutive
year with our call letters.
In this, one of the most active radio markets –
where changes in letters as well as
numbers are common – the KEWB beacon
burns brightly. You still get
the same low cost per thousand the
11th week you bought the first!

CROWELL-COLLIER
BROADCASTING
CORPORATION

A SOUND CITIZEN OF THE BAY AREA



Cleaning? Who cleans?



Household cleansers? Fine . . . but . . . !





Stoop and scour . . . Not with VANiSH.





Today's modern housewife lives a life of ease.

FILM does the unusual...

THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas!

THE ANSWER: A unique combination of animation and live action together with precisely synchronized mattes! On film, of course! For film gives you the range of effects to make commercials exciting . . . arresting . . . the way you want them—*and when!*

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Dracket Company—VANiSH
ADVERTISING AGENCY:
Young & Rubicam, Inc.
PRODUCER:
Transfilm-Caravel, Inc.

THOSE LOGGING TROUBLES

Operations snarl reported as Georgia stations try dry run of FCC's proposed record keeping

Judging by first field tests, practical station operation under terms of proposed new FCC logging and program forms will involve headaches for staff and management.

Last week WDEC Americus, Ga., under auspices of the Georgia Assn., of Broadcasters, began a dry-run experiment with logging forms it designed in an effort to meet the proposed commission requirements. WCON Cornelia, Ga., was to start similar tests over the weekend on all-day scheduling. WDEC is a daytimer. WGAU Athens, Ga., is analyzing results of tests it has conducted.

NAB is planning a series of mid-September logging tests.

Jack Williams, GAB executive secretary, said the association-sponsored South East Radio-Tv Seminar, to be held Sept. 15 at the Biltmore Hotel, Atlanta, has attracted wide interest. Two NAB board members have indicated plans to attend. They are Dwight W. Martin, WDSU-TV New Orleans, chairman of the NAB Tv Board, and Robert F. Wright, WTOK-TV Meridian, Miss. Julian F. Haas, Crosett, Ariz., will attend as president of Arkansas Broadcasters Assn. At least eight other associations will participate.

Charles Smith, WDEC owner-manager and GAB treasurer, reported to the association after three days that the new FCC logging form (BROADCASTING, Aug. 21) had developed trouble at the station. He said, "Our logging is under way. We began Sunday with nobody logging but the man on duty. It was found impossible for him to keep up and our programming degenerated.

"We have two people on duty throughout the day keeping a log. The man on the board is doing as much as he can. We are inking in blank spaces he leaves as a comparison with what he should have done under the program regulations and what he is able to do."

Primary Objectives ▪ GAB said its first experiments involved the cost of printing forms designed to meet FCC's proposed requirements and the cost of additional personnel. Further tests will seek to determine if a small station can sustain the burden over a period of time.

NAB last week was completing work on two series of logging forms designed to test the FCC's requirements. It was printing two types of forms for field tests. The first form is designed to provide all the information the Commission wants. The second is a simplified revision based on NAB's concept of what stations should provide. In the second form, provision is made for station certification of policies. This would eliminate some of the details involved in the first form.

Three tv and six radio stations will conduct the NAB field tests. They will use the first form Sept. 11, 12 and 13; the second form Sept. 14, 15 and 16. The three tv stations will represent small, medium and large market stations. The radio selection is representative of network, independent, fulltime and daytime stations. All involve geographical separation.

Last week KSEI Pocatello, Idaho, told the FCC the proposed new forms are burdensome, useless and contain implications of censorship. It predicted the procedure will impose hardships on stations using combo personnel.

KCOP Los Angeles, told the FCC promotion announcements are a public service and should not be classified as spot announcements. Network stations make a better surface appearance, KCOP said, because many of the commercials are an integral part of network programs whereas many independent programs are spot carriers and are shown as such on the forms.

This language in the proposed FCC forms was causing industry concern last week:

"Commercial or noncommercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or noncommercial announcements shall be considered a single interruption."

The paragraph was considered one of the biggest stumbling blocks.

The FCC is almost totally off base in presuming to even analyze programming, claims Luther W. Martin, president of the Show-Me Broadcasting Co. (KTTR Rolla, Mo.) in comments to that agency on its proposed revised programming form.

Questioning even the commission's right to delve deeply into a licensee's financial affairs, Mr. Martin claimed the FCC's statutory reason for existence is engineering overseeing to prevent "veritable electronic anarchy."

Though he questions the FCC's con-

stitutional mandate to oversee programming, he felt that if it is going to do so it should consider the hardship that maintenance of thorough program logs impose on the small station owner who often has one "combination man" who must perform all announcing and many engineering functions of running the station during his shift.

After extending the comments deadline on program forms to Oct. 2 (AT DEADLINE, Aug. 21), the FCC clarified the scope of the rulemaking by stating that it would not expect replies from educational stations or groups, as per requests by the National Assn. of Educational Broadcasters and the National Educational Television & Radio Center. The FCC made plain that it reserves the right to take other steps to determine program reporting and logging rules for etv outlets.

Movie men appeal ruling in Arkansas pay tv case

Two movie exhibitors took pot shots at pay tv last week while an Arkansas court was weighing an appeal to set aside a damaging state Public Service Commission ruling against the movie men. The Aug. 16 ruling directed the Southwestern Bell Telephone & Telegraph Co. to provide rates and lines for a closed circuit toll system in Little Rock, Ark. to be run by Midwest Video Corp., an affiliate of International Telemeter Co.

The movie exhibitors, J. T. Hitt, president of the Independent Theatre Owners of Arkansas Inc., and Robin Wightman, Little Rock manager for Rowley United Theatres, said they don't believe pay tv can hurt them, but they are against it in principle. Mr. Hitt said pay tv will make viewers pay for what they now see free, and will "dilute the quality of present free tv programs." He labeled the commission's decision as "wrong, as far as the interests of the people are concerned," and expressed the hope that the "courts will see it differently."

Mr. Wightman said the people of Little Rock don't want pay tv and that two years ago "thousands" of them signed petitions against it and were joined by "many more thousands throughout the state." He claimed the Arkansas commission "does not have jurisdiction over pay tv in Little Rock"; that this is a matter for the FCC.

The exhibitors' organizations, Independent Theatre Owners of Arkansas Inc., a state affiliate of the Theatre Owners of America; and Rowley United Theatres, together with the latter's subsidiary, United Theatres Corp., appealed the Public Service Commission ruling with a brief submitted in the Circuit Court of Pulaski County, Ark., on Aug. 24.

In their appeal, the exhibitors contended the commission had no jurisdiction or authority in the matter, that pay tv is not in the public interest, and that the commission's finding and order is not in "sufficient detail" to enable the courts to determine the contested issues or how and why the decision was made.

The date for the court hearing on the appeal has not been set.



Foreign broadcasters honored in D. C.

FCC Commissioner Robert E. Lee greets a fellow communicator, Christian Scott-Emuakpor, program assistant in the Nigerian Broadcasting Corp. The meeting took place at the Broadcasters Club in Washington Aug. 25 when the club held a reception for foreign broadcasters attending an international broadcast seminar under State Dept. auspices at Syracuse U., Syracuse, N. Y.

The 19 foreign broadcasters are in the United States for a four-month schedule which includes visits to Washington and New York, four weeks of academic work at Syracuse U., 10 days at Purdue U., on educational tv, and six weeks in individual visits at NAB member stations. Chosen by American Embassy officials, the broadcasters represent Malaya, Norway, Argentina, India, Greece, Ecuador, Singapore, Nigeria, Somalia, Sarawak, Sweden, Brazil, Italy, Mexico, Philippines, Congo, and Poland.

AFTRA members ask $1.2 million damages

Damages of $1.2 million are claimed in a suit against Crowell-Collier Broadcasting Corp., licensee of KFWB Los Angeles, filed in Los Angeles Superior Court Aug. 29 by American Federation of Television & Radio Artists on behalf of six striking AFTRA members.

The suit claims the six—Joe Yocam, Cleve Hermann, Gary Owens, Elliot Field, Ted Quillin and Earl McDaniel—suffered defamation of character and invasion of the right of privacy from a printed handbill "produced and distributed by KFWB at the picket line and other sources."

The suit filed by AFTRA counsel David Zizkind seeks $100,000 general damages and $100,000 punitive damages for each AFTRA member.

Charges of unfair labor practices were filed with the National Labor Relations Board against AFTRA last week by three more KFWB advertisers. Charges of Secondary boycott practices were made by May Co. department store, Midway Motors Inc. and Downtown Ford Sales. Charges were filed previously by Seaboard Finance Co. The advertisers' suits resulted from AFTRA's distribution of handbills criti-

Gen. Sarnoff reminisces about his sentimental journeys

The Vice President and U.S. senators don't often turn out en masse to honor a private citizen. But Vice President Lyndon Johnson and 32 senators did last week, for RCA Board Chairman David Sarnoff. The occasion was his 55th anniversary in communications and electronics.

Gen. Sarnoff received a scroll, signed by all those attending a luncheon Wednesday in Washington, commemorating his "dedicated service and outstanding contributions to the advancement of communications."

The RCA executive, who came to the U.S. from Russia at the age of nine as a third-class ship's passenger, acknowledged the tribute in a voice slightly husky. "There are times," he said, "when the tongue is a little dry and the mind a little overwhelmed." In the language of his trade, he said, "It makes for poor transmission." He said he was "deeply moved and profoundly grateful."

The luncheon was sponsored by five senators. In the picture they are (l to r) George D. Aiken (R-Vt.), Warren Magnuson (D-Wash.), Jacob K. Javits (R-N.Y.), John O. Pastore (D-R.I.), and Kenneth B. Keating (R-N.Y.), shown with Gen. Sarnoff and Vice President Johnson.

During the day, Sens. Aiken, Javits, and Magnuson, Thomas H. Kuchel (R-Calif.), who also attended the luncheon, praised Gen. Sarnoff in speeches on the Senate floor.



Four Trips ▪ Gen. Sarnoff told the senators his trip from New York to Washington last week would take its place in his memory alongside three earlier journeys that to him "symbolize the meaning, the spirit and the opportunities of America."

The first was his journey to America from Russia 61 years ago when he was unable to speak or understand a word of English.

The second was another Atlantic crossing in 1909, when he was 18. By that time he had become a Marconi wireless operator and sailed aboard ocean-going ships as an officer. "I had a first-class cabin to myself, and wore a uniform with gold braid . . . and mingled with the first-class passengers," he said.

The third trip was in 1929, when he sailed to Paris as an assistant to Owen D. Young, chairman of the U. S. Reparations Commission, assigned to settle remaining World War I debts and problems.

He said he remembered, while traveling with Mr. Young and other members of the commission, of his own humble arrival in the U. S. from Russia.

"But there are more opportunities for young people today than when I arrived," he said. "No boy need weep with Alexander because there are no more worlds to conquer."

cizing them for using KFWB facilities.

Claude McCue, AFTRA executive secretary, said some disc jockeys named in the suit are not involved in the negotiations over wages for KFWB newscasters, but joined the picket line to help their fellow staff members.

WATE gets NLRB cease order

WATE Knoxville, Tenn., was ordered by the National Labor Relations Board Sept. 2 to cease upon request its alleged refusal to executive a written agreement reached with Local 760, International Brotherhood of Electrical Workers. If no such request is made by IBEW, WATE is directed to cease what was construed as refusal to bargain with the union and is ordered not to interfere with any employe or the union in collective bargaining. NLRB's decision upheld an examiner's recommendation.

Fm stereo pioneers find the going rough

SETMAKERS WON'T BUY TIME, TWO OUTLETS COMPLAIN

Fm stereo is facing storm warnings.

Last week two stations which embraced the new multiplex medium early in the summer indicated they are running into trouble.

▪ WUPY (FM) Boston indicated it is ready to give up the stereo ghost.

▪ WKFM (FM) Chicago is preparing to cut down the amount of time it devotes to stereo.

Harvey Sheldon, president of WUPY, said he plans to cease stereo because fm set makers who have pledged undying loyalty to the stereo medium are buying newspaper space instead.

Frank S. Kovas, WKFM, said he too is having trouble with stereo because timebuyers aren't buying stereo time.

Mr. Sheldon said WUPY spent $10,000 tooling up and broadcasting stereo, using RCA equipment. The station has broadcast stereo 24 hours daily for over a month, he added.

Mr. Kovas said WKFM had only one stereo manufacturer, Crosby Teletronics, sponsoring stereo time. He added that Bell Sound, Columbus, Ohio, indicated it plans to buy time.

"We've had a lot of promises but very little money," Mr. Kovas said. The station plans to curtail its four-hour daily stereo service during September unless sponsors appear.

Next year, he said, the station plans to license manufacture of a new and revolutionary stereo system which he described as compatible with all existing fm receivers. WKFM built its own stereo transmitting gear, obtaining FCC type approval.



Cake eaters at the Mutual-WINS 'wedding'

Mutual and WINS New York celebrated the start of the station's affiliation with the network last Monday (Aug. 28) with a party. The center of attraction was a five-tiered cake served to guests, including several hundred agency account executives and media buyers. Lining up for a serving of the "wedding" cake are (l to r) Raymond Herzog, vice president of Minnesota Mining & Mfg. Co., MBS parent organization; Ted Steele, WINS general manager; Robert F. Hurleigh, Mutual president; Victor C. Diehm, owner of the Diehm radio stations and chairman of the Mutual Affiliates Advisory Committee and J. Elroy McCaw, president of Gotham Broadcasting Corp., owner of WINS.



Cowles makes stock available to public

Cowles Magazines & Broadcasting Inc. filed with the Securities & Exchange Commission last week to offer 350,000 shares of common stock for public sale on an all-or-none basis. Proceeds from the issue will be used in part to expand Cowles' broadcasting and publishing holdings, the statement said.

The company, which publishes *Look* magaine, owns KRNT-TM-TV Des Moines, Iowa. It also puts out a weekly newsletter, *The Insider's Newsletter,* and owns 93.2% of the Puerto Rico company publishing the English-language *San Juan Star.*

Board Chairman and President Gardner Cowles owns 30.9% of the 2,300,-326 shares of common stock outstanding and The Des Moines Register & Tribune Co. owns 17.3%.

Other publishing and radio-tv interests held by the Cowles family are not owned by CM&B and are not included in the stock statement.

Fetzer gives tower to National Music Camp

A 450-foot radio-tv tower has been donated to the National Music Camp, Interlochen, Mich., by Fetzer Television Inc., operator of WWTV (TV) Cadillac, Mich.

According to Dr. Joseph Maddy, president and founder of the camp, the tower would be erected to support the transmitting antenna of a new stereo fm educational radio station which will broadcast year-round. The camp operates only in the summer.

Fetzer Television is a subsidiary of Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids; WWTV [TV] Cadillac, all Michigan, and KOLN-TV Lincoln, Neb.).

Tv code review unit interprets changes

Two technical interpretations covering the NAB Television Code language dealing with billboard announcements in prime time have been issued by the Tv Code Review Board.

E. K. Hartenbower of KCMO-TV Kansas City, code board chairman, said the interpretations were made because of inquiries about the board's June 14 reclassification of billboards as commercials for computing allowable time for commercial material, a reversal of past policy.

The new classification is effective Oct. 29. Under "Time Standards for Advertising Copy," the board made this clarifying statement "In prime time billboards as so defined shall be in-

Letting the public know, too

The Connecticut Assn. of Broadcasters announced last week it had decided to "editorialize"—that is, make public the positions it takes—on major issues involving radio-tv. Putting the decision into effect immediately, CAB President Sydney E. Byrnes of WADS Ansonia announced some of the organization's recent stands.

These included (1) a letter to NAB President LeRoy Collins expressing "concern" over FCC's proposed changes in application forms and logging requirements, and requesting that CAB be represented at forthcoming sessions between FCC and industry representatives; (2) another letter to Gov. Collins expressing "surprise" at learning through business publications that NAB was abandoning the Voice of Democracy contests, and reporting that Connecticut broadcasters intend to proceed with a new state-wide contest along similar lines; (3) a letter to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, supporting Gov. Collins' position on Rep. Harris' bill to reorganize the FCC (HR-7333); and (4) endorsement of a similar and yet somewhat different Senate bill (S-2034) to reorganize FCC. The Senate bill has been passed by both Houses of Congress and has been sent to the White House for President Kennedy's signature, which would make it law.

cluded in the four minutes allocated to non-program material within a program." The language of paragraph 8, defining billboards, was construed to mean "all segments of the broadcast day."

The board also clarified language covering programs of less than a half-hour as follows: "In prime time, as defined in the above-described amendments, programs of less than one half-hour shall be considered to be a part of the half-hour period and may share the four-minute non-program material allocation. Thus, two quarter-hour programs would have two minutes each of non-program material. One station break between programs as described in the amendment shall be permissible within the half-hour period."

Media notes...

New agency ▪ WHLO Akron-Canton, Ohio, has appointed Taylor-Jessop, Akron, as its advertising agency.

NBC wins laurels ▪ The National Urban League will honor NBC Radio with a citation for its *Image Minorities* series today (Sept. 4) at the league's conference in Dayton, Ohio. Albert L. Capstaff, vice president, radio network programs, under whose supervision the series was developed, will accept the citation. The four-week series dealing with the history, problems and ambitions of minority groups in America, was broadcast on NBC Radio during the summer of 1959.

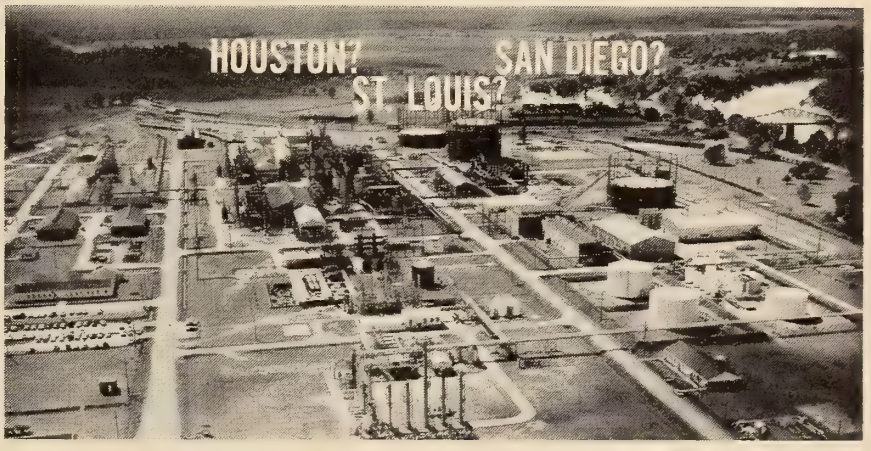
New location ▪ Jack Masla & Co. Inc., N. Y., station rep, has moved to 575 Madison Ave. New phone number is Plaza 2-6450.

MBS affiliates ▪ Four radio stations are scheduled to join MBS today (Sept. 4). They are WAUX Waukesha, Wis., WFMF Flint, WKHM Jackson and WJAN Ishpeming, all in Michigan. WKMF is owned by Knorr Broadcasting Corp. and WKHM by a Knorr subsidiary, Jackson Broadcasting & Tv Corp. WAUX is co-owned by Mig Figi and Charles E. Williams. WJAN is owned and operated by Tri-City Broadcaster Inc.

Goodwill contribution ▪ Travelers Broadcasting Service Corp., WTIC-AM-FM-TV Hartford, Conn., has made a $30,000 gift to the Connecticut Educational Television Corp. In informing the etv organization of the contribution, WTIC also offered to discuss the possible location of transmitter facilities for Hartford's new educational station on property owned by WTIC.

Bowling lanes ▪ WTVN (TV) Columbus, Ohio, has started construction of a two-lane bowling facility complete with studio audience seating. The project is expected to be completed this month. The station will begin telecasting local bowling events this fall.

Award ▪ Cecil Harrell, prominent New Mexico farm reporter, and KOB Albuquerque, N. M., were presented with service citations by the New Mexico Cattle Growers Assn. and the New Mexico Wool Growers Inc. for "service to the livestock industry by someone not directly in the industry." Mr. Harrell conducts a daily farm program on KOB.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Dixie Chemical Division, Commercial Solvents Corporation, manufacturers of agricultural, industrial chemicals and anti-freeze.

SAN JUAN BUY
Columbia Pictures expanding tv holdings

Columbia Pictures Corp. is ready to take its second step into tv station ownership it became known last week when it was reported that its subsidiary, Screens Gems Inc., New York, had just about completed negotiations to purchase WAPA-TV San Juan, P. R., for $1.8 million.

Formal announcement of the transaction was expected soon, after lawyers approved the contract terms.

The purchase includes a one-third ownership in WOLE-TV Aguadilla, P. R.

Columbia's station ownership expansion is said to be connected with the Screen Gems' plans to broaden its production facilities in foreign countries. The tv program syndicate firm recently completed arrangements to produce programs in Canada and is expected to utilize WAPA-TV studios to create programs for the Latin American market.

The negotiations' handled by R. C. Crisler & Co., have been conducted with the Winston-Salem Broadcasting Co. and the Goar Mestre family. Winston-Salem owns 80% and the Mestres 20% of WAPA-TV. Winston-Salem is the licensee of WTOB and now dark WTOB-TV in that North Carolina city and also is an applicant for ch. 8 there (It owns WSGN and holds a permit for ch. 42 in Birmingham, and KTHT Houston. It also owns 33⅓% of WOLE-TV. This interest is included in the Screen Gems transaction.

Columbia Pictures owns KCPX-AM-TV Salt Lake City, Utah, which it bought from Time-Life in 1959 for $3.1 million.

Norman Louvau, vice president and general manager of the Salt Lake stations, is slated to become general manager of the Puerto Rico tv outlets once the formal takeover is accomplished, following FCC approval.

WAPA-TV began operating in 1954 on ch. 4. Winston-Salem interests bought their 80% interest in 1957 for $360,000. WOLE-TV on ch. 12 went on the air last year.

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

▪ WAPA-TV San Juan, P. R.: Negotiations near completion for sale by Winston-Salem Broadcasting Co. and Goar Mestre family to Columbia Pictures' subsidiary Screen Gems Inc., New York tv program syndication firm, for $1.8 million. Transaction includes one-third interest in WOLE-TV Aguadilla. See separate story, this page.

▪ KWBA Baytown, Tex.: Sold by DeWitt Landis, C. O. Kendrick and David Worley to John H. Hicks Jr. and Edward L. Francis for $200,000. Messrs. Hicks and Francis own KOLE Port Arthur and WTAW Bryan-College Station, both Texas. Upon FCC approval, George Breeding, formerly with KOLE Port Arthur, will become vice president and general manager of KWBA. The Baytown station is on 1360 kc with 1 kw fulltime.

Radio holds lead

Radio's daily audience has exceeded tv's for the seventh straight week, according to Sindlinger and Co. surveys as reported last week by the Radio Advertising Bureau. Sindlinger research shows that for the week ended Aug. 11, radio out-pulled tv by more than six million people, 93,585,000 to 87,380,000. Radio's most popular time during the seven-week period, from June 30 through August 11, was the week of July 7 when it won an audience of more than 96 million, compared to tv's 86.4 million viewers, RAB reported.

WFTL study classifies audience by occupations

A technique to determine radio audience composition, developed by Walt Dunn, president of WFTL Fort Lauderdale, Fla., employs write-in contests coupled with real estate and city directory information.

The contest respondents supply their names and addresses. The contest promotion is designed to reach a typical cross-section of the audience. The homes of respondents are checked against the records of the local board of realtors, for classification into four brackets of home values. From the city directory and real estate information, WFTL classifies the audience by occupations. For example, the 24-hour audience composition was found to be executive-proprietor 26%, white collar 51%, blue collar 16% and service 7%.

"An advantage of this method is the completely random sampling of listeners through the coverage area," Mr. Dunn said. "The occupational study made with the city directory was under the presumption the Fort Lauderdale residents responding to the contest would be typical of the metropolitan area. With variations the method can be used by any station to determine who its listeners are and what they prefer in programming."

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

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CRestview 4-2770

KTTV (TV) covers anti-communist rally

KTTV (TV) Los Angeles pre-empted its prime time programming four nights last week to present complete coverage of the evening sessions of the Southern California School of Anti-Communism from the Los Angeles Memorial Sports Arena. More than 11 hours of key night programming gave way to the Monday-through-Thursday telecasts.

The series was sponsored by the Richfield Oil Corp. as a public service (through Hixson & Jorgensen). No "sell" commercials were presented.

KTTV reported its switchboard was swamped with calls through the week. Of the 600 daily calls, only 13 to 15 objected to the telecasts, most disapproving the cancellation of favorite shows, KTTV said, although a few accused the telecasts of being "fascist" inspired.

The series received thorough press coverage and Mayor Samuel Yorty congratulated the station. The Los Angeles city council commended KTTV and Richfield.

Sponsored by a committee of 3,000 leading Southern California citizens, the week-long anti-communism school was the largest single demonstration of anti-communism ever held in the area, KTTV reported.

KTTV also made last-minute arrangements for the appearance of Rep. Walter Judd (R-Minn.) by large-screen closed circuit television. Rep. Judd, scheduled as the featured speaker Thursday night, was detained in the capital. KTTV arranged with WMAL-TV Washington to originate a special pickup of Rep. Judd which was fed over ABC-TV lines to the Los Angeles arena.

New rep firm in Boston

New England Spot Sales and George C. Bingham, formerly of the Boston office of Walker-Rawalt Co., last week announced the formation of a new station representative firm, retaining the name New England Spot Sales.

In the new operation, Mr. Bingham becomes president and Charles Bell Jr., with the previous firm is appointed vice president. The new firm will continue to service the properties previously represented by the individual firms.

The rep will make its headquarters at 100 Boylston St., Boston. Telephones: Hubbard 2-4370 and Hancock 6-2920.

WTVI (TV) to start Sept. 10

WTVI (TV) (ch. 19) Fort Pierce, Fla., is scheduled to begin operating Sunday (Sept. 10). It is owned by Atlantic Broadcasting Co. (Theodore M. Nelson, president) and will be represented nationally by Bolling Co., New York.



Thanks from Surgeon General

ABC's six owned-and-operated radio stations last week were presented a special citation from the Surgeon General of the U.S. Public Health Service, Dr. Luther L. Terry (right), for the stations' summer campaign aimed at eliminating paralytic polio by encouraging vaccination. Stephen C. Riddleberger, vice president for ABC o&o stations, accepted the award in Washington last Wednesday (Aug. 30). ABC's owned and operated stations are: WABC New York, WLS Chicago, KQV Pittsburgh, KABC Los Angeles, WXYZ Detroit and KGO San Francisco.

EXCEPTIONAL QUALITY BUYS

LOUISIANA—Daytime radio station grossing approximately $75,000.00 annually. Available to qualified buyer for $100,000.00 on basis of $30,000.00 down and balance out over eight years. ***Another H&L Exclusive.***

WEST—Profitable major market daytimer with good gross sales and cash flow record. This facility has superior fixed assets and services beautiful, growing marketing area. Priced at $350,000.00 on long terms. ***Another H&L Exclusive.***

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DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
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'International Hour' was success—Jones

CBS-OWNED OUTLETS CONTINUE SERIES NEXT YEAR

An experiment in programming tv shows produced overseas as a showcase series in this country apparently has proved itself to the five tv stations owned by CBS.

This past summer—starting in New York on WCBS-TV June 14, and on other dates in other cities—the *International Hour* (running for a period of 12 weeks) highlighted specially selected foreign programs for daytime viewing.

Merle S. Jones, president of the CBS Television Stations Division, last week said the program series appears to be successful and will continue next summer.

At one time, all five of the CBS-TV stations—WCBS-TV, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis—telecast one of the programs in prime time, pre-empting the network's *Gunslinger* at 9-10 p.m. The episode was the taped "Sir Thomas Beecham Presents Lollipops," initially set by most of the stations for a Sunday daytime hour.

The shift to prime time was made to assure the program a "wider viewing audience."

Shows Continue ▪ Mr. Jones (who appeared on tv at both the beginning and end of the series) revealed that CBS stations have discussed carrying an *International Hour* festival block of 4-5 hours in a single day or at night (perhaps overlapping from the afternoon into early non-prime-time evening periods). The festival would feature new programs on the stations before the start of the fall season.

In the meantime, the CBS stations division is looking ahead to the time when an hour may be set aside weekly on a year-round basis for foreign tv programming. For this, however, the stations would need to set up a system on a really international basis: programs released from foreign countries would be shown on the stations, and the division would act as a clearing house, bicycling the shows to the various countries participating.

As it is established now, the *Hour* is part of an exchange program. Each of the contributing countries in return for its participation was provided with *The American Musical Theatre* produced at WCBS-TV in New York.

Among the contributions this year: three programs from the Canadian Broadcasting Corp.: "Pineapple Poll," a ballet performed by the National Ballet of Canada, the Beecham program, and "Music in the Walls," an original tv drama; a one-hour original tv drama, "Outpost," from the Australian Broadcasting Commission; a one-hour presentation featuring the NHK Symphony Orchestra from NHK (Japanese government broadcasting firm); a murder mystery and another play from Associated Rediffusion (England), and various programs from Sweden, Denmark and Mexico.

Overseas Soundings ▪ The idea of the new one-hour show originated from talks between Mr. Jones and overseas broadcast executives during the former's trip abroad last November. (At that time, he asked Australians whether they would be interested in receiving a program series such as *Musical Theatre,* and received an enthusiastic "yes").

As for *International Hour,* Mr. Jones notes that both the Dept. of State and the U. S. Information Agency feel the series promotes international understanding and good will.

And while the series certainly is not among the top-rating shows on the stations, it is arousing sharp interest ad building certain audience segments, Mr. Jones said. As for the eventual outcome of the international exchange programming, Mr. Jones looks hopefully toward the time when the programs can be sponsored—thus assuring them stability on the airwaves in this country.



Storer unit acquires 'Men of Destiny' series

Storer Programs Inc., Storer Broadcasting Co.'s newly formed program distributing and producing subsidiary, has acquired sole ownership and distribution rights to *Men of Destiny,* a tv series held by Pathe News, producer of the series, and Windsor Productions of New York. The series has never been shown on television.

The series on the lives and times of outstanding personalities who helped shape political, cultural, social, military and scientific patterns of the world today will be made available to stations on an exclusive city-by-city basis and may be purchased as a library item as well as a program-by-program series.

Men of Destiny features Bob Considine as program host. Among the 130 famous people whose careers are described are former President Eisenhower, Nikita Khrushchev, Adolph Hitler, Babe Ruth, Charles Lindbergh, Charles De Gaulle, Theodore Roosevelt, Ty Cobb and Lou Gehrig.

Storer Programs also owns and distributes the tv series titled *Divorce Court.*

NTA announces exchange of $1 million in notes

National Telefilm Assoc. New York, announced last week that the 750 holders of approximately $1.4 million outstanding 6% sinking fund subordinated notes of NTA are now being offered an opportunity to exchange up to $1 million of the old notes for equal amounts of a new issue of 6½% notes. The exchange of notes will be conducted through Sept. 14 by the corporate trust division of Bankers Trust Co., New York.

Leonard Davis, NTA chairman, said the new notes, unlike the old ones, may be converted to NTA common stock at the rate of $2.50 for each share of stock in exchange for each note. The new notes also are senior to $4,628,747 of notes due Aug. 1, 1975, which were issued by NTA to National Theatres & Television Inc., largest shareholder in NTA. The old notes are subordinate to NTA's indebtedness to NT&T.

NCAA games to run Sept. 16 to Dec. 2

National Collegiate Athletic Assn. football telecasts will begin Saturday, Sept. 16, on ABC-TV. Ending Dec. 2, the 13 telecast dates involve 35 colleges in a total of 23 games. On eight of the dates, one game will be presented nationally and on five Saturdays three games will be aired regionally—an increase of one regional date over last year.

Sponsors for the 1961 NCAA tv schedule are Gillette Safety Razor Co., through Maxon Inc.; Humble Oil & Refining Co., represened by McCann-Erickson Inc., and R. J. Reynolds Tobacco Co., via William Esty Co.

The complete schedule follows:

Sept. 16—Pittsburgh at Miami

Sept. 23—Arkansas vs. Mississippi at Jackson, Miss.

Sept. 30—Oklahoma at Notre Dame

Oct. 7—Iowa at Southern California

(If San Francisco Giants are in the World Series, another game will be selected for telecasting)

Oct. 14—Michigan State at Michigan

Oct. 21—Syracuse at Penn State; Tennessee at Alabama; So. California at California.

Oct. 28—Ohio State at Wisconsin

Nov. 4—Dartmouth at Yale; Michigan State at Minnesota; Missouri at Colorado.

Nov. 11—Minnesota at Iowa; LSU at North Carolina; Wyoming at New Mexico.

Nov. 18—Oklahoma vs. Army at New York City; Illinois at Wisconsin; North Carolina at Duke.

Nov. 23—Texas at Texas A&M

Nov. 25—Syracuse at Boston College; Ohio State at Michigan; Washington State at Washington.

Dec. 2—Navy vs. Army at Philadelphia.

'Planet Earth' series taken by seven stations

The National Academy of Sciences, Washington, announced last week the availability of Planet Earth, a series of 13 films dealing with man's physical environments from the core of the earth to cosmic space.

Already seven stations—KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WMAL-TV Washington, WHDH-TV Boston, KMOX-TV St. Louis, KPRC-TV Houston, WBEN-TV Buffalo—are showing or have made definite committments for its showing. Cost for the series varies according to the market. Paul Kramer, National Academy, who is in charge of its distribution, said that a major market station could secure the series for about $4,500. A plan is being worked out for smaller stations to obtain it on a rental basis.

The film is 27 minutes in length and is available either in color or black and white.

More information concerning *Planet Earth* is available by writing to Paul Kramer, National Academy of Sciences, 2101 Constitution Ave., Washington, D.C. Telephone: Executive 3-8100.

20th-Fox dividend comes from studio sale

Thanks to income from the sale of some studio property, Twentieth Century-Fox Film Corp. stockholders still have something to smile about.

The motion picture and tv film maker reported last week a substantial decline in operating income (due to unprofitable production activities), although its net income was higher than during a like period last year. Fox's operating income was $12,326 for the first six months of 1961, as compared to $2,628,576 during the first half of 1960. A $25.7 million sale of studio property saved company stockholders from a completely dividendless period. As it was, Fox announced that for the first time it's switching to a 2% semi-annual stock dividend, payable in March and September, rather than the policy of 40-cent quarterly cash payments on common shares in effect since 1954. The new policy will remain until production income increases, authorities said.

Jayark files to offer $432,500 stock issue

Jayark Films Corp., New York, is seeking public funds to finance the production of two tv series, *Hollywood Hist-O-Rama* (a series featuring short clips from famous movies) and *Laurel & Hardy* (cartoon versions of the movie team's adventures).

The company last week filed at the Securities & Exchange Commission a plan to offer 72,000 shares of common stock, 22,000 shares being sold by the present holders. Jayark estimates the issue will bring in $432,500 to finance the series.

Jayark, which finances but does not produce tv series, is primarily engaged in distributing tv series and motion pictures in the U. S. and abroad. In its SEC filing, Jayark claims that one or more of its series were on television in each of 168 markets during August. In addition to *Bozo the Clown* and *Cartoon Storybook* series, Jayark leases 57 movies—50 post-1950 features and 7 pre-1950.

Jayark's recent growth is reflected in



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its most recent financial statement: net profit for the year ended May 31, 1961, was $175,252 (60 cents per share) against $77,852 (27 cents per share) for the comparable 1960 period. Film rentals for 1961 were $1,175,632 compared with $1,105,212 for 1960 and gross profit was $737,935 in 1961 and $565,539 in 1960.

The company's capitalization is approximately $2 million. There are 290,000 shares of common stock outstanding, of which President Reuben R. Kaufman and his wife own 219,125 shares. The Kaufmans are selling 14,500 of their shares in the current issue.

Mr. Kaufman drew an annual salary of $31,200 in 1961; under his contract this sum increased to $41,600 Sept. 1 and goes to $52,000 Aug. 31, 1965.

CBS-TV sets new Webb series

Jack Webb and Mike Meshekoff, partners in the tv *Dragnet* series, for which they filmed 175 segments, have signed a co-production deal with CBS-TV for their Mark VII Production Co. to produce a new hour-long anthology series, *True*, to be based on stories from *True* magazine.

The pilot will be produced in November at Republic Studios where Mark VII is headquartered. Mr. Webb will be star and director and will narrate and Mr. Meshekoff will be producer.

TvQ's top ten for August by market size

Rank	Program	Total Audience TvQ*	Over 2,000,000 TvQ*	500,000-2,000,000 TvQ*	50,000-499,999 TvQ*	Urban less than 50,000 TvQ*	Rural TvQ*
1	Bonanza (NBC)	50	41	52	56	55	54
2	Real McCoys (ABC)	45	37	45	52	48	48
3	My Three Sons (ABC)	43	41	47	50	39	39
4	Gunsmoke (CBS)	42	34	40	45	40	51
4	Wagon Train (NBC)	42	37	36	43	44	52
6	Flintstones (ABC)	41	41	44	45	36	40
7	Perry Mason (CBS)	40	37	43	37	40	43
8	Rawhide (CBS)	38	29	37	37	42	46
9	Route 66 (CBS)	37	32	40	37	39	40
10	Candid Camera (CBS)	35	32	40	38	35	34
10	CBS Reports (CBS)	35	29	41	35	41	33
10	Checkmate (CBS)	35	31	44	39	32	30
10	Father Knows Best (CBS)	35	35	34	41	35	33
10	Rifleman (ABC)	35	30	33	37	33	41
10	Robert Taylor-Det. (ABC)	35	35	37	36	36	30
10	Thriller (NBC)	35	36	37	38	32	31
10	Untouchables (NBC)	35	35	36	35	33	32
10	Disney Presents (ABC)	35	32	36	38	33	36

*Percentage of viewers familiar with a show who consider it "one of my favorites."

FOUR STAR ENTERS SYNDICATION, LIVE

Buys 'McCoy,' 'Daddy' rights, signs deal for live tv

Four Star Television, a major producer of tv network first-run film series, is expanding into syndication and live programming. In two moves last week, the Hollywood company purchased the outstanding stock of Marterto Productions Inc., owned by Danny Thomas and his wife, and formed an association with Merrill Heatter and Robert Quigley to create, and produce live tv shows.

The Marterto stock purchase for "well in excess of $1 million," includes the 90 half-hour films of the Danny Thomas show, *Make Room for Daddy* (ABC-TV and CBS-TV) and less than 50% production interest in future episodes of *The Real McCoys* (ABC-TV) and in the 146 half-hour films of the comedy series already shown. There is no indication Four Star will have any rights to future episodes of the Danny Thomas program. Neither will the company have any interest in the Danny Thomas-owned Marterto Enterprises which controls *The Andy Griffith Show* (CBS-TV) and two new fall entries, *The Joey Bishop Show* (NBC-TV) and *The Dick Van Dyke Show* (CBS-TV).

Four Star currently is forming its own sales staff to handle the sale or syndication of its stockpile of *McCoys* and *Daddy* films. The production company also has a substantial backlog of its former network programs, which could conceivably be put into syndication.

Four Star's move into live tv production ensued from its acquisition of Heatter Quigley Enterprises and Heatter Quigley Productions Inc., New York. Mr. Heatter and Mr. Quigley currently are responsible for two live CBS-TV afternoon game shows, *Video Village* and *Double Exposure*. On Sept. 30 a children's version of the former—*Video Village Jr.*—becomes a Saturday entry on CBS-TV. Messrs. Quigley and Heatter will be based at Four Star's Hollywood offices and will create taped



and live programs for both daytime and nighttime scheduling.

Four Star President Dick Powell and Executive Vice President Thomas J. McDermott said the moves are part of the production company's diversification plans which will extend into all areas of tv programming. Besides the Danny Thomas program and *The Real McCoys,* Four Star will have six film series on network tv this coming season. They are: *The Dick Powell Show* (NBC-TV), *Captain of Detectives* (NBC-TV), *Mrs. G. Goes to College* (CBS-TV), *The Rifleman* (ABC-TV), *Rawhide* (CBS-TV), and *Target: the Corrupters* (ABC-TV).

Film sales...

Films of the 50's Vol. II (Seven Arts Associated): Sold to WTVJ (TV) Miami; WLOS-TV Asheville, N.C., and WWL-TV New Orleans. Now in 43 markets.

191 Looney Tune Cartoons (Seven Arts Associated): Sold to KBAK-TV Bakersfield, Calif., and KCPX-TV Salt Lake City, Utah. Now in 11 markets.

The Beachcomber (Filmaster): Sold to WTOP-TV Washington, D.C.; WJXT (TV) Jacksonville, Fla.; WLWT (TV) Cincinnati; WIWC (TV) Columbus; KLZ-TV Denver; WFBM-TV Indianapolis; WRCV-TV Philadelphia; WAGA-TV Atlantia; KXTV (TV) Sacramento, and WBAL-TV Baltimore. Now in 107 markets.

Program notes...

Office switch ▪ Film Producers' Assn. of New York has moved its offices to 165 W. 46th St., zone 36. New phone is Circle 5-2545.

All about presidents ▪ *Portrait of a President,* a series of 15-minute radio interviews with foreign heads of state, is being taped by International Broadcasting System, N.Y., for U.S. syndication. IBS said stations in 25 markets have agreed to carry the package, which is being offered for sponsorship as public relations promotion to companies doing business in the countries represented.

Extend production ▪ The British Broadcasting Co. has announced that it will film another 39 episodes of *The Third Man,* adventure series syndicated in the U.S. by NTA. Budweiser Beer, sponsor of the show in about 150 markets, will also sponsor the new films.

Radio rights acquired ▪ Al Petker/Personality Scope Co., Beverly Hills, Calif., has acquired world-wide radio rights to *Ripley's Believe It or Not* from Ripley Enterprises, New York, and will start production within the next couple of weeks with the five-minute, five day per week recorded show. Art Baker will narrate. *Believe It or Not* will be produced as the fifth in the Petker *Celebrity Five* series.

Dividend ▪ Trans-Lux Corp., N.Y., has declared a 10 cent per share regular quarterly dividend to be paid Sept. 29 to stockholders of record as of Sept. 15.

Travel films ▪ A series of 26 black and white travel films designed for television has been released by Peak Productions Ltd., Phoenix, Ariz. The series, entitled, *Faraway Places,* features outstanding scenic films of more than 50 foreign countries. Distribution is being handled by the Danley Distributing Co., that city.

A Look At America ▪ "The Plight of Pepito," an episode portraying the problems of the Cuban exiles in south Florida recently shown on *FYI Report* on WTVJ (TV) Miami, has been selected for showing on WTTG (TV) Washington's *A Look At America* series. The WTTG series features outstanding public affair programs produced by various U. S. tv stations. (BROADCASTING, May 29).

Firm founded ▪ Actor Jack Lemmon has joined forces with producer-directors Blake Edwards and Richard Quine and talent executive Max Arnow in the formation of Artists & Production Associates to produce motion pictures and television shows. The new firm will headquarter at 650 N. Bronson Ave., Los Angeles. Telephone: Hollywood 6-3111.

Expansion ▪ Don Howard Personnel Inc., New York, has opened a new branch at 274 Madison Ave., with one department dealing exclusively in radio-tv executive and personnel placement. The department is under Bill Ashworth, formerly with United Artists Associated and Storer Broadcasting Co. and before that with WDVA Danville and WSLS Roanoke, both Virginia. The branch will include specialists in advertising, publishing, travel and industrial sales placements as well as all areas of radio-tv broadcasting, selling, production and distribution. Telephone: Lexington 2-8300.

NORAD visit ▪ ABC News' *Issues & Answers* will take its cameras into the nerve center of NORAD (North American Air Defense Command) for a special documentary report on Sun., Sept. 10 (ABC-TV, 3-3:30 p.m. EDT; ABC Radio, 8:30-855 p.m.).

Password is . . . ▪ *Password,* a new daytime game program testing guest celebrities and members of the audience on their word skill, makes its debut on CBS-TV Mon., Oct. 2 (Mon.-Fri., 2-2:30 p.m. EDT). Host will be Allen Ludden.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 4-8, 11-13 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 4-8, 11-13 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 4-8, 11-13 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 4-8, 11-13 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 4-8, 11-13 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 4, 11 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Sept. 6, 13 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman Craig & Kummel.

Sept. 5 (10-11 p.m.) **The Margaret Bourke-White Story,** Purex through Edward Weiss.

Sept. 6, 13 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 7 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 8 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Sept. 9 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 9 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 9 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 9 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 9 (5:30-7 p.m.) **National Singles Tennis Championships,** N. Y.

Sept. 10 (5:30-7 p.m.) **National Singles Tennis Championships,** N. Y.

Sept. 10 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Sept. 10 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Screen Gems, DHB sign to produce tv series

Screen Gems Inc., New York, announces a co-production arrangement with DHB Inc., New York, a new program comedy tv series employing an animation process created by DHB.

An SG spokesman said DHB has perfected a process called Tri-Cinemation by which life-like dolls can be made to move—on film—like human beings, down to precise details. DHB will make the dolls and handle the physical filming of the program. The details will be announced later.

Screen Gems also plans to use Tri-Cinemation for information and educational programs. SG has been active in animated programming for tv since an agreement with Hanna-Barbera Productions in 1957.

DHB Inc. is headed by Christos Diatsintos, Albert Hecht and Robert Brahm.

Big color tv rise seen by RCA's Burns

A prediction that the color television industry will reach $200 million in revenue in 1962 was made by John L. Burns, RCA president, last Wednesday (Aug. 30).

Mr. Burns, who spoke at a dinner given in his honor by RCA dealers in Los Angeles, said this total, which includes set sales, servicing and broadcast revenues, should rise to $4.3 billion by 1970. He added that the anticipated $3.2 billion volume of black-and-white business by 1970 means "a total industry figure amounting to $7.5 billion."

For many dealers and distributors, he said, color has overtaken and topped the dollar volume for black-and-white. He said color tv in 1960 reached more than $100 million, a level attained in six years.

Speaking on the same program, W. Walter Watts, RCA group executive vice president and president and board chairman of the RCA Sales Corp., told dealers they have three advantages in selling color tv receivers this fall: "a proven, highly reliable receiver; a real, hard-hitting advertising and promotion campaign and a greatly expanded color schedule."

Don Durgin, NBC vice president for television sales, outlined the television network's color plans for the 1961-62 season. He said NBC-TV will program more than 40 hours a week in color, starting in September, and that the prime-time color schedule for 1961 represents a 62% increase over last year.

Mr. Durgin announced that special "color nights" will be held on Oct. 4, Nov. 1 and Dec. 6 with 3½ hours of color programs will be telecast on each night, permitting tv dealers to offer in-store and home demonstrations on these dates.

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CBS Radio places NetALERT in service

CBS Radio's two-year development of NetALERT, a new system of signaling between a radio network and its affiliates, was climaxed last week when system, first announced and demonstrated at last year's convention of CBS Radio Affiliates (BROADCASTING, Oct. 3, 1960), went into effect Sept. 1.

It was developed for CBS Radio by CBS Labs and all the network's 206 affiliated stations in continental U. S. have installed the equipment. NetALERT reportedly makes it possible for stations, on or off the air, to be instantaneously alerted to receive news bulletins, on-the-scene news coverage, and national emergency announcements. In addition, the system is said to be capable of alerting key station personnel in their homes when the stations are off the air.



Davidson M. Vorhes (l), vice president in charge of operations, confers with Arthur Hull Hayes (r), CBS Radio president, on the installation of NetALERT equipment for the network's affiliated stations.

De Forest's widow seeks royalties on inventions

Efforts to recover royalties on some of the more than 100 patents granted the late Dr. Lee De Forest are being made by Los Angeles attorney Morris Levine on behalf of the inventor's widow, former actress Marie Mosquini. Dr. De Forest, 86, died at his Hollywood home on June 30 (BROADCASTING, July 10). His will showed his income limited to a $1,200 check received monthly from Bell Telephone Laboratories for which he was a consultant.

The attorney said he is looking into the possibility of recovering something on the various inventions, but it will take time to explore just what the contract rights are. The inventor of the three-element vacuum tube which made possible the development of radio and tv broadcasting, Dr. De Forest sold, leased or optioned rights to some of his best inventions at sometimes ridiculous prices, according to Mr. Levine.

EIA's Sprague urges quota on imports

Electronic imports from Japan have a direct bearing on unemployment in the U. S., Robert C. Sprague, Sprague Electric Co. board chairman, has informed Congress.

In a statement filed last week with a House subcommittee on employment, Mr. Sprague urged some sort of quota system for imports on a sector-by-sector basis. Unemployment attributable to foreign competition has been largely local and restricted to companies, most of them small, which have been "hardest hit by imports from low wage countries," Mr. Sprague reported. The belief that American technology can be counted to overcome low-wage foreign imports is erroneous today, he added, because Japanese electronic manufacturing is highly modern and automated —with wage scales one-fifth those in the United States.

The Sprague statement was submitted in behalf of Electronic Industries Assn. Mr. Sprague is chairman of EIA's Imports Committee.

Moon probers to carry tv

Tv cameras will be included in four additional Ranger rockets so pictures of moon-impacts can be transmitted back to earth, the National Aeronautics & Space Administration said last week in reporting that the current unmanned moon-landing project has been increased from five probe vehicles to nine. The tv equipment will be designed for "high resolution" televi-

sion, it was announced, although the extent was not indicated. The negotiations are with RCA's Astro-Electronics Division. The tv-carrying Rangers are expected to crash on the moon and the tv pictures will enable scientists on earth to watch the landing before the rocket and its cameras are smashed by the landing impact. Later Rangers will carry devices to slow down descents to permit "soft" landings. The moon probes are scheduled for late in the 1960s or early in the 1970s.

ITA's uhf translator uses Klystron tubes

ITA Electronics Corp., Lansdowne, Pa., last week announced a new line of uhf television translators emphasizing simplicity by use of the Klystron power amplifier.

Single Klystron tubes are used in the 15-kw and 30-kw transmitters while two 30-kw amplifiers are combined to produce a 60-kw transmitter.

According to ITA, deliveries can be expected to start early in 1962; several of the first production units are scheduled for shipment to existing uhf stations. The prices for the new units: $99,500 for 15 kw; $139,000 for 30 kw; $179,000 for 60 kw.

Technical topics...

Four-day event ▪ The National Electronic Parts Distributors Show for 1962 has been expanded to a four-day event and will be held at Chicago's Conrad-Hilton Hotel next May 21-24, it was announced last week by Kenneth C. Prince, manager of Electronic Industry Show Corp. Major format change includes first day devoted exclusively to manufacturer-distributor conferences. Warren Stuart, Belden Mfg. Co., Chicago, has been elected president of the show for next year.

Tv home theatre ▪ Kane-Mark Corp., N.Y., is national sales representative for a tv receiver which projects a 38x54-inch picture on a home movie screen. Called "Telerama," it's made by Saba Electronic Corp. of West Germany and is selling at $1,000. The unit is on rollers and has remote control. It also will be demonstrated at "Electrical City, U.S.A." Electrical appliances consumer exposition at New York's Coliseum, Oct. 21-29.

Static starter ▪ To protect sensitive microphones in television studios and on movie sets from motor start and stop noises, the static starter, a new motor starter, has been developed by the Westinghouse Electric Corp., New York, with no moving parts. The silent feature was accomplished with a Westinghouse-developed, silicon-controlled rectifier as the main power switch.

'Studio One' bulb ▪ Westinghouse Electric Corp., one-time sponsor of CBS-TV's *Studio One*, has introduced the Studio One camera light, which employs a "sealed beam type" bulb, for use in photography and television studios. The bulb is said to produce approximately the brightness of the bar light, which consists of four standard 300 w flood lamps. Manufacturer's suggested list price for the camera gun is $21.95 with replacement bulbs set at $5.45.

New transmitter ▪ Collins Radio Co., Cedar Rapids, Iowa, has announced that its recently-introduced 1000/500/250 w 20V-3 am transmitter is being installed at KSJM Sikeston, Mo.; KVET Austin, Tex.; WLBC Muncie, Ind., and WMFJ Daytona Beach, Fla.

Diode tester ▪ The Micromodular Components Div. of Ling-Tempco Electronics, Anaheim, Calif., announces the availability of a new diode tester, providing, according to the company, speed, reliability, simplicity, and economy. Test factors include breakdown voltage, noise, stability, reverse leakage, zener impedance and breakdown characteristics. The bench model is 16.75 x 21.5 x 19.5 inches. It is priced at $1,425 and is available 30-60 days after receipt of the order.

Report available ▪ Research report on problems encountered in mounting fm antennas on various supporting structures and their resulting radiation patterns is being offered free on request by Collins Radio Co., Cedar Rapids, Iowa. Paper was prepared by John B. Caraway, president of Electronic Research Inc., Evansville, Ind., and William A. Kennedy, head of Collins antenna department.

INTERNATIONAL

CANADIAN AD CONTENT

CAB brief says many stations would lose money under presently-proposed narrow restrictions

How much advertising content Canadian stations should be allowed was a major problem discussed at the public hearings of the Board of Broadcast Governors at Ottawa which started Aug. 22. The BBG is revising radio regulations and wants stations to be limited to 20% advertising content over the day, with maximum of 30% in any one hour.

Canadian Assn. of Broadcasters said in a brief that such daily regulation would mean losses for many stations, and suggested that the yardstick be one week.

"We suggest that the limit for any one day be set at 25% with the clock hour maximum remaining at 30%. Thus the weekly advertising content would not exceed the ceiling that the BBG now is prepared to authorize. Yet, stations would be better able to accept casual business and meet the heavier demands of certain periods."

CAB explained that Thursdays and Fridays are the heaviest shopping days in most areas, and that advertisers concentrate more of their radio activity in this period. The brief also pointed to the flexibility of radio advertising, and said that after advertisers use radio to move perishable merchandise quickly, to boost a slow day during a sales event, to meet unexpected competitive activity, to stimulate buying during special seasons, and for several other reasons. Emphasized was the placing of radio advertising the day and even the hour of the broadcast. Under a daily requirement such as outlined by the BBG, much advertising could not be taken and elaborate bookkeeping would have to be set up to determine quickly if last minute advertising could be carried.

Daytimers ▪ CAB also pointed out that the proposed regulations made no special provisions for daytime stations. During certain seasons these can operate ten hours or less daily. With a number of such daytime stations in small markets, the CAB suggested that no additional restrictions be placed on them insofar as hourly advertising percentage is concerned.

The proposed BBG radio regulations include provisions for quarter-hour, half-hour and one-hour programs. CAB said radio's format has changed drastically with the advent of television and there are only a few sources of such program material available in North America today. To bring back the former days of radio programming was felt to be "nostalgic nonsense." People will not listen to programs of a type they can see on television, the CAB explained. And for Canadian stations

in small communities to be required to produce such programs with live or Canadian talent would be impossible. Such talent is only available in the larger centers. The CAB is working on a program exchange which will make Canadian content programs available between member stations.

Noting that broadcasting gets the most attention as regards advertising abuses which are common to other advertising media, CAB asked those in authority to remember that regulations cannot require an advertiser to sponsor programs if he prefers spot announcements, that audiences can't be required by law to listen to programs of value, that housewives can't be regulated into a shopping pattern that would make each day of the week equally attractive to advertisers.

The brief also reported on the work of Canadian stations in promoting Canadian programs and talent over the past year and their help in leading young Canadians into careers in broadcasting.

The BBG also heard from labor organizations and talent groups, the former asking for even stricter regulations on advertising content, and the latter presenting differing opinions as to French and English-language talent development. The French-language talent group felt not enough Canadian talent is being employed, the English-language group appealed for cooperation between stations and talent groups rather than government regulations for the development of Canadian talent.

Canadian Broadcasting Corp.'s President Al Ouimet said CBC generally approves the proposed regulations, but he asked clarification on some technical points and the limitation of temporary networks to 30 days.

CFTO-TV sale hearing deferred till Sept. 25

The Canadian Board of Broadcast Governors has deferred to Sept. 25 an application by CFTO-TV Toronto to sell 25% of its shares to American Broadcasting-Paramount Theatres for an undisclosed sum. The announcement of deferment Monday follows several days of closed hearings last week at Ottawa with John Basset, station chairman, and J. Coyle of American Broadcasting. CFTO-TV has been given till Sept. 25 to find Canadian financing on terms as favorable as those offered by AB-PT. The BBG will approve a sale to U. S. interests if no Canadian financing is found by that time. The stock offered is part of that owned by Joel Aldred, station president, who has had management differences with Mr. Basset. The BBG announcement said CFTO-TV has lived up to all its commitments and needs additional capital.

Overseas tv sets

The number of television sets in operation outside the U.S. has exceeded 50 million, John G. McCarthy, president of Television Program Export Assn., announced last week. He noted that this figure is within three million of the 53 million sets currently in use in the U.S.

Among the markets making up the total of 50 million, Mr. McCarthy said, are: United Kingdom, approximately 12 million; Japan, 8 million; West Germany, 4.8 million; Canada, 4 million; Italy, 2.5 million; France, 2 million; Scandinavia, 1.6 million; Brazil, 1.2 million; Australia, 1.2 million, and the U.S.S.R., 8 million.

Sponsor restriction up for BBG airing

A requirement that sponsors of imported television programs also use an equal amount of Canadian-produced programs was proposed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, at the Ottawa public hearings on Aug. 22. Dr. Stewart said the BBG will meet with national advertisers and advertising agencies on the subject during September.

Dr. Stewart also hinted at possible penalties for Canadian advertisers who use U. S. border television stations when Canadian stations are available. He hinted at this when Lloyd Moffat, president of CKY Winnipeg, being questioned on his application for an fm station license, pointed to plans of KCND-TV Pembina, N. D., to invade the Winnipeg market with its newly increased power. Mr. Moffat said there are already six radio and three television stations in the Winnipeg area to compete for the Winnipeg advertising dollar. Dr. Stewart asked him if he thought Canadian advertisers using U. S. border stations should be penalized through disqualification of their advertising expenditures under income tax law. This was suggested recently by the Royal Commission of Publications in the magazine field. Mr. Moffat said he had not thought about the problem in this way.

Requiring network advertisers to buy equal shares of imported and Canadian-produced programs has been a policy of the Canadian Broadcasting Corp. since the advent of Canadian television in 1952. The entry of a second Canadian television network, CTV Television Network this fall, and ensuing competition for advertisers, has forced the CBC to accept more imported sponsored programs without an equal number of Canadian-produced sponsored shows. CTV Network has gone after Canadian advertisers on the same basis of one import and one Canadian show to meet the BBG requirement of 55% Canadian program content on its overall network offering. A number of Canadian advertisers and their agencies have held out against this policy this year.

Fremantle to expand to foreign programs

Fremantle Inc., New York, which has specialized in selling American tv programs in foreign markets, is expanding into another area by distributing shows produced abroad to markets throughout the world.

Paul Talbot, Fremantle president, reported last week that the company embarked on its project experimentally a few months ago and that results have been "highly satisfactory." Fremantle now is distributing, in various countries, programs produced in Britain, Canada, Italy and Australia, and hopes to obtain marketable tv productions from other nations.

Programs from Britain handled by Fremantle are *Bom, the Little Drummer,* a 15-minute children's show; *The Flying Doctor,* a half-hour adventure series; *Time to Remember,* an informational show, and various 1-hour and 1½-hour dramas. Australian shows are *Animal Parade,* a 15- minute show featuring unusual animals in Australia; *The Winifred Atwell Show,* a musical program: *The Terrific Adventures of the Terrible Ten,* a boy's adventure series. *RCMP,* a series on the exploits of the Royal Canadian Mounted Police. Italian programs are *The Story of a Dog,* a series dramatizing various breeds of dog, and a one-hour series on Italy's Opera Buffa (comic opera) on which Fremantle is co-producer.

Mr. Talbot said some of these programs already have been sold in other countries and indicated a few may be offered in the U.S. through another distributor (Fremantle does not distribute in the U.S.). He added that officials at Fremantle's branch offices in Britain, Canada, Italy, Australia and Mexico are evaluating local programs for possible distribution in other countries.

Abroad in brief...

Italian branch ▪ General Artists Corp., N.Y., is forming an Italian subsidiary, GAC of Italy, according to Larry Kanaga, president. The Rome office will open early in November. Personnel will be announced shortly.

700 RKO films sold to Latin-American firm

Television Industries Inc., New York, last week completed the sale of more than 700 RKO feature films to a Latin-American organization, Fall River Investment S. A., for an initial sum of approximately $1 million plus a share of the gross revenues in perpetuity. The transaction covers television, theatrical and other non-theatrical rights to the features in South and Central America.

Basil Estreich, Television Industries president, expressed the belief that this agreement represented "the largest sale of motion pictures ever made for Latin American television distribution under a single agreement." He noted that the RKO library was acquired by Television Industries in 1955 for slightly more than $14 million.

The South American group involved in the transaction is headed by George Caputo, a motion picture producer and distributor. Arnold C. Stream, general counsel of Tv Industries, represented the company in the negotiations.

CBC reveals merger plan for two radio networks

The consolidation of the Canadian Broadcasting Corp.'s Trans-Canada and Dominion radio networks into one big network is now being planned, CBC president J. Alphonse Ouimet told the Board of Broadcast Governors at Ottawa on Aug. 22.

The merged network will consist of about 80 radio stations across Canada. At present the two networks have more stations, the Trans-Canada network presenting daytime and evening programs, the Dominion network mostly daytime lighter programs. Trans-Canada network consists of all CBC radio stations plus independent stations, the Dominion network of only one CBC station, CJBC Toronto, and 39 independent stations.

The plans call for implementation of the merged network to start in the fall of 1962. Meetings with affiliates have been held in eastern Canada towards this end, and are continuing in other parts of the country.

U. S. imports planned by new Brazilian firm

Formation of S.A. Distribuidora E Importadora De Films (SADIF), Sao Paulo, Brazil, was announced last week by N. Borgerth Ferreira, president.

While immediate plans call for SADIF merely to import and distribute tv and motion picture films in Brazil, the firm is planning its own tv production center that likely will be in operation by next summer.

SADIF is represented in the U. S. by Nathan Braunstein, Screen Arts Sales Co., New York. Mr. Braunstein also acts as SADIF's purchasing agent. Agreements already have been reached to import major film series from Official Films, Cinema Vue Corp., Flamingo Telesales and MPA-TV, all New York.

Not even razor ads

On the heels of drastic currency curtailment, Fidel Castro's Cuban government last week announced that all commercials will henceforth be eliminated from Cuban radio and tv programs. The medium employed for the announcement was the government-controlled *Prensa Libre*.

Japanese council sets tv commercials festival

Japan's first television commercial festival is planned for Oct. 17, to commemorate the 10th anniversary of the start of commercial broadcasting in that country.

The festival, to be held at the Daiichi Life Insurance Hall in Tokyo, is under the sponsorship of the Allied Commercial Council (composed of the Japan Advertisers' Assn., Japanese Assn. of Advertising Agencies, Japan Federation of Station Representatives and the National Assn. of Commercial Broadcasters of Japan).

The council will award prizes to outstanding commercials aired from Aug. 1954, when commercial telecasting started in Japan, to July of this year. An added attraction will be a contest among singers of tv commercials.

Canadian court allows photo coverage access

A precedent was set for Ontario courts Aug. 23 at Cooksville, a suburb of Toronto, when Magistrate R. I. Blain ruled that television and newspaper cameras could record the proceedings during the preliminary trial of six men on charges of assault with bodily harm to two off-duty Toronto Township police officers. Crown attorney Heb Metcalf explained to newsmen after court that photos were authorized as "a matter of public interest and it was felt no bias would result to the accused as long as there was no interruption of the proceedings and no flashes were used."



QUIET THOSE BACKGROUND NOISES

$290

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RON Gate Amplifier 40A

Broadcast • Communications • Recording • TV Film

Truly a **sound gated** amplifier. First sound keys to full level instantaneously (attack time 8 milliseconds). In the absence of signal above threshold, the Gate Amplifier fades smoothly down to **whisper** quiet: 14 db down.

Eliminates annoying TV studio background sounds • Reduces errors and maintains security in communication systems by eliminating background voices • Suppresses TV film noise. Response, 30 to 15,000 cps ±1 db; distortion 1% or less.

RON ELECTRONICS CORP.
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BROADCAST ADVERTISING


Mr. Hennon

Thomas J. Hennon, account supervisor on Lever Bros. at Reach, McClinton & Co., New York, elected vp of agency. **Herman Raucher,** copy director; **Marce Mayhew,** art department director; and **Paul Keller,** research director, elected to board of directors. All are agency vps.

David R. Fenwick, vp and plans board chairman, Donahue & Coe, Los Angeles, has resigned and with associates will establish his own advertising agency in that city. **Henry B. Safford Jr.,** account supervisor for D&C, has been named vp, with **William R. Muller,** account executive, Young & Rubicam, Los Angeles, joining agency in similar capacity.

Willard Benner, creative supervisor and vp, Ted Bates & Co., New York, named associate creative director.

Ralston H. Coffin, vp in charge of advertising, RCA, appointed general chairman for Advertising Federation of America's 4th Annual Washington Mid-Winter conference, Feb. 7, 1962 at Statler Hilton. **Donald H. McGannon,** president, Westinghouse Broadcasting Corp., named vice chairman.


Mr. Casey

Richard F. Casey, vp in charge of research and member, board of directors and plans board, Benton & Bowles, New York, elected senior vp. **Charles E. F. Millard,** account supervisor on Zest soap account, and **David Hotz,** account supervisor on Shulton and Ex Lax accounts, elected vps.

William A. Blount, president, Liggett & Myers Tobacco Co., New York, elected chairman of board of directors. **Zach Toms,** executive vp and previously vp in charge of export department, succeeds Mr. Blount as president. Mr. Blount will continue to serve as chief executive officer of company. Other appointments include: **Lawrence W. Bruff,** director of advertising since 1953, elected vp, advertising; **Graydon B. Leake,** promoted to vp, sales; **Samuel White,** sales supervisor of northeastern territory, vp, marketing. Also: **Frederick Sheffield,** senior partner of Webster, Sheffield, Fleischmann, Hitchcock & Chrystie, elected director of company, and **J. Bowling Anderson,** director and treasurer, succeeds **William J. Perry** who retires as vp, finance.

Russel R. Anspach, formerly account executive, McCann-Erickson, New York, appointed account executive on Hertz Corp. account at Norman, Craig & Kummel, that city.

Paul W. Moseley, account supervisor on Boyle-Midway, Div. of American Home Products Corp. account, and **Arnold J. Deutschman,** account executive on Whitehall Labs., Div. of American Home Products Corp. account, Ted Bates & Co., New York, elected vps.

George N. Beecher, vp and account supervisor on Best Foods Div. of Corn Products Co. account, Dancer-Fitzgerald-Sample, New York, joins Foote, Cone & Belding, Chicago, as vp and account supervisor on Perkins-S.O.S. Div., General Foods Corp. account.

James H. Marshall, senior vp, Merchandising Research & Development Corp., New York, joins The Kudner Agency, that city, as consultant on supermarket distribution.

Martin Ryan, media research supervisor for North Adv., Chicago, named assistant media director.

Norman Kosarin, formerly art director, Altman Stoller Adv., New York, joins Fuller & Smith & Ross, that city, in similar capacity. **Bernard Klepper,** who was with Cunningham & Walsh, New York, joins F&S&R as radio-tv copywriter.

Esther Andersen, formerly chief timebuyer at MacFarland Aveyard & Co. and timebuyer with McCann-Erickson, both Chicago, named timebuyer at Earle Ludgin & Co., Chicago.


Mr. Harvell

Quentin L. Harvell, formerly director, market research and promotion, Indian Jute Mill Assn., New York, named assistant to C. James Proud, president, Advertising Federation of America, that city. Mr. Harvell was advertising and sales promotion manager of Borden's Feed Supplement Division and earlier was assistant to director of research, F. W. Dodge Corp.

Morton Zieve, producer-director for WXYZ-TV Detroit, appointed radio-tv director of Simons-Michelson Co., advertising agency, that city.

Frank Hefter, formerly with Communications Counselors, Inc., pr affiliate of McCann-Erickson, joins Fletcher Richards, Calkins & Holden, New York, as pr director.

Ken Johnson, formerly advertising manager at U. of Chicago Press, to Olian & Bronner, Chicago, as senior copywriter.

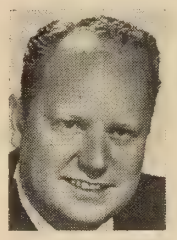
Robert S. Jones, recently sales manager of KTLA (TV) Los Angeles and formerly manager of CBS Spot Sales, San Francisco, named manager of new Hollywood office of Phillips & Cherbo, Chicago. Agency's new west coast office is at 1710 North LaBrea Ave., Hollywood 46.

George Mihaly, manager, radio-tv research, BBDO, New York, joins Schwerin Research Corp., that city, as account executive.

Margaret Rodman joins copy staff of Ridgway-Hirsch Adv., St. Louis.

THE MEDIA

George Bradley appointed general manager of KFIF formerly KCWC Tucson, Ariz. **Joe Frank** named program director; **Fred Vickery,** news director; **Ruth Kessler,** executive secretary; **Helen Miller,** production assistant; **Joan Cox, Thelma Sees** and **Dan Park,** sales executives.


Mr. Jolliffe

Richard W. Jolliffe, general sales manager for KTLA (TV) Los Angeles since 1957, appointed regional sales manager for WTCN-TV Minneapolis-St. Paul.

Robert A. Hinners, general manager of WFLM (FM) Fort Lauderdale, Fla., appointed vp and general manager of WWIL-AM-FM, that city.

John Connor, director of operations and announcer for WXFM (FM) Elmwood Park, Ill., promoted to station manager.

Joe Boyle, program director for KXGO Fargo, N. D., named acting manager of KHAK-AM-FM Cedar Rapids, Iowa. **Al Hanna,** air personality for KIXZ Amarillo, Tex., joins KHAK in similar capacity.

Rev. Charles Brackbill Jr., and **Rev. Robert E. Sanders,** appointed to staff of radio-tv division of The United Presbyterian Church, USA. Rev. Brackbill, formerly associate executive and director of radio-tv for New Jersey Synod since 1955, will be director of field services for United Presbyterian radio-tv. Rev. Sanders, assistant to president of Princeton Theological Seminary since 1957, will be eastern area director for United Presbyterian radio-tv.

Bill Meyer, formerly account executive of Intermountain Network, Salt Lake City, joins Torbet, Allen & Crane, station representative, Los Angeles, in similar capacity.


Mr. Turner

J. Richard Turner appointed managing director of WCOP-FM Boston. He previously was director of creative sales for Laurence Assoc., that city. **Stephen C. Trivers** appointed account executive. He recently graduated from Harvard where he was station manager of University's WHRB-FM and also New England operations director of American Radio News Service.

William L. Lauer, radio account executive, The Katz Agency, Detroit, appointed manager, of WNEW New York's sales office in Detroit.

William Dalton, president of National Community Television Assn., chosen to receive Chartered Assn. Executive Award of American Society of Assn. Executives. Mr. Dalton and 33 others will receive award at ASAE annual meeting in Denver Sept. 3-6. Award is for association executives who have acquired "broad backgrounds in all phases of association management and met rigid requirements covering education, experience, training, association achievement, etc."

Lee Butler, news director for KTRE Lufkin, Tex., elected president of Texas A.P. Broadcasters Assn.

Robert E. Early, Washington manager of information services for CBS News since May 1960, appointed executive assistant in Washington office of CBS Inc., **Theodore F. Koop,** CBS Washington vp, announces.

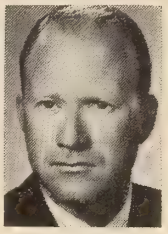
John F. Dille Jr. (Republican), president of WSJV (TV) Elkhart-South Bend, WTRC Elkhart, and WKJG-AM-TV Fort Wayne, all Indiana, appointed to Indiana Toll Road Commission by **Gov. Matthew Welsh** (D).

Thomas P. Chisman, WVEC-TV Norfolk-Hampton, Va., and **Norman Louvau,** KCPX-TV Salt Lake City, succeed **John T. Gelder,** WCHS-TV Charleston, W. Va., and **Joseph J. Bernard,** KTVI TV) St. Louis, as members of board of governors, ABC-TV Affiliates Assn. Messrs. Gelder and Bernard are leaving their respective stations.

John Guttenberg named commercial and promotional manager of WRPB Warner Robbins, Ga.

Albert J. Gillen, vp and director of sales for WAPI-AM-FM-TV Birmingham, Ala., named general sales manager for WPRO-TV Providence, R. I. **Dick Richmond,** director of news and public affairs for WMAL-AM-FM-TV Washington, joins WPRO as director of news.


Mr. Metcalfe


Mr. Fox

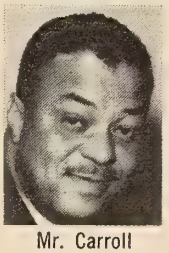

Mr. Copsey


Mr. Racco

Edwin C. Metcalfe and **Robert L. Fox** appointed sales executives in Los Angeles for recently formed National Sales Division, RKO General Inc., station representative. **Calvin Copsey** and **Alfred Racco** were named to similar posts in organization's San Francisco office. Mr. Metcalfe formerly was vp and general manager for Weed station representation company, and Mr. Fox served recently as general sales manager of KRKD Los Angeles. Mr. Copsey has been with KTVU San Francisco as account executive and Mr. Racco with KLAC Los Angeles as general manager. New representation firm begins operations on Oct. 1 (BROADCASTING, Aug. 28).

Robert M. Adams, promotion director for WTOP-TV Washington, elected president of Washington chapter of Academy of Arts & Sciences. He succeeds **Elmer Lower,** NBC News, who has been transferred to New York.

Arthur Astor appointed national sales manager of Foster Broadcasting Co., owner of KPRO Riverside; KREO Indio; KYOR Blythe and KROP Brawley, all California. Mr. Astor will headquarter at 6362 Hollywood Blvd., Hollywood 28, Calif. Telephone: Hollywood 6-4251. Previously, Mr. Astor was independent station representative for Foster Broadcasting Co.


Mr. Carroll

J. Walter Carroll, commercial manager for KSAN San Francisco, promoted to station manager. **Martin L. Dinkins,** senior account executive, named to succeed Mr. Carroll as commercial manager.

William D. Stiles, vp and general



Whether your music features Tchaikowsky or 'teen beat—or anything in between—you can get exactly the records you need through RSI. For RSI now offers 9 different services, available 14 different ways! All at special, low rates.

Each service is designed as a solution to a specific programming need. A very satisfactory solution, as over 750 station subscribers can testify.

If you have any special record requirements, chances are we can fill them. Call or write.

RSI
RECORD SOURCE, INC.
333 EAST 46TH STREET, NEW YORK 17
TELEPHONE: YUKON 6-0155

manager of Donald W. Reynolds stations, named news and public affairs director for KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif., both Transcontinent Television Corp. stations.


Mr. Moore

Aubrey L. Moore, production manager for WBRZ (TV) Baton Rouge, La., named station manager. Prior to joining station he served as program director for WJMR-TV New Orleans. **John T. Crowe,** producer-director for WBRZ appointed production manager. Before coming to station, he was with KTRK-TV Houston and KFDM-TV Beaumont, both Texas.

Bill Jones, on program and production staff of KCRA-AM-TV Sacramento, appointed program manager for KRAK Stockton, both California.

Donald Waterman, account executive, WNBC New York, joins WINS, that city, in similar capacity.

Gregg Sallee, program director of educational fm station KUSC (FM) Los Angeles, named account executive of KRHM (FM) that city.

David Yarnell, formerly program director, WMGM New York, and before that program manager, WNEW-TV New York, appointed assistant program manager of WOR-TV, that city. Mr. Yarnell will report to **Ivan Reiner,** tv program manager.


Mr. Gross

Arthur Gross, formerly general sales manager, United Artists Associated, appointed program director at WABC-TV New York, effective Sept. 11. He will succeed **A. L. Hollander Jr.,** who resigned and has not announced future plans.

Other appointments at WABC-TV: **John G. Doyle,** account representative for ABC-TV station clearance department, named director of sales service. He succeeds **Benjamin Okulski,** promoted to account executive. **Clarence L. Johnson,** art director, J. B. Rundle Adv., New York, will also join WABC-TV, as successor to **Libby Calamia,** art director, who resigned.

Thomas Belviso, formerly with The Katz Agency, New York, appointed account executive for ABC-TV National Station Sales. Others named as account executives were **Donald Bowen,** account executive, Edward Petry Co.; **Jerome McCauley,** producer-director, WCBS New York; **Fred Nettere,** CBS-TV Spot Sales; **Thomas O'Dea,** national sales manager, WXYZ-TV Detroit, and **Martin S. Pollins,** formerly with NBC.

Joseph Murphy, merchandising director, WNBC New York, named vp, Pape, Brahm & Edwards, food broker, that city.

George W. Cyr, programming director for WGR-TV Buffalo, appointed director of programming and operations for WDAU-TV and WGBI both Scranton, Pa.

Dave L. Riggs named program manager for KXLY-TV Spokane, Wash. He replaces late **Paul R. Spechko,** who had been with station since December of 1960.

Don McLeod joins WPON Pontiac, Mich., as program director.

Russell B. Butler, sales manager for WTWN St. Johnsbury, Vt., joins sales staff of KGY Olympia, Wash.

Robert White, former supervisor of music, WMCA New York, appointed director of music, WINS New York.

John North, member of announcing and production staff of WWTV-TV Cadillac, Mich., appointed news director of WWTV-FM-TV.

Ben Shirley, formerly with NBC and UPI, Washington, joins KXIV Phoenix, Ariz., as news director.

Alton R. Crouch, news director for WTVN Columbus, Ohio, joins KQV Pittsburgh in similar capacity.

James Dull, formerly of WDAU-TV Scranton, Pa., named news director WNHC-TV New Haven, Conn.

Patrick C. Wilson appointed music director for WYAK (FM) Sarasota, Fla.

Charles (Red) Donley, former sports director, WSTV-AM-FM-TV Steubenville, Ohio, and member of Pittsburgh Steelers broadcast team for past six years, named sports director, WIIC (TV) Pittsburgh.

Robert Lee, announcer for WMNE Menomonie, Wis., promoted to news director.

Harv Morgan, air personality for WCAO Baltimore, joins KYW Cleveland as announcer and producer-director.

Phil Evans, farm director for KMBC Kansas City, Mo., named director of farm programs and sales for WDAF, that city.

Ralph Becker, formerly with WTVH (TV) Peoria, Ill., joins sales staff of WTTG (TV) Washington.

Karl J. Nestvold, newsman for KFBK Sacramento, Calif., named general manager of Oregon Assn. of Broadcasters, succeeding **Robert Monaghan.**

Dan Daniel, air personality, WDGY Minneapolis, joins WMCA New York in similar capacity.

Pete Smith, chief announcer for KRKD Los Angeles, joins KBIG Santa Catalina, Calif., as air personality. He succeeds **Joe Niagara,** who resigned.

John Rhys Evans, national sales manager for KMCS (FM) Seattle, Wash., joins KOL, that city, as account executive.

V. A. (Buck) Buchanan, supervisor of merchandising for WCCO Minneapolis, switches to sales staff as account executive.

Joseph Aley, formerly with The Branham Co., national sales representatives, named national and regional sales manager for KCEE Tucson, Ariz.

John Fraim, newscaster for WIRE Indianapolis, joins WTVN (TV) Columbus as news editor.

Reginald W. Smith, free lance photographer, joins KYW-TV Cleveland news staff as chief photographer.

David E. Schoumacher, staff writer for *Rockford* (Ill.) *Morning Star,* joins news staff of KTIV (TV) Sioux City, Iowa.

Lew Irwin, newsman for KABC-TV Los Angeles, resigns.

Peter LaBruzzo, formerly on sales staff, WJJD Chicago, joins radio sales staff, Adam Young station representation firm, that city.

Jim Thomas joins news staff of WMAZ-AM-TV Macon, Ga. **Skip Holmes,** production manager for WAME Miami, joins WMAZ as air personality. **Ralph Lavendar** named air personality and **Roy Hubbard,** air personality, transfers to tv announcing staff.

Ray Rayner, children's personality on WBBM-TV Chicago, joins WGN-TV there as "Sergeant Pettibone" host of new UPA-Pictures Inc., Hollywood-produced *Dick Tracy Show* which starts Sept. 11.

Roy Allred joins WRCV-TV Philadelphia as weekend weatherman.

Jack Guinan, who recently joined announcing staff of WWDC Washington, named to succeed **Nat Wright,** who resigned to accept position with WIP Philadelphia.

Nick Ramsey joins KVIL Highland Park, Tex., as air personality.

Carl Reese, air personality for WCUE Akron, Ohio, joins WHK Cleveland, in similar capacity, replacing **Ray Otis,** who moved to WKMH Dearborn, Mich.

Rod Roddy, air personality for KQV

Pittsburgh, joins KYW Cleveland in similar capacity.

David J. Beuret and **William Gooding** join announcing staff of WFAA Dallas.

Kenneth Rowe, formerly air personality, WBAP-AM-FM-TV Ft. Worth, Tex., joins KONO-TV San Antonio, Tex., in similar capacity.

Bruce Morrow, formerly air personality, WINZ Miami, joins WABC New York in similar capacity.

Elizabeth Morgan, radio-tv and stage actress, joins WNTA New York to do daily celebrity - interview program, *Morgan in Midas-Land* (2-3 p.m.).

ALLIED FIELDS

Philip Von Ladau, western division sales manager for national services, A. C. Nielsen Co., Menlo Park, Calif., elected vp. **Donald McGlathery,** media service sales manager, also elected vp.

PROGRAMMING

Harold L. Hackett, recently president of Bill Sturm Studios, New York, appointed vp in charge of national and syndication sales for Programs for Television Inc., New York. He succeeds **Michael M. Sillerman,** who has resigned. Mr. Hackett was president of Official Films Inc., New York, for seven years until 1960. He will work closely with **Everett Rosenthal,** PFT executive vp, on tv programming and other projects.

Hampton Howard, formerly producer-director, Robert Klaeger Productions, New York, named director of industrial sales, Gerald Productions, division of Adv. Radio & Television Services, that city.

Will Thomas, northwest sales manager for NBC-TV Films, named executive vp of Telecast Productions Inc., Los Angeles, and director of syndication sales for firm's *Globel Zobel* travel series.

John L. Thompson, member of production services department, ABC-TV Hollywood, named assistant tv network production coordinator. **William Carruthers,** formerly coordinator on *Seven Keys* series assigned to *Steve Allen Show.*

Edgar Peterson, former producer on CBS-TV *Climax* series, signed as producer-writer of new Jack Douglas Productions documentary series, *Keystone,* being produced for Ziv-UA *Documatics* project.

Alan Neuman joins Arnold Michaelis Productions, New York, as producer-director of *Adlai Stevenson Reports,* new public affairs tv series on ABC-TV.

EQUIPMENT & ENGINEERING

Merle W. Kremer, vp and general manager, parts division, Sylvania Electric Products, Warren, Pa., additionally named vp, electronics tube division, New York. Mr. Kremer succeeds **Matthew D. Burns,** who was named assistant to Gene K. Beare, Sylvania's president, in corporate and interdivisional activities. **Gordon, Fullerton,** general manager, picture tube operations, appointed vp of operations.

Raymond H. Herzog and **Harry Heltzer** elected vps of Minnesota Mining & Manufacturing Co. Mr. Herzog, who has been with company since 1941, assumes overall responsibility for printing products division. Mr. Heltzer, with company for 28 years, is placed in charge of all activities of National Advertising Co., wholly owned 3M outdoor advertising subsidiary.

George Cohen, sales director, Du Mont Div., DuMont Emerson Corp., marketing subsidiary of Emerson Radio & Phonograph Corp., Jersey City, N. J., elected vp, marketing. **George Hakim,** western regional sales manager, named vp in charge of DuMont sales.

Frank M. Folsom, chairman, executive committee, RCA board of directors, New York, elected to board of Schenley Industries, that city.

INTERNATIONAL

G. S. Redmond, general manager of CHNS Halifax, N. S., joins government department of Nova Scotia travel bureau, as director.

Joe Joel, managing director, Screen Gems Pty. Ltd., Sydney, Australia and New Zealand, additionally appointed sales supervisor for Far East, Australia and New Zealand. Mr. Joel will continue to make his headquarters in Sydney.

Rai Purdy, formerly program director of CFTO-TV Toronto, forms his own tv production firm at Vancouver, B. C.

M. L. Thomas, formerly of All-Canada Radio and Television Ltd., Toronto, appointed sales and promotion manager of recently-formed Radio Sales Bureau, that city.

DEATHS

Harry Sadenwater, 67, assistant to vp of Radio Engineering Labs, Long Island City, N. Y., died Tuesday Aug. 29 after two-month illness. He was previously with RCA and General Electric. At latter company, he was engineer in charge of developing WGY Schenectady, N. Y., KGO Oakland, Calif., and KOA Denver. In 1919, he was radio operator on navy seaplane NC-1, one of three planes with which Navy sought to make first trans-Atlantic flight, from Newfoundland to Azores.

Louis R. Wasey, 77, died Aug. 26 at his home in East Hampton, Long Island, after long illness. Mr. Wasey, who retired as board chairman of Erwin Wasey & Co. advertising agency, had been an officer of Barbasol, Musterole and Olive Tablet companies.

Charles W. Fairbanks, 53, died Aug. 22 in Santa Barbara, Calif. Mr. Fairbanks was member of board of WIBC Indianapolis, Ind.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

BUY MAINE ...in DEPTH!

- ☑ 42% of Maine's 1960 population was located in Bangor's coverage area.
- ☑ Approximately 41% of the total television homes in Maine (according to ARB) can be found in these nine counties.
- ☑ 41% of Maine's total 1960 retail sales (for the twelve months ending June 30th) was credited to the nine counties in Bangor's coverage area.
- ☑ These nine counties accounted for 39% of the state's total income.
- ☑ Bangor's home county (Penobscot) had the largest increase in urban population, 1960 vs. 1950 (+ 27.2%). Penobscot County evidenced a 17.5% increase in income (1960 vs. 1950). This increment was larger than that recorded for any other Maine county.

NBC for Eastern Maine . . .

WLBZ TV Channel 2
BANGOR, MAINE

Represented nationally by

THE KATZ AGENCY, INC.

TIO's presentation goes to 150 sponsors

Television Information Office, New York, last week sent to its 150 sponsors two sections of a four-part slide-illustrated presentation describing the functions and objectives of U. S. commercial tv. TIO sponsors are to use the presentation to inform local community groups about the industry's operations, accomplishments and problems. The project is also designed for station employes' indoctrination programs.

The two sections are called "Dimensions" and "In the Public Interest." The others are entitled "Programming" and "Advertising." Each section will take approximately 25 minutes to present, and each is packaged in a separate kit which contains script, 2 x 2 color slides, background material and illustrated reproductions of the script to be distributed among audiences. In the last few months the "In the Public Interest" section has been previewed at the NAB Convention, in April, and at various broadcasters' state association meetings.

Two-way approach

Members of the WFBM-TV Indianapolis sales staff are selling their local retail accounts on the air now as well as on the street. The station has video taped spot announcements by the salesmen directed at their retail prospects, telling them that by advertising on WFBM-TV "you can talk to hundreds of thousands rather than one individual." The salesmen invite the retailers to phone them at the stations.

Selling in unison

The rapid growth and future development of the Tidewater area (Norfolk-Newport News, Va.) last week were shown in a special documentary program, "Picture of Progress," by Norfolk's three television stations.

Combining their efforts in a uniform theme to sell the Tidewater market and its potential, WVEC-TV, WAVY-TV and WTAR-TV joined up to produce that city's first simulcast. Part of the report was a show within a show—a film shown last spring to some 2,500 leading business executives in various major markets entitled, "America's Most Misunderstood Market."



Bengal boosters lend support

Some 32,504 fans welcomed home the Detroit Tigers during their heated battle for first place in the American League with the New York Yankees. Each fan was represented by a postcard sent to CKLW Windsor, Ont.-Detroit, spurring the Tigers down the home stretch. CKLW personalities plugged the loyalty to the team promotion asking fans to write in. The station hoped to get enough cards that when laid side by side would circle the bases. Instead enough cards were received to circle the stadium 10 times. The station will reward 24 fans with two tickets to the showdown series with the Yanks Sept. 15 plus an autographed ball and a visit to the Tigers' dugout. Here J. E. (Ted) Campeau, president of CKLW, examines some of the cards with Pitcher Jim Bunning (l) and Outfielder Al Kaline (r) of the Tigers.

BPA lends hand to 64 schools

"Operation Treasure Hunt" will be the first step of the Broadcast Promotion Assn. in extending its cooperation to the 64 members of the Assn. for Professional Broadcasting Education, according to John F. Hurlbut, the association's president.

In the operation, BPA members are asked to search their stock rooms for overages of recently published promotion materials, ranging from ad reprints and direct mail, to presentations and on-the-air promotions. The material will be sent to Clark Grant, WOOD-AM-TV Grand Rapids, Mich., who is in charge of the overall project. Mr. Grant will package the materials for distribution among the participating colleges.

BPA members will be assigned colleges for continued mailing list distribution of station, network and organization promotion materials to be used as classroom examples of current promotion. Additionally, promotion managers located near member colleges will offer their services to lecture on broadcast promotion.

WTMJ and Charlie tie up Milwaukee

WTMJ Milwaukee has discovered you can get plenty of mileage out of neckties—garish ones that went out with zoot suits and spats, that is.

With Cliff (Charlie Weaver) Arquette to appear as a featured attraction of the Wisconsin State Fair, WTMJ asked listeners to send in their loudest and most bedraggled ties—typical of those Mr. Arquette wears. The person who submitted the winning tie (the one the judges felt was the wildest) would receive a variety of prizes, including 25 new ties (subdued ones), dinner with Mr. Arquette and four WTMJ personalities and tickets to the fair.

To add a little spice the station produced a contest within a contest, pitting

(on one team) its morning show and its farm show against a team composed of its afternoon show and the weather show, with the losers attending the dinner with Mr. Arquette as waiters.

The stunt drew more than 9,000 ties.

Dual celebration at KTAL (TV)

NBC executives and stars and government officials will be in Shreveport, La., tomorrow (Sept. 5) for a 24-hour celebration marking the affiliation of ch. 6 KTAL (TV) there with NBC-TV. The occasion also observes the station's move from Texarkana, Tex., to Shreveport. KTAL was to begin regularly scheduled NBC-TV programming yesterday.

Representing NBC will be Robert W. Sarnoff, board chairman; David C. Adams, senior executive vice president; Tom Knode, vice president, station relations, and Malcolm Laing, station relations regional manager. Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, and the governors of Louisiana, Texas and Arkansas have been invited to attend.

NBC stars expected at the KTAL festivities include Joe Garagiola, announcer on *Major League Baseball;* and Jack Linkletter, host of *Here's Hollywood.* The day will be climaxed by dinner with station executives, including Walter E. Hussman, president, and Walter M. Windsor, general manager.



Everyone in on the act

Radio advertising may have scored a first in Michigan with every am station in the state—103 of them—urging listeners to attend the annual State Fair in Detroit from Sept. 1-10. Veteran advertising and station representative personnel contended it was the first time in the 112 year history of the fair that all the state's am facilities were involved. The state-wide purchase was worked out between the Dick Frederick Agency (agency for the fair) and Michigan Spot Sales, both Detroit. In the photo Dick Frederick (agency head) plays a happy tune for (l to r) Wendell Parmelle, Broadcast Time Sales; Arthur J. Underwood Jr., The Katz Agency; Dan Bowen, Gill-Perna; Larry Gentile, The Bolling Co.; Stuart Mackie, Avery-Knodel; Charles J. Sitta, Michigan Spot Sales; Christopher Gentile, Larry Gentile Assoc.; James A. Brown, Venard, Rintoul & McConnell; Bernard Pearse, Pearse Sales.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 24 through Aug. 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

APPLICATION

KOAT-TV Albuquerque, N. M.—Cp to change frequency from ch. 7 (174-180 mc) to ch. 2 (54-60 mc); ERP from 73.5 kw vis., 36.8 kw aur. to 27 kw vis., 13.5 kw aur.; install new trans. (GE TT-32-A); change type ant. (GE TY-50-C); make changes in ant. system and ant. height above average terrain of 4,235 ft. (Pending action on petition for rulemaking, request waiver of Secs. 3.606 and 3.607(a)&(b) of rules.) Ann. Aug. 25.

CALL LETTERS ASSIGNED

WCCB-TV Montgomery, Ala.—First Alabama Corp.

KCHU(TV) San Bernardino, Calif.—Norman H. Rogers.

New am stations

ACTION BY BROADCAST BUREAU

Red Lodge, Mont.—Carbon County Bcstrs. Inc.—Granted 1450 kc, 1 kw-D, 250 w-N. P.O. address box 464, Red Lodge, Mont. Estimated construction cost $14,435; first year operating cost $31,000; revenue $40,000. Principals include **Dean J. Jansma,** 22.51%, **Juanita H. Zaputil,** 11.25%, **Thomas C. Dokken,** 8.65%, and 27 others. Mr. Jansma is employe of KGHL Billings, Mont. Mr. Dokken is in insurance. Action Aug. 24.

APPLICATIONS

Window Rock, Ariz.—Navajo Bible School & Mission Inc. 630 kc; 1 kw-D. P. O. address box 158 Window Rock. Estimated construction cost $18,861; first year operating cost $26,400; revenue $31,000. Applicant is non-profit corporation. Ann. Aug. 24.

Dalton, Ga.—Cherokee Bcstrs. 1530 kc; 10 kw-D. P.O. address c/o Sanford J. Willis, Route 1, Rocky Face, Ga. Estimated construction cost $37,731.50; first year operating cost $36,000; revenue $50,000. Principals: **Sanford J. Willis, Alney H. Willis** (each 50%). Mr. Sanford Willis is announcer and chief engineer for WRCD Dalton; Mr. Alney Willis owns garage. Ann. Aug. 30.

Jeannette, Pa.—Century Bcstg. Corp. 1510 kc; 550 w-D. P.O. address c/o J. J. Keel, 1121 E. Capitol St., Washington, D. C. Estimated construction cost $20,297; first year operating cost $40,000; revenue $50,000. Principals: **John J. Keel, Henry Gladstone, Lloyd W.**

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Dennis (each one-third), who own similar interests in WCRO Johnstown, Pa. Ann. Aug. 24.

Existing am stations

ACTION BY FCC

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies to Nov. 4. Action Aug. 30.

APPLICATIONS

KAMD Camden, Ark.—Cp to increase daytime power from 1 kw to 5 kw; make changes in DA system (one additional tower); change from DA-N to DA-2 and install new trans. Ann. Aug. 30.

WJRL Rockford, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw-N; 5 kw-D (increase daytime power from 500 w), change ant.-trans. location; changes in DA system (11-tower array); change from DA-D to DA-2 and install new trans. Ann. Aug. 28.

WHYN Springfield, Mass.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Aug. 28.

KEBE Jacksonville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 30.

KMBL Junction, Tex.—Mod of license to change hours of operation from unl. to specified hours: Mon.-Fri. 6 a.m.-2 p.m.; 5 p.m.-7 p.m Sat. & Sun. 7 a.m.-7 p.m. Ann. Aug. 24.

CALL LETTERS ASSIGNED

WEIS Centre, Ala.—Cherokee County Radio Station.

KHUM Santa Rosa, Calif.—Bay Area Electronic Assoc.

WNRK Newark, Del.—Herman Handloff.

WRSL Stanford, Ky.—Lincoln-Garrard Bcstg. Co.

KSWM Aurora, Mo.—Gelan O. Gilbert.

KJPW Waynesville, Mo.—South Central Bcstrs. Inc.

KARS Belen, N. M.—Belen Bcstg. Co.

WSHP Shippensburg, Pa.—Town Radio Inc.

WISA Isabela, P. R.—Sergio Martinez Caraballo.

WSMG—Greeneville, Tenn. — Greenville County Bcstg. Inc.

WGMM Millington, Tenn.—Radio Millington Inc.

WRWV Waynesboro, Va.—Music Productions Inc.

New fm stations

APPLICATIONS

Greenfield, Ind.—John C. Byrne. 99.5 mc.; 17.9 kw. Ant. height above average terrain 240 ft. P.O. address 1107 N. State St., Greenfield. Estimated construction cost $18,600; first year operating cost $15,000; revenue $10,000. **John C. Byrne,** sole owner, owns 98% of pharmacy and has owned 20% of WAIV-FM Indianapolis. Ann. Aug. 25.

Freeport, Ill.—Triad Tv Corp. 98.5 mc; 12.4 kw. Ant. height above average terrain 163.4 ft. P.O. address 9 North Chicago Ave., Freeport. Estimated construction cost $9,296.65; first year operating cost $5,000; revenue $8,000. Principals: **C. Wayne Wright** (37.5%); **Jae D. Kitchen** (11%), and others, all of whom own similar interests in WFRL Freeport. Ann. Aug. 30.

Greenville, Mich.—Flat River Bcstg. Co. 107.3 mc; 5.3 kw. Ant. height above average terrain 107 ft. P.O. address Greenville. Estimated construction cost $12,836; first year operating cost $1,200 per year over operating cost of WPLB Greenville. Principals: **Earl N. Peterson, Pearle C. Lewis** (each 50%), who are equal partners in WPLB Greenville. Ann. Aug. 28.

Existing fm stations

APPLICATION

WOXR(FM) Oxford, Ohio—Cp to change frequency from 97.7 mc (ch. 249) to 98.1 mc (ch. 251); increase ERP to 16.425 kw; change ant.-trans. and studio location; make changes in ant. system (increase height) and install new trans. and ant. Ann. Aug. 28.

CALL LETTERS ASSIGNED

WWWB-FM Jasper, Ala.—Bankhead Bcstg. Inc.

WVNA-FM Tuscumbia, Ala.—Elton H. Darby.

KOMY-FM Watsonville, Calif.—KOMY Inc.

WROW-FM Albany, N. Y.—Capital Cities Bcstg. Corp.

WTOF(FM) Canton, Ohio — Christian Broadcast Assn.

WRWR-FM Port Clinton, Ohio—R. W. R. Inc.

WFMV(FM) Richmond, Va.—Professional Bcstg. Inc.

Ownership changes

APPLICATIONS

KTUC Tucson, Ariz.—Seeks transfer of 50% of stock in **Tucson Bcstg. Co.** from **G. M. Krampert** and **E. W. Krampert** to **C. Van Haaften** (10%) **Robert Lesbock** (7%) and **Ben L. Slack** (33%); total consideration $60,000 plus assumption of liabilities. Messrs. Van Haaften and Lesbock are present owners of 25% each in licensee; Mr. Slack owns 5% of KMIN Grants, N. M. Ann. Aug. 30.

KGST Fresno, Calif.—Seeks assignment of license from **J. J. Nagel,** executor of estate of **Juan Mercado** (deceased) to **Richard E. Ryan** (51%), **Don R. Pickens** (21%), **E. L. Barker** (15%), **Hilario G. Caballero** (6.5%) and others, d/b as **International Radio Inc.**; consideration $281,000. Mr. Ryan is general manager of KLOK San Jose, Calif.; Mr. Pickens owns advertising agency; Mr. Barker owns KLOK; Mr. Caballero is announcer for KLOK. Ann. Aug. 24.

WKTX Atlantic Beach, Fla.—Seeks assignment of license from **Ocean Beach Bcstg. Co.** to **Good Music Bcstg. Co.**; consideration $75,000. **Robert C. Whitehead Jr.,** sole stockholder of assignee, is station manager of WKTX. Ann. Aug. 25.

WMAC Metter, Ga.—Seeks assignment of cp from **Radio Metter** to **William L. Coursey**; consideration $8,090 cash plus assumption of equipment contracts. Mr. Coursey owns 45% of funeral home. Ann. Aug. 24.

WBAG-AM-FM Burlington-Graham, N. C.—Seeks involuntary transfer of 69.23% of stock in **Burlington-Graham Bcstg. Inc.** from **Lawrence E. Neese Sr.** (deceased) to **Lawrence E. Neese Jr.,** administrator and present 11% owner; no financial consideration involved. Ann. Aug. 24.

KTUL Tulsa, Okla.—Seeks assignment of license from **KTUL Radio Inc.** to **Texoma Bcstg. Co. of Wichita Falls**; consideration $450,000. Sole stockholder of assignee is **Bcstg. Assoc. Inc.**; of which **Interstate Distributors Inc.** is 80% stockholder; other 20% is owned by **Raymond Huff,** who has been manager of KITO San Bernardino, Calif. Ann. Aug. 25.

WCPH Etowah, Tenn.—Seeks assignment of license from **Morgan Bcstg. Co.** to **McMinn Bcstrs. Inc.**; consideration $65,000. Assignee's principals include **John R. Blair, Robert W. Leonard, Lemuel H. Stephens, Clarence K. Daugherty** (each 25%). Mr. Blair owns radio repair business and has been chief engineer of WRKH Rockwood and WDEH Sweetwater, both Tennessee; Mr. Leonard is sales manager of WDEH; Mr. Stephens is staff engineer of WNOX Knoxville, Tenn.; Mr. Daugherty is mechanic. Ann. Aug. 25.

KTWO-AM-TV Casper, Wyo.—Seeks assignment of license from **Rocky Mountain Tele Stations** (partnership) to new corporation of same name; no financial consideration involved. Ann. Aug. 25.

Hearing cases

FINAL DECISION

■ Commission gives notice that July 6 supplemental initial decision which looked toward (1) granting Feb. 27 petition by Audiocasting of Texas Inc., for leave to amend its application for new am station to operate on 1580 kc, 500 w-N, 1 kw-LS, DA-2, in Waco, Tex., to bring current ownership status and financing plans up to date and to reflect last agreement between it and Horace K. Jackson Sr., to show that sole consideration for dismissal of Mr. Jackson's application for new station on 1580 kc, 250 w, D, in Tex., was subscription right to 25 % of Audio stock; (2) accepting and approving agreement; (3) granting Audio application; and (4) directing Jackson to file petition to dismiss his application, which will be granted pro forma as inseparable corollary to actions taken, became effective Aug. 25 pursuant to Sec. 1.153 of rules. Action Aug. 29.

INITIAL DECISION

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Augustine L. Cavallaro Jr., tr/as College Radio, for new am station to operate on 1430 kc, 5 kw, DA, D, in Amherst, Mass. Action Aug. 30.

Routine roundup

■ By order commission terminated proceeding in Doc. 13389 which was instituted Feb. 5, 1960, to amend broadcast rules concerning announcement of sponsored programs. This was done because, subsequently (on April 26, 1961), commission instituted separate rulemaking (Doc. 14094) proposing to amend rules to require "payola" announcements to conform with the Sept. 13, 1960 amendments to Communications Act which, among other things, redefined situations in which broadcast licensees must make sponsorship identification announcements and which added section requiring disclosure by persons other than broadcast licensees who provide or receive valuable consideration for inclusion of any broadcast matter. Action Aug. 23.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Robert F. Neathery and extended to Aug. 28 time to respond to petition by Broadcast Bureau to enlarge issues in proceeding on his application for new am station in Fredericktown, Mo., et al. Action Aug. 28.

■ Granted petition by John T. Carey Inc. (KROY) and Cal-Val Radio Inc. (KXOA) Sacramento, Calif., and extended to Sept. 5 time to reply to opposition by Jack L. and Alyce M. Powell, Joint Tenants (KVON) Napa, Calif., to joint petition to intervene, reopen record, remand and enlarge issues and petition to sever in proceeding on KVON's am application, et al., which is consolidated for hearing. Action Aug. 28.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to Oct. 13 time to file exceptions to initial decision in proceeding on its application for mod. of cp. Action Aug. 28.

■ Granted petition by Leo Joseph Theriot and extended to Oct. 18 time to file exceptions to initial decision in matter of revocation of his license for am station KLFT Golden Meadow, La. Action Aug. 25.

■ Granted petition by Broadcast Bureau and extended to Sept. 5 time to respond to

Permanent record

A hard cover book containing the formal papers and an edited transcript of the ad lib discussion at Northwestern U. Law School's Aug. 3-4 radio-tv seminar (BROADCASTING, Aug. 7) will be published by the school Nov. 24 under the title "Freedom and Responsibility in Broadcasting." The manufacturing costs will be underwritten by Donald H. McGannon, president of Westinghouse Broadcasting Co., and Peter Goelet, founder of the National Audience Board.

Northwestern said last week that those who presented formal papers at the seminar would be listed as "authors" of the volume: FCC Chairman Newton N. Minow, Cincinnati Law School Dean Roscoe Barrow, NAB President LeRoy Collins, Harvard Law School Prof. Louis Jaffe and Washington Attorney W. Theodore Pierson. Chairman Minow's supplemental legal brief on the FCC's program review powers will be an appendix. The pre-publication price to Oct. 15 is $4; after that, $5. The address Northwestern University Press, 1840 Sheridan Road, Evanston, Ill.

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joint petition for reconsideration or rehearing filed by Alkima Bcstg. Co. and Howard Wasserman in proceeding on their applications and that of Herman Handloff for new am stations in West Chester, Pa., and Newark, Del. Action Aug. 24.

■ Granted petition by Broadcast Bureau and extended to Aug. 24 time to reply to petition for reconsideration of order designating for hearing and for grant of application without hearing by Andrew B. Letson (WZRO) Jacksonville, Fla., in proceeding on his am application. Action Aug. 23.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Referred to commission for its consideration and attention petition by The Hearst Corp. (WISN) Milwaukee, Wis., to intervene, comments of Broadcast Bureau on that petition, reply by Hoosier Bcstg. Corp., to petition to intervene, statement by the Hearst Corp., re comments of Broadcast Bureau on petition to intervene, and petition by Independent Indianapolis Bcstg. Corp. for extension of time in proceeding on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier and Independent for new am stations in Indianapolis, Ind. Action Aug. 29.

■ Granted petition by Stratford Bcstg. Co. and dismissed without prejudice its application for new am station in Stratford, Conn., and retained in hearing status remaining applications in consolidation (Eastern Bcstg. System Inc., Brookfield, Conn., et al). Action Aug. 29.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., for leave to intervene, reply by John T. Williams to that petition, comments by Lynne-Yvette Bcstg. Co. to petition for leave to intervene or other relief, comments by Broadcast Bureau on petition and statement re comments of Broadcast Bureau on petition to intervene, by WCAE Inc., in proceeding on applications of Lynne-Yvette and John T. Williams for new am stations in Albany and Americus, Ga. Action Aug. 29.

■ Continued oral argument scheduled for Sept. 5 on petition by Mel-Lin Inc. for leave to intervene in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla., and held same in abeyance pending further order of chief hearing examiner. Action Aug. 23.

■ Granted petition by Broadcast Bureau and extended from Aug. 25 to Sept. 6 time to file proposed findings on issues 9 and 10 in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Aug. 23.

■ Scheduled prehearing conference for Oct. 6 and hearing for Oct. 30 in proceeding on applications of Higson-Frank Radio Enterprises and Irving E. Penberthy for new am stations in Fresno, Calif. Action Aug. 23.

■ Granted petition by Lake Zurich Bcstg. Co. and dismissed without prejudice its application and retained in hearing status application of Kenosha Bcstg. Inc., both for new fm stations in Kenosha, Wis. Action Aug. 23.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant and continued evidentiary hearing from Sept. 6 to date which will be specified within 10 days after commission has acted on presently pending petition for reconsideration and grant without hearing in proceeding on am application of Andrew B. Letson (WZRO) Jacksonville, Fla. Action Aug. 23.

By Hearing Examiner Isadore A. Honig

■ Granted request by Kenneth G. Prather and Misha S. Prather and extended date for exchange of applicants' direct hearing exhibits from Aug. 25 to Sept. 1 in proceeding on their application for new am station in Boulder, Colo., et al. Action Aug. 23.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and continued indefinitely certain procedural dates in proceeding on am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al, including hearings (Sept. 24 and Oct. 10) and prehearing conference (Oct. 3). Action Aug. 24

■ Denied motion by Grossco Inc. to strike proposed findings and conclusions by Interstate Bcstg. Inc., in proceeding on Grossco's application and that of Berkshire Bcstg. Corp., for new am stations in Hartford and West Hartford, Conn. Action Aug. 22.

■ Granted petitions by Monroeville Bcstg. Co and by Broadcast Bureau and extended to Sept. 1 time to file oppositions or replies to petition by Carnegie Bcstg. Corp. to add Evansville issue in consolidated am proceeding on applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action Aug. 21.

■ Granted petition by Regional Bcstg. Co. and severed from consolidated proceeding in which it was heard its application for new am station in Halfway, Md. and retained The Monocacy Bcstg. Co. as party to severed proceeding Action Aug. 21

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and extended to Sept. 1 time to reply to petition by Tinker Area Bcstg. Co. for leave to amend its application for new am station in Midwest City, Okla., which is consolidated for hearing. Action Aug. 24

■ Granted motion by Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., and ordered that new deadline for filing of proposed findings on all phases of proceeding in matter of mod. of its license is established as 20th day after date on which record is to be closed again as prescribed by Sec. 1149(a) of rules and that no further request for extension will be granted for any reason whatsoever. Action Aug. 23.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill.. and corrected transcript of hearing in proceeding on its am application, et al., which is consolidated for hearing. Action Aug. 29.

■ Granted motion by McLean County Bcstg. Co., Normal, Ill., and extended to Sept. 15 time to respond to petitions by Quincy Bcstg. Co. (WGEM) Quincy, Ill., and Rockford Bcstrs. Inc. (WROK), Rockford, Ill., for leave to amend their am applications, and continued date for exchange of exhibits from Aug. 31 to Sept. 25, notification of witnesses desired for cross-examination from Sept. 8 to Oct. 3., and hearing from Sept. 13 to Oct. 9. Action Aug. 23.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Aug. 29

KCFH Cuero, Tex.—Granted involuntary assignment of license to Margaret Respondek, individually and as community administrator of estate of Alphonse M. Respondek, deceased.

WNBE-TV New Bern, N. C.—Granted assignment of cp to Piedmont Tv Corp.

WIAC-FM San Juan, P. R.—Granted license for fm station.

KLEN-FM Killeen, Tex.—Granted mod. of cp to change type trans., subject to submission of sufficient data in accordance with Sec. 3.250 of rules for type acceptance of trans.

KTAL-TV Texarkana, Tex.—Granted mod. of cp to change type trans.

Actions of Aug. 28

WDAU-TV Scranton, Pa.—Granted mod. of license to make minor change in visual trans. (main trans. & ant.).

■ Following stations were granted mod. of cps to change type trans.: WFAX Falls Church, Va.; KIST Santa Barbara, Calif.; WEEW Washington, N. C.; WMFJ Daytona Beach, Fla.; WERA Plainfield, N. J., and specify studio location.

WERA Plainfield, N. J.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

■ Following stations were granted extensions of completion dates as shown: WMEW Baltimore, Md., to Jan. 4, 1962; KBER San Antonio, Tex., to Dec. 7; KGTV (TV) Pocatello, Idaho, to Feb. 28, 1962; *WSIU-TV Carbondale, Ill., to Feb. 1, 1962.

■ Approved specifications submitted by Kentuckiana Tv Inc., for operation of WLKY(TV) Louisville, Ky., on ch. 32 pursuant to report and order which substituted ch. 32 for ch. 51 and modified WKLY authorization accordingly, effective August 7; ERP vis. 234 kw, aur. 120 kw, ant. 230 ft.

Actions of Aug. 25

■ Granted cps for following new vhf tv translator stations: Apple Valley Tv Assn. Inc. on chs. 9, 11, 13, 8, 10, 12 Rural Rock Island and Malaga area, South Wenatchee and Lower Squilchuck area, Cashmere, rural upper Squilchuck, rural Monitor area, rural Baker Flat area, all Washington, to translate programs of KREM-TV ch. 2 Spokane, Wash., via ch. 7 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash., KXLY-TV ch. 4 Spokane, Wash., via ch. 74 Wenatchee and East Wenatchee area (Jump Off Ridge), KHQ-TV ch. 6 Spokane, via ch. 77 Wenatchee and East Wenatchee area (Jump Off Ridge), KREM-TV ch. 2 Spokane Wash., via ch. 7. Wenatchee and East Wenatchee area (Jump Off Ridge) via ch. 8 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash., KXLY-TV ch. 4 Spokane, Wash. via ch. 74 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash., via ch. 10 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash., KHQ-TV ch. 6 Spokane, Wash., via ch. 77 Wenatchee and East Wenatchee area (Jump Off Ridge), Wash. via ch. 12 South Wenatchee and lower Squilchuck area (Badger Mountain), Wash.

■ Granted licenses for following am stations: WRJS San German, P. R.; KFRA Franklin, La., and specify type trans.; KWSL Grand Junction, Colo.; KATO Safford, Ariz., and specify type trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: WSIC Statesville, N. C., and WHOU Houlton, Me.

WBRB Mt. Clemens, Mich.—Granted license covering changes in DA system and change of ant.-trans. location.

WRIG Wausau, Wis.—Granted cp to install new trans.

KPAC-TV Port Arthur, Tex.—Granted cp to utilize bottom half of licensed ant. at main trans. and ant. location for auxiliary ant. facilities; conditions.

WLAY Muscle Shoals, Ala.—Granted mod. of cp to change type trans.

KSUD West Memphis, Ark.—Granted mod. of cp to change trans. location and type trans.

KATQ Texarkana, Tex.—Granted mod. of cp to change type trans.

KFMW San Bernardino, Calif.—Granted change of remote control authority; condition.

KLUK Evanston, Wyo.—Granted authority to operate from 6:30 a.m. to 6:30 p.m. weekdays and Saturdays and from 8:00 a.m. to 4:00 p.m. on Sundays except for special events for period ending Nov. 30.

■ Following stations were granted extensions of completion dates as shown: KCDI Kirkland, Wash., to March 4, 1962; KEEL Shreveport, La., to Jan. 1, 1962; WZUM Carnegia, Pa., to Dec. 7; KVEC-FM San Luis Obispo, Calif., to Jan. 1, 1962; KPOL-FM Los Angeles, Calif., to Nov. 1; KVOX-FM Moorhead, Minn., to March 18, 1962; WYCR(FM) York-Hanover, Pa., to Jan. 15, 1962; WAJC(FM) Indianapolis, Ind., to Nov. 30; KOBY Tucson, Ariz., to Jan. 4, 1962; WKFE Yauco, P. R., to Nov. 6; WBNB Charlotte Amalie, St. Thomas, V. I., to March 11, 1962.

Actions of Aug. 24

KPAC-TV Port Arthur, Tex.—Granted mod. of cp to change type ant., and make other equipment changes in ant. system (main trans. and ant.).

KIBS Bishop, Calif.—Granted increased daytime power on 1230 kc from 250 w to 1 kw. continued nighttime operation with 250 w, and install new trans.; conditions.

■ Granted licenses for following am stations: KEDD Dodge City, Kan., condition: WSKT Colonial Village, Tenn.

WTHE Spartanburg, S. C.—Granted license covering change of main studio location, deletion of remote control operation and installation new trans.

WFTM Maysville, Ky.—Granted license covering installation of new trans. and remote control operation.

WGPC Albany, Ga.—Granted license covering increase in daytime power and installation of new trans.

WEKR Fayetteville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WESX Salem, Mass.—Granted license covering increase in daytime power, installation of new trans. and DA for daytime use.

WARK Hagerstown, Md.—Granted license covering increase in daytime power and installation of new trans.

WJOI Florence, Ala.—Granted mod. of license to operate trans. by remote control (by employees of station only).

KCCL Paris, Ark.—Granted mod. of license to change name to Logan County Bcstg. Co.

KGIN-TV Grand Island, Neb.—Granted mod. of cp to change ERP to vis. 278 kw, aur. 139 kw, type trans., type ant., and make changes in ant. system; ant. 1,010 ft.

KSEA(FM) San Diego, Calif.—Granted mod. of cp to change ant.-trans. location, decrease ant. height to 97 ft., and increase ERP to 29.5 kw; and extension of completion date to Oct. 18.

WENZ Highland Springs, Va.—Remote control permitted.

KBLU Yuma, Ariz.—Remote control permitted.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 31

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,576	44	111	852
FM	862	62	187	141
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Actions of Aug. 23

■ Granted cps for following new vhf tv translator stations: Iron County on chs. 12, 10 and 8 Kanarraville and New Harmony, Utah, to translate programs of KSL-TV ch. 5 Salt Lake City, Utah, via ch. 13 Beaver City, Utah, via ch. 5 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 4 Enoch, Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, via ch. 2, Enoch, Utah.

■ Granted licenses for following am stations: WPUP Gainesville, Fla., and specify studio and remote control location; WEND Ebensburg, Pa., and specify studio location; WRSC State College, Pa., and specify studio and remote control point; KAPY Port Angeles, Wash.

■ Granted licenses for following fm stations: WCRT-FM Birmingham, Ala.; WAAB-FM Worcester, Mass.; KHOM Turlock, Calif. KTIM-FM San Rafael, Calif.; KDEF-FM Albuquerque, N. M.

WMUU-FM Greenville, S. C.—Granted license covering increase in ERP, change in ant. height, installation of new trans., ant., and changes in ground system.

WEPM Martinsburg, W. Va.—Granted license covering increase in daytime power and installation of new trans.

WFLM(FM) Fort Lauderdale, Fla.—Granted license covering change of trans., increase in ERP and decrease in ant. height.

WJDX-FM Jackson, Miss.—Granted license covering installation of new trans. and ant. at main trans. site as auxiliary trans.

WMBD-FM Peoria, Ill.—Granted license covering installation of new trans., change trans. location, ant. and ant. system, increase ERP and ant. height, and deletion of remote control.

■ Granted cps for following new vhf tv translator stations Peetz Lions Club on ch. 8 Peetz, Colo., to translate programs of KOA-TV ch. 4 Denver, Colo.; Pioneer Tv Assn. on chs. 10, 6 and 4 Indian Springs, Nev. (KLRJ-TV ch. 2 Henderson, KSHO-TV ch. 13 Las Vegas, and KLAS-TV ch. 8 Las Vegas, all Nev.). Townsend Tv Club on ch. 10 Townsend, Mont. (KXLF-TV ch. 4 Butte, Mont.); Quinault Tv Inc. on ch. 10 Quinault, Wash. (KING-TV ch. 5 Seattle, Wash.); Battle Mountain Tv Assn. on chs. 4, 6 and 2 Minturn and Gilman, Colo. (KFBC-TV ch. 5 Cheyenne, Wash. via ch. 7 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo., KOA-TV ch. 4 Denver, Colo., via ch. 10 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo., and KBTV ch. 9 Denver, Colo., via ch. 2 Kremmling (Yust Ranch), Colo., via ch. 13 Minturn, Eagle and Eagle River Valley (Castle Peak), Colo.).

WIFI(FM) Philadelphia, Pa.—Granted license covering installation of new trans., ant.. and change ant. height.

WFBR Baltimore, Md.—Granted license covering installation of new trans. as auxiliary trans. with remote control operation.

WFUN South Miami, Fla.—Granted license covering installation of auxiliary trans.

WFKY Frankfort, Ky.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location with remote control operation.

WMAK Nashville, Tenn.—Granted mod. of license to change name to WMAK Inc.

WABC New York, N. Y.—Granted cp to install new auxiliary trans. at present main trans. location; remote control permitted; without prejudice to whatever action Commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in the report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

WTTN-FM Watertown, Wis.—Granted mod. of cp to make changes in trans. equipment (transmission line) and increase ERP to 10 kw.

WKET-FM Kettering, Ohio—Granted mod. of cp to change studio and ant.-trans. location, type trans., ant. system (decrease height), ant. 70 ft., and decrease ERP to 27 kw; condition.

KCIB(FM) Fresno, Calif.—Granted mod. of cp to increase ERP to 48 kw. change type trans. and type ant.; conditions.

WQMF(FM) Babylon, N. Y.—Granted mod. of cps to change type trans. and type ant.

KAPP(FM) Redondo Beach, Calif.—Granted mod. of cp to make change in ant. system (install new ant.) and change ERP to 1 kw (horizontal) and 450 w (vertical).

***WNUR(FM) Evanston, Ill.**—Granted mod. of cp to change type trans., ant., and decrease ERP to 1.05 kw; condition.

■ Following stations were granted extensions of completion dates as shown: WVCA-FM Gloucester, Mass., to April 23, 1962; KXQR(FM) Fresno, Calif., to Sept. 30; KVEN-FM Ventura, Calif., to Dec. 28; KVEL Vernal, Utah. to Nov. 7; WSLS Roanoke, Va., to Dec. 20; KQV-FM Pittsburgh. Pa., to Jan. 1, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommenadtions set forth in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

KQBY-AM-FM San Francisco, Calif.—Granted extension of authority to Oct. 16 to remain silent pending action on applications for assignment of license to Atlas Bcstg. Co.

Actions of Aug. 22

■ Granted cps for the following new vhf tv translator stations: Sweetwater Tv Assn. on ch. 3 Sweetwater Creek, Colo. to translate programs of KFBC-TV ch. 5, Cheyenne, Wyo., via ch. 7 Eagle (Castle Peak), Colo.; Kanab Lions Tv on chs. 5 and 2 Kanab, Utah, and Fredonia, Ariz. (KLRJ-TV ch. 2 Henderson, Nev.. via K10BW Santa Clara and Wash. (Beaver Dam Mountains), Utah, via ch. 2 Fredonia, Ariz., and KLRJ-TV ch. 2 Henderson, Nev. via K10BW Santa Clara and Wash. (Beaver Dam Mountains), Utah); Carbon County on chs. 12, 10 and 8 Scofield, Utah (KSL-TV ch. 5, KCPV-TV ch. 4 and KUTV ch. 2 all Salt Lake City, Utah); Ferdinand Tv Service on chs. 7, 9 and 11 Ferdinand, Idaho (KXLY-TV ch. 4, KREM-TV ch. 2 and KHQ-TV ch. 6 all Spokane, Wash., conditions); Santa Rita Tv Assn. on chs. 7 and 2 Santa Rita. N. M. (KELP-TV ch. 13 and KROD-TV ch. 4 both El Paso, Tex.); Iron County on chs. 3, 8, 10, 2, 4, 5, 7, 9 and 11, Parowan, Enoch, Modena and Beryl Junction, Cedar City and Iron Springs, Utah (KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City, Utah via ch. 13 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City, Utah, via K12AQ Milford, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via K10AL Milford, Utah, KUTV ch. 2 Salt Lake City, Utah, via K08AO Milford, Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, via ch. 2 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 4 Enoch, Utah).

Iron County, Cedar City & Iron Springs, Utah—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KSL-TV ch. 5 Salt Lake City, Utah, via ch. 13 Beaver City, Utah, via ch. 5 Enoch, Utah.

Rulemakings

PETITIONS FILED

Sec. 3.606: Alfred E. Anscombe, WBJA-TV Binghamton, N. Y. (8-22-61)—Requests amendment of rules so as to assign ch. 34 to Binghamton, N. Y., by making following proposed changes:

	Present	Proposed
Binghamton, N. Y.	12—, 40, *46—, 56+	12—, 34, 40, *46+
Ithica, N. Y.	*14+, 20—	*14+, 56+
Wilkes Barre, Pa.	28, 34	28, 73

Further requests that WBJA-TV be ordered to show cause why its authorization for ch. 56 should not be modified to specify operation on ch. 34 at Binghamton. Ann. Aug. 25.

Sec. 3.606: Alvarado Tv Inc. KOAT-TV Albuquerque, N. M. (8-22-61)—Requests amendment of rules so as to delete ch. 2 assigned to Santa Fe, N. M., and assign ch. 2 to Albuquerque, N. M. or, in alternative, to change assignment of ch. 2 so as to make it available in both Santa Fe and Albuquerque as hyphenated assignment: "Albuquerque-Santa Fe, N. M." Ann. Aug. 25.

Sec. 3.606: Rankin Fite & Robert H. Thomas, Hamilton, Ala. (8-22-61)—Requests amendment of rules so as to alocate ch. 25 to Hamilton, Ala., by making following proposed changes:

	Present	Proposed
Hamilton, Ala.	None	25
Humbolt, Tenn.	25	49

Ann. Aug. 25.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully. Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Southern group—top-rated metro stations—expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Young, aggressive ownership. Box 768G, BROADCASTING.

Sales manager of proven sales ability. Good money for a man with ideas and desire to work. Midwest station. Box 874G, BROADCASTING.

Commercial manager, metropolitan in first twenty-five markets. Must be selling manager, local level. Box 886G, BROADCASTING.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman—large metropolitan area. New management. WSOQ, No. Syracuse. Box 769G. BROADCASTING.

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Wanted . . . Sales manager, 5000 watts, major market station in N. Carolina. Must be excellent salesman. Top salary. Apply Box 845G, BROADCASTING.

Great opportunity in metropolitan market. Salary and commissions. Box 887G, BROADCASTING.

Selling, sales manager for 100,000—2 station market. Niagara Falls, N. Y. Security and good earnings for sound man. Box 890G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

AM-FM—Soon to be "Baltimore's First Stereo Station"—interested in expanding sales staff-producer has future. Earnings commensurate with experience. Contact Charles Gerber, WAQE, 26 W. Pennsylvania Avenue, Towson 4, Maryland.

Help Wanted—(Cont'd)

Sales

Five figures easy for real hustler. Liberal draw, commission, expenses. Agencies, direct list. Personal interview, contact General Manager, WHIM, Providence, Rhode Island.

Veteran Sportscaster. Seeking permanent position 25,000-100,000 market. Can double as pd, newscaster, staff, disc and/or sales. Box 916G, BROADCASTING.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Wanted: Top sales manager. Draw against commissions. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Announcers

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

"Ayem" humorous deejay to replace one we may lose to service. Adult music station in major market fringe. Funny but not silly, run own board. Many benefits. Send details, salary expected, and tape to Box 765G, BROADCASTING.

Montana network station needs quality first phone announcer. Excellent opportunity for experienced man to join solid operation. Forward resume including character and credit references. Box 782G, BROADCASTING.

Virginia full time network station needs announcer. Will consider beginner with potential. Tape and resume first letter. Box 786G, BROADCASTING.

Nation's highest rated chain has opening for bright and aggressive afternoon traffic D.J. Must have warm and happy personality, with emphasis on tight production. Send tape, photo and resume, including references. Box 790G, BROADCASTING.

Pleasant adult voice with radio experience for nighttime fm good music station. Capable of doing some play by play sports and also opportunity for some sales plus commission. Box 797G, BROADCASTING.

Morning man-program director. Network station. Experienced, no screamer. Northeast Box 847G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult programming. Long established station. Send recent tape, recent photo, complete information of age, experience (both announcing and board) marital status and salary expectations. Box 850G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

2 swinging personality DJ., first phone. straight delivery, all new c/w station. Beautiful northwest area, outstanding hunting, fishing, water sports, etc. Moderate climate, must be experienced and polished. Box 853G, BROADCASTING.

Gals! If you're pretty, witty and mellow voiced; can run a modern style dj show and double in sales or office; send tape, picture, resume and references to Box 855G, BROADCASTING.

Weekend announcer. North Jersey, 1½ hours drive from New York. Box 829G, BROADCASTING.

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; also needs additional announcer, air-time 44 hours weekly. Immediate openings for competent personnel. Well-known dependable operation. Send resume of training, experience, picture and tape. Box 879G, BROADCASTING.

Mature announcer for personality show. Background in other departments, helpful. Security with solid New York State station. Must be reliable. Box 888G, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Experienced Texas announcer wanted. News and good music. $75 weekly. Vacations and good working conditions. Audition in person 1 to 3 p.m., Monday thru Friday or send tape, picture and resume to KNET, Palestine, Texas.

Alaska—top rated 5 KW. Good pop. Experienced DJ. plus news. $700 mo. start. No beginners. KHAR, Pouch 7-016, Anchorage.

Going nights in October. Need ambitious evening announcer with first phone for college audience. Salary includes base guarantee for selling and servicing local and regional accounts. Send tape-resume to KLGN, Logan, Utah.

Newsman's newsman for swinging, powerful, persuasive department. Mature voice and presentation. Now. KSTT, Davenport, Iowa.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

5000 watt daytimer in Great Plains needs announcer with emphasis on news and sports, who can also service accounts and write copy. Must be willing to live in small agricultural town and fit into good music format. Send air-check, picture, resume, and references regarding past employment, character and credit. Working conditions fine, salary open. Sales helpful. Contact Al Clark, Gen. Mgr., KWYR, Winner, S. D.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Help Wanted—(Cont'd)

Announcers

Announcer wanted, some experience, must be able to read, have voice. Available at once. Send tape, resume and photo to WEPM, Martinsburg, West Virginia. Telephone AM 3-5252.

WIRK, top rated Florida Gold Coast formost station needs experienced morning man strong on news. Send air-check as dj and newscaster and full resume including armed forces recall status to Box 2148, West Palm Beach, Florida.

Need disc jockey who can assist with play by play sports. Position available because of service call-up. Send tape, resume or call WIZE, Springfield, Ohio.

Excellent opportunity for bright, sharp morning man. Immediate opening. Beautiful college community situated in recreational tourist area. Better than average salary. Send tape and resume to James McDonald, WMGW, Meadville, Pennsylvania.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to wTHE Radio, Spartanburg, S. C.

Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

Immediate opening WIBX, Utica, New York for experienced, compatable personality. Versatility, reliability, showmanship required. Opportunities rewarding. Personal interview after tape, photo, resume. State salary requirements. Box 915G, BROADCASTING.

Announcer-copywriter. Accent on news. $400 to $433 per month start. KBRZ Freeport, Texas.

Announcer with 1st phone. Small market. Permanent job. References required. Aubrey Mays, KSML, Seminok, Texas.

Immediate-announcer, first phone. 5 kw-full time, small market. Possible pd opening. Relaxed programming. Heart of nation's best hunting and fishing. Will train, must be permanent. KSVC—Richfield, Utah. Call Bill King, Manager, TW-6-4456.

New Illinois daytimer needs experienced dj plus news director by October 1st. Rush tape, resume, and pix to Jerry Collins, 5 Ryan, Bloomington, Illinois.

Wanted: 3 dj's. First class ticket. $400 per month. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Experienced combo announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

North Carolina daytimer needs chief engineer with announcing secondary. Experience necessary. Box 752G, BROADCASTING.

Daytimer needs chief engineer-announcer. Announcing secondary. Prefer man who has done installation. Small market in North Carolina. Box 753G, BROADCASTING.

Man who is now chief engineer or assistant. Experienced in all phases of broadcast equipment, maintenance and operation and now has a sincere desire to step up to a responsible sales position with broadcast equipment manufacturer. Box 911G, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer needed for midwest 5 kw directional station. $575 per month plus fringe benefits. Minimum 4 years experience as chief. Box 794G, BROADCASTING.

Qualified engineer wanted, with knowledge of RCA 10,000 watt transmitter, Collins equipment, RCA magnetic disc, able to handle full studio maintenance. Production knowledge an asset. Large metropolitan eastern station. Starting salary, $6,500.00 per year. Apply Box 884G, BROADCASTING.

Chief engineer—suburban Chicago. 5 kw 6 tower am. 180 kw-fm. Two multiplex channels. Immediate opening. Permanent position fast growing station. Both transmitters new. Station under same ownership-management as when established 16 years ago. Complete details including salary requirements first letter or phone call. E. A. Wheeler, WEAW, Evanston, Ill., UN 4-7600.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

Experienced man for local news and sports little announcing. Emphasis on news. Medium northeast market. References required. Box 889G, BROADCASTING.

Positions open in both radio and television continuity. Fine opportunity with progressive organization in South Dakota's largest city. Send complete resume, including copy samples and recent photo, to John Kurtz, KSOO TV, Inc., 205 North Phillips, Sioux Falls, South Dakota.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Top flight major market indie has immediate opening for hard-hitting newsman. Number One station with 7-man news staff serving 4-city metro market. Prefer young aggressive newsman with newspaper or wire service experience. Will consider others. Top salary. Send letter with full background, references and audition tape to WGH Radio, P. O. Box 98, Newport News, Virginia. All tapes returned.

SITUATIONS WANTED

Management

Manager—present station 3 years as manager. 13 years in radio-sales, production, copy, programming, board, news and administrative. Want small market station. Will accept stock as part of salary upon my proven performance. Box 760G, BROADCASTING.

General Advt. Mgr. Strong in sales-promotion-publicity; travel anywhere. Interested in top-level sales-management or sound syndicated selling program . . . radio or tv. Box 764G, BROADCASTING.

Radio veteran soliciting manager, assistant manager opportunity with solid organization. Mature, healthy, energetic, no personality quirks. Inquiries handled discreetly. Location open. Box 805G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—over 12 years experience in medium to small market. Expert operating at lowest overhead. Have first phone. Texas or west preferred. Box 848G, BROADCASTING.

Exp. country and western—15 years exp. I want a station managers job. Full time c&w. I have a good job—want a better one—can handle all jobs including managers job. Ready now. Family man. Best References. Box 876G, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Wanted: Permanent home for versatile talent. Twenty-two years all phases. Electronics and Broadcasting. Productive results managerial, sales, programming, "on mike," all categories engineering. Looking for medium or small market station, with or without video, where results pay off in dollars and future. Prefer New England or West Coast but will consider all. Reply Box 817G, BROADCASTING.

Sales

See "wanted" under management

Announcers

See "wanted" under management

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Negro, dj announcer, newscaster. Married. References. Will travel. Run control board. Box 721G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No c & w. Available after September 10. Box 751G, BROADCASTING.

Announcer: Strong news. Production commercials. Excellent music presentation. Not a screamer. An asset to your staff. Experienced. Medium to large market only. Box 758G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

Top rated morning dj with production know how seeks sound future with progressive metro. Box 796G, BROADCASTING.

Announcer, good appearance, strong news, commercials and dj, college and travel. board operator. Good voice personality. Box 807G, BROADCASTING.

Excellent commercial manager. Dynamic newscaster. Top flight disc jockey. Presently employed. $125.00 minimum. Desire southern California. Consider all offers. Box 820G, BROADCASTING.

Bright, humorous, intelligent, sincere, disc-jockey striving to be the best.. 7 years on the air, currently with radio-tv outlet in large city, looking east, west, north, south for opportunity. Age 27, married, must have $150 weekly. Box 822G, BROADCASTING.

Announcer-engineer, single, B.S. in business administration-mgt., Lehigh University with 4 years practical experience, wishes position with young western organization. Box 828G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, news, sports, looking to relocate. Box 834G, BROADCASTING.

Experienced announcer. Available, married, settled. Presently employed. Programming and some sports. Willing to travel. Box 835, BROADCASTING.

Fully versed! Modern radio, five years experience annc-pd, can sell. Wishing to move into a semi-metro market, tight board, best references, married. Box 836G, BROADCASTING.

Tell me what you want! I want to eliminate 20 to 30 of top 100 for a family sound. Experience all phases, with bright witty original show. Family man, also interested in tv, with network voice. Will answer all. Two weeks needed. Box 837G, BROADCASTING.

DJ, newscaster. Tight board—bright sound—experienced, informative news. Box 842G, BROADCASTING.

Mr. Manager! Fall midmorning line-up incomplete? Shore up your schedule with a top personality-program combination designed for housewives. Chicago & Kansas City agencies used it with overwhelming success. It attracts and holds an audience (2-3 hours daily) greater than the total of 8 competitors. Taped listener comments are fabulous. (I kid you not, it's Paar for the course!) Hearing is believing! I'm ready to dig for gold in your mid-morning, plus offer 15 years of proven promo ideas, am/dj, excellent references, and national magazine(s) feature writer background which adds to the air image. Married, family, responsible. Interested? Write Box 865G, BROADCASTING.

Radio-tv announcer 10 years experience. Qualifications include radio-tv news director including mobile units, writing, covering, filming, broadcasting. Sports, high minor league baseball, major college football and basketball, golf, bowling. Top disc jockey for several years. Personal interview if situation warrants. Consider top position only. Box 866G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All nite show—morning top forty—r&b. Afternoon experience. Single. Car. Box 869G, BROADCASTING.

Attention Ohio-Indiana-Kentucky. Experienced Dayton dj. Play by play sportscaster. Have worked tv. Box 870G, BROADCASTING.

Ambitious, young, go-getter, announcer. Experienced, bright, tight, creative performer. Box 873G, BROADCASTING.

A-1 morning man—excellent references, no drifter. First phone, no maintenance. Four years experience—tight production. Good air sell, competitive, good emcee, excellent remote—within 100 miles of Twin Cities. Box 878G, BROADCASTING.

Need help? Young man desires start in radio. Trained voice, broadcasting school, some college, third phone. Box 883G, BROADCASTING.

Midwest: nine years. Solid references. Veteran. College. Finest background. Know formula, standard radio. News experience. Operate tight board. Production knowledge. Want to return. Box 894G, BROADCASTING.

Stop—look no more—here's dj, production and program director who has 6 years experience in all phases of modern radio. Married, with service obligations completed. Looking for a home in a medium or large market. In the past 3 years has had a number one pulse rating in a medium market. No prima donna, love work. Minimum salary $140 per week. Interested, write Box 879G, BROADCASTING.

Experienced dj. Family man, tight board, happy sounds, willing to travel. Box 900G, BROADCASTING.

Top notch announcer—five years experience—looking for step up. Strong dj—news—play by play all sports. Interview available. Box 901G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, negro, magnetic personality, plenty of drive, tape available. Box 902G, BROADCASTING.

Attention: Hawaii, Florida, and gulf coast. Top flight announcer, 1st class engineer. 15 years experience in engineering announcing and management. Available after two weeks notice. Box 903G, BROADCASTING.

You aren't real. After six years radio—almost two with a major chain—I'm convinced all stations are run by bookkeepers, not radio men. If you can prove me wrong you'll get everything I have. Top rated dj in major market when the rest of my station is third; masters in psychology; experienced in-program direction; network operation; news, production, special events, some sports and tv, but primarily a dj. I can rock, swing, glide or bounce, adult or teen. My show takes listening and my listeners listen—and buy! I'm not cheap but I deliver. If you are real radio, in a major market, believe in promotion and refuse to sacrifice long term benefits for short term gains. . . . Then I know you don't exist—but if you do, I don't care if you don't hire me—just renew my faith in the medium by telling me you are there. Box 904G, BROADCASTING.

Announcer want to settle down . . . not a floater or a prima donna. Tight production. Married. Bright sound. Box 906G, BROADCASTING.

Beginning fm network dj in nation's capital wants to move into am. Graduate of professional school with 6 months air experience. Box 908G, BROADCASTING.

Have first phone and anxious to learn announcing. Decent voice and high I.Q. Will relocate in your area Veteran, 31, mature, no drifter. Keith Balfour, 6239 Stefani Dr., Dallas, Texas. EM 1-0337.

Announcer-deejay wants work immediately. Willing to work and travel. Have a little experience in news and sales. Contact Darrell Denstedt, 683 N. Gordian. Burns, Oregon, or call 4621.

Experienced announcer all phases. Strong on country and gospel. Family man. Contact Bob Henderson, 531 Manchester St., Barbourville, Ky. Have sold part time.

Negro news announcer and d.j. Expertly trained. College and army experience. Robert McKinney, 4294 Larchmont, Detroit 4. Michigan.

Available now: Chicagoan, $winging dj, comboman: rated #2. In major Texas market, promote hop$. Hot on ale, excellent recommendations. Family man, $alary open. "I'll travel anywhere, where the opportunities are." Write Chuck Kollias, 1217 So. Scoville, Berwyn, Illinois. Call Gunderson 4-2434 evenings.

Technical

See **"wanted"** under management

First phone engineer with car, presently employed, wants position in northeast. Single, sober. No announcing. Box 833G, BROADCASTING.

Engineer, first phone, good on maintenance—some announcing experience but needs polishing. Desires job as combination man. Box 862G. BROADCASTING.

First phone, RCA graduate, some studio. Engineer experience, references. Box 877G, BROADCASTING.

Community minded, veteran, strong maintenance: fair news, not a rag-chewer. Box 881G, BROADCASTING.

Technical school graduate. Eleven years radar development, maintenance. Eight years writing, transistor circuit development. First phone with radar endorsement. Box 892G, BROADCASTING.

FM background, sound systems and multiplex installation and service. New. Lining up orders. Reserve early. Salary. Call answering service MA 9-4447, Sound-builders. Write Rt. 4, Box 420-A, Ocala, Florida.

Situations Wanted—(Cont'd)

Production—Programming, Others

See **"wanted"** under management

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

Program director and production manager with eleven years experience. Top rated dj in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 780G, BROADCASTING.

Program-Production manager. Seek large or small station needing man to take charge of programming. Ten years experience. College. Impressive record. Strong on music programming, spot production, new ideas. Box 781G, BROADCASTING.

Tops in copy, disc jockey. Idea gal! Great! Hire me. . . . Don't wait. Box 846G, BROADCASTING.

Program director . . . want another challenge! 17 years experience, all phases. Two years as pd of number one station in metropolitan market, then joined number six station in same market, made it number one in one year. Single station or group PD position. Box 851G, BROADCASTING.

Sound sells radio. Accomplished production with sell, not just music pad. Mature delivery; big smile. Successfully employed as operations manager of stable, progressive station; looking for same in bigger market. Box 852G, BROADCASTING.

Programming-director, medium; assistant, major market. 12 years announcing, continuity, public affairs, adult music, programming. Box 871G, BROADCASTING.

"Beautiful music format" and experienced program manager available immediately. Box 872G, BROADCASTING.

Program director for quality station. Wide knowledge of good music. Box 880G, BROADCASTING.

Copywriter—client and announcer. Pleasing copy. Wage and location not as important as pleasant working conditions and permanancy. Exchange credentials. Sober, single, experienced, willing and dependable. Box 893G, BROADCASTING.

Top 30 creative, ambitious promotion man, wants bigger market. Versed in programming, production, sales, etc. Box 895G, BROADCASTING.

Draft deferred newsman, seeks better opportunity at news-minded radio station with future tv possibility. Top 25 markets only. Box 899G, BROADCASTING.

Sales problems? Experienced program director, ce, makes saleable, community oriented adult radio. Strictly ethical, honest, nab code. Ronald Pesha, 210 East Tenth, Tulsa, Oklahoma. RIverside 2-7490.

This kook got the can because the recipe was changed. Until a few days ago was the top all night pot watcher in the nation's 27th largest kitchen. Only 20, but have served up radio for 8. Any apron fits. Would like to do production a lot and help stir your pot. Want somebody to wield the ladle or serve the meal? Survey slumps? Formula needs refreshing? Bob Scott, the kook in the plaid strait jacket, is your rating remedy. The kook is starving. Only $150 for a fast, frantic, funtabulous feast. Bob's Scotch P(l)added Cell, 23 Dinwiddie St., Portsmouth, Va.

TELEVISION

Help Wanted—Management

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opening account executive position with major NBC tv network affiliate in Iowa. Good salary and commissions to experienced tv salesman. Will consider radio. Midwest applicants preferred. Send complete resume. Box 882G, BROADCASTING.

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Experienced tv salesman wanted to make money. Want a self-starter. We are an ABC-TV affiliate in expanding Florida market with tremendous potential. Please send background first. Draw based on experience. William V. Miller, WLOF-TV, Orlando, Florida.

Technical

Experienced tv engineer, good character, desiring permanent position. Good opportunity for the right man. Please send resume to Box 676G, BROADCASTING.

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex vtr, southwestern vhf. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Mountain top transmitter engineer. Experienced only. KGGM-TV. Write or wire chief engineer. Box 909G, BROADCASTING.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV, Lima, Ohio.

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-diem position available. Please contact videotape center. Videotape Center 201 W. 58th St., N. Y.

Production—Programming, Others

NYC film syndicator looking for girl with local tv station background for programming assignment. Must be able to discuss and book films with tv station personnel. No travel. Salary open, write. Box 843G, BROADCASTING.

Leading tv station in major eastern market wants young aggressive promotion man for number 2 position in active department. Excellent opportunity for a man with move and enthusiasm. Reply stating experience and salary qualifications. Box 831G, BROADCASTING.

Positions open in both radio and television continuity. Fine opportunity with progressive organization in South Dakota's largest city. Send complete resume, including copy samples and recent photo, to John Kurtz, KSOO TV, Inc. 205 North Phillips, Sioux Falls, South Dakota.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full particulars in exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

TELEVISION

Situations Wanted—Management

Tv program manager available soon. Twelve years management experience in tv programming, production, film buying videotape and public affairs. Box 823G, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Radio/tv salesman—Top producer; married desires to grow. Top 10. Best references. Box 749G, BROADCASTING.

Announcers

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Technical

Chief engineer, 14 years all engineering phases of am/fm/tv. Mature, stable. Desire position in live-wire operation. Box 783G, BROADCASTING.

Engineer experienced in all phases of television construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 839G, BROADCASTING.

Production—Programming, Others

News director and/or Documentary film producer. Highest references from leading industry officials. Box 791G, BROADCASTING.

Program director with twelve years experience programming, directing, and videotape. Married, degree & exceptional references. Prefer west or southwest vhf affiliations. Box 824G, BROADCASTING.

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Newsman-sportscaster. Four years radio-tv experience. Versed in the rudiments of gathering, writing and airing news in an informative-professional manner. Play-by-play sports. Mature, college graduate, married, veteran. Tape, resume, interview on request. Box 840G, BROADCASTING.

Newsman—3 years experience, medium southern market. Desire larger market. Skilled all news aspects. Married. Family. College graduate. Box 841G, BROADCASTING.

Experienced tv producer-director-announcer (30, unmarried, BA, with graduate study in television). Specialty is children's programs, offering several original children's shows for local production. Box 867G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. P. O. Box 863G, BROADCASTING.

Announcing, directing, production, programming. Eight years experience. Excellent references. Resume available. Write or phone Herb Buck, 602 Ohio Avenue, Fort Pierce, Florida.

FOR SALE

Equipment

Schafer 1200 automation. In service less than three months. Like new. Box 849G, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

Attention: Western Electric 506B2's complete and in operating condition with instructions and diagrams. Available free to the first person. Located at WITH, Baltimore Beltway, Rt. #40 west, Baltimore, Md.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B fm transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

Western Electric phasor and monitor design for low end of band—cost new five grand—now one grand—WFRC, Reidsville, N. C.

For sale . . . 250 watt transmitter, Western Electric, 451 A-1 complete with tubes, operating condition. Make offer. WSLS Radio, Roanoke, Virginia.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

In excellent condition. Van Eps Eccentric Cutter for discs. $50.00, prepaid and insured. Boyd Recording Service, 2924 Bowser, Dallas 4, Texas.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Ampex model 601-2 stereo, brand new in carrying case $550.00 cash, 2410 Chuckanut Drive, Bellingham, Washington.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

Repair exchange—rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Write for prices. Sigma Electric Co., Inc., 11 East 16 St., New York 3, N. Y.

Used fm transmitters offered as is. One Collins Model 733A 3 kw fm $1,950.00. One Western Electric Model WE503B-2 1 kw fm $500.00. Box 912G, BROADCASTING.

Used tv transmitters offered as is. One Gates Model BT-1AH 100 watt Channel 10 $1,995.00. One Gates Model BT-5A kw Channel 5 $4,950.00. Box 913G, BROADCASTING.

WANTED TO BUY

Equipment

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

WANTED TO BUY

Equipment

Wanted immediately: used fm transmitter 3 or 5 kw. Also, used fm frequency-modulation monitor. Let us hear from you now! Box 875G, BROADCASTING.

Wanted. One G. E. Channel 42, 43, 44 Helix Antenna. Please write to KICU-TV, 1111 Market Street, San Francisco.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

WANTED TO BUY

Stations

Individual seeks purchase of am station or cp in small to medium market. Prefer Texas, Southwest. Confidential. Box 885G, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3. 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

100 sales, promotion, and program ideas! 5¢ each! Send $5.00 to Box 844G, BROADCASTING.

Sell your product to radio stations via direct mail. 3,000 stations all on gummed labels, $45.00. 5¢ refunded for each undelivered piece. Box 857G, BROADCASTING.

If you need cash for operations or expansion, write for confidential method of established borrowing; minimum loan $50,000. Television station loans preferred, radio considered. All replies answered in confidence. Box 858G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802. Watertown, So. Dak.

RADIO

Help Wanted—Management

General Manager
& Sales Manager

Two top jobs. Big-market; multi-group now interviewing.
Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence. Box 854G, BROADCASTING.

CATV MANAGER

You're probably managing a community antenna system now, but you may feel stymied in your present spot.
If you're the kind of man who gets involved in community affairs, who's strong on sales, public relations, and personnel administration, there's an excellent opportunity for you as manager of our growing CATV systems complex.
Please include the salary you'll expect in your first letter, which will be held in strict confidence. Our people know of this ad.

Box 856G, BROADCASTING

Help Wanted—(Cont'd)

Sales

SALESMAN

Experienced in radio sales. Must be self starter and able to close. Top station in East Coast medium market. Offers salary and percentage.

Box 907G, BROADCASTING

Announcers

WANTED! WANTED!
WANTED!
COUNTRY and WESTERN
DJ-SALESMEN

To work the West's **FIRST** and **ONLY C & W FM** station . . . located in an **EXCLUSIVE MARKET,** Sacramento, California. $100 per week draw against 30-40% sales commission. **ONLY THOSE WITH GOOD, CLEAN EMPLOYMENT RECORDS NEED APPLY! REFERENCES WILL BE THOROUGHLY CHECKED!**

Send resume, audition tape and employment record for past 3 years to KCNW, P. O. Box 3094, Sacramento 15, California.

TOP 10 MARKET
TOP RATED STATION
PERSONALITY

Bright, mature, class, personality wanted for one of the nations top radio stations. Must have extensive experience in large markets as personality. We are not "hard" top 40, therefore, we are looking for a man who is capable of developing rapport with his audience in an intelligent and adult manner. Send tape, picture, resume, plus salary required to Box 784G, BROADCASTING.

Production—Programming, Others

NEWSMAN

Must be trained and experienced in all phases of radio journalism: Investigation, research, writing and reporting. Must be hard working, versatile, sober and mature. Must be prepared to start low and aim high in unusual, all around operation while working-learning-under veteran editor who won't be fooled.

Box 898G,
BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS EXECUTIVE

One of nation's outstanding clear channel station in the east is looking for experienced director of news, public affairs and special events. Good pay and benefits. Send complete resume and tape to Box 905G, BROADCASTING.

RADIO

SITUATIONS WANTED

Announcers

Top-notch medium market TV announcer desires staff position with station in big market anywhere in the East. Good appearance, good voice-ready for big station. Eleven years radio-tv. Send for audio tape, resume, photo, references. If possible, will arrange for personal audition and interview.

Box 861G, BROADCASTING

Technical

CONSERVATIVE ENGINEER . . . . . WITH RADICAL IDEA

After 21 years experience with stations from 250 watts to 50 kw, I am going after the one thing I have so far missed . . . a college education. With this objective in mind, I would like to obtain employment with a good station, where I can be sure of a steady night shift. I'll consider any location, as long as there is a nearby engineering school. I am dead serious and I am anxious to hear from a similarly minded station. All replies will be answered.

Box 896G, BROADCASTING

TELEVISION

Situations Wanted—Sales

Somewhere, there are 2 or 3 men who are (a) self-starters (b) not saddled with wives who won't re-locate (c) not saddled with a house they can't sell (d) hungry. To these men we offer (f) an immediate job in a tv station in east, south and midwest (g) no traveling (h) guaranteed $400 month plus (i) car mileage (j) fringe benefits (k) $6,000-15,000 a year within 90-120 days (l) security with 10 yr. old org. If you have what it takes, we have what you've been waiting for. Better contact me immediately. (PS: The above does not mean "no married men need apply.")

CY NEWMAN
P. O. Box 3107, Bon Air, Va.
Phone Bridge 2-0200

FOR SALE

Stations

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

Tv station for sale.
Western Kansas location.
Maximum power, CBS affiliate.

Box 830G, BROADCASTING

Crescent City, California—1 kw daytimer grossing $25,000. Fixed assets over $26,000. Must be sold immediately for best offer over $20,000 with $5,000 down. Good terms.

Box 910G, BROADCASTING

TOP 30 MARKETS

5 Good Buys
All Price Ranges

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE—(Cont'd)

Stations

Four new listings—first time offered: New Mexico medium fulltimer $160,000—Texas single $59,750—New Mexico medium regional $150-000—Florida major power $450,000—*35 others* from $35,000 to $675-000! TV only and TV-Radio combinations, *9 of them,* priced $150,-000 — $275,000 — $310,000 — $1,-470,000 — $1,575,000 — $2,300,-000 — $3,000,000 — $4,000,000 — $4,000,000.

PATT McDONALD CO.
BOX 9266—GL. 3-8080
AUSTIN 17, TEXAS

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

1. New England. Exclusive daytime. Will do $50,000 this year. Asking $85,000 including real estate. 29% down.
2. Southwest. Full time. Growing trade area. Management problems hold down gross to average of $3,200 monthly. Asking $75,000. 29% down.
3. North West Central. Very profitable absentee owned daytime station. Did $85,-000 last year. Asking $100,000 including real estate.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE

Equipment

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS
and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

Dieting and Weight Watching Are Big Issues To Americans

Mass Media Show Sharp Gain in Importance As Sources Of Information On Dieting

Weight Control Is Major Diet Reason

Over 17 percent of all Americans 15 years of age and over are on special diets of one kind or another, and the mass media are, by far, the leading source of information on dieting. These are two of the conclusions drawn from a study of the dieting habits of the American people done by Universal Marketing Research for the American Dairy Association. The interviewing was done in May and June, 1961.

The study indicates that 7 percent of all Americans 15 and over are on special diets to lose weight, that another 27 percent of us don't diet but watch what we eat in order not to gain weight. Compared with similar studies made in 1955 and 1959, there has been an increase in the number of men dieting or watching their food intake to lose or to control weight. The survey indicates that 5 percent of the men diet to lose weight, compared with 10 percent of the women. While 20 percent of the men watch what they eat, 34 percent of the women keep an eye on their food intake to avoid gaining weight.

Other reasons for special diets include control of blood pressure, heart disease, ulcers, digestive problems of one kind or another, to gain weight. Losing weight is the prime reason for dieting, out-distancing the next major reason 3 to 1.

Millions of People Look for Advice

Boiling all these percentages down into people, the indication is that over 8 million people are on special diets to lose weight, while there are more than 40 million people who are either dieting to lose weight or are busy watching their food intake to avoid gaining weight. This truly becomes a mass market.

It is also interesting to note that this is generally a young market too. Among those 15-19 years of age, 9 percent claim to be on actual weight reducing diets while another 19 percent don't diet but do watch their weight to avoid gaining. Considering that in this age bracket most of the dieting is done by girls, this is a relatively high percentage. Among those 20 to 34 years of age, 7 percent are dieting, another 27 percent watching their food intake. Among the 35-54 year olds, 8 percent say they actually are dieting to lose weight, 27 percent watching. Those 55 and over apparently don't diet quite as much since only 6 percent claim to be on weight reducing diets, although 27 percent are still watching their weight—indicating that weight control truly is a lifelong process.

The research study indicates weight controllers depend upon mass media and friends for advice; that, unfortunately, they do not rely heavily upon direct advice from physicians and nutritionists. Newspapers and magazines, as well as radio and television, have shown sharp increases as sources of diet information over the past two years, with 45 percent of all the people interviewed reporting that they had found dieting information in newspapers and magazines, 33 percent from radio and television, 29 percent from friends and relatives.

Weight Controllers Need Plenty of Sound Help

Since many health authorities see excess weight as being perhaps the most serious health hazard facing the American people, it is obvious that those who carry too many pounds need reliable help. Fad diets are likely to do far more harm than good since they seldom accomplish the job of changing eating habits on a permanent basis so that reasonable weight is maintained.

Except in those special cases under the careful supervision of physicians, the best advice for the person who wants to control his weight is to eat a well balanced diet, with the total calorie level adjusted to lose, gain, or to maintain weight as the person might desire. It is seldom necessary to give up any class of foods, and it may well be dangerous to do so.

Telling people to eat a well balanced diet may not seem as "newsy" as some of the fantastic fad diets, but inasmuch as people look to the mass media for advice on dieting, it would seem that the mass media have an obligation to provide suggestions that are nutritionally sound. This tremendous public interest in dieting is a temptation to the headline seeker whose aim is not to help build good health. The mass media should strive to offer diet suggestions that are carefully reviewed by people who are well qualified in the science of human nutrition. Providing reliable diet advice is a very important public service that could mean much to the good health of Americans.



american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Harry Keeton Renfro, vice president, D'Arcy Adv., St. Louis

Stations and reps find the willingness to listen mutual

No one quite remembers the last time Harry Renfro closed his office door. It happens so infrequently that even the sign painter put the name on the door inside out so visitors can read it correctly.

No other clue could reveal so much about the warm personality of the man who is vice president and radio-television manager of the St. Louis office of D'Arcy Adv., except perhaps the comments of salesmen for stations and station representatives who are always welcomed through that door and who use it often.

They respect Mr. Renfro's business talents too. They acknowledge he works hard to get the best buys possible for D'Arcy clients, but they are well aware of the dignity and mutual understanding in which the buying is done. Mr. Renfro's years of experience at station staff and management levels before his role as agency executive is the foundation for this mutual confidence.

Budweiser, Plus ▪ Mr. Renfro currently supervises the buying of some $7 million worth of broadcast time placed by the agency's St. Louis office. Budweiser beer tops the account list, but others important in the radio-tv field include Butternut coffee, Laclede Gas Co., Krey Packing Co., Banquet Canning Co., Milnot Co. (milk compounds) and Reardon Co. (paints). The schedules at present cover 782 radio stations in 396 markets and 287 tv stations in 214 markets.

Not every agency executive can deliver a "give-'em-hell" speech to a group of broadcasters and leave his audience cheering. Mr. Renfro does every once in a while. And the broadcasters cheer because they know his remarks are more an encouragement or spur to better programming and selling than any kind of negative criticism. His talks are like a football coach's between-halves locker room pep talk. He spots the weak points and problems, suggests the solutions and inspires his listeners to go out and fight.

"I know and respect the problems of the stations and representatives and they know I respect them," Mr. Renfro says. "This helps very much in our relationships and it certainly helps when we have a tough buying problem of our own to solve. They help me, too."

St. Louis Booster ▪ Mr. Renfro also has been a big booster for St. Louis as an important national advertising market. He has been active in getting station representatives to establish branch offices in St. Louis and now almost every big rep is there. He is working hard to help organize a St. Louis chapter of the national Academy of Television Arts and Sciences. The purpose is to define more clearly the true image of tv to the public as much as to the profession itself.

Mr. Renfro believes stations can best serve their listeners—as well as D'Arcy clients—by becoming completely involved in their own community and its affairs, by developing news instead of merely reporting it and by making decisions on format policy and programming (including music selection) a top management function, carefully thought out in advance and not delegated to the staff.

Similarly, the on-the-air personality who can serve his station, listeners and sponsors best is that individual who makes an effort to be educated, civic minded and personally responsible, not a mere glamor symbol without root in his community.

Mr. Renfro demands the same integrity in advertising itself. The consumer's desires and emotions must be aroused and colorful language, attractive claims and catchy copy lines may be employed. But these must be presented in an area of sincerity and believability, Mr. Renfro feels. "The advantages and benefits from buying the product must be presented attractively, but it must be remembered that an appeal to the emotions of your listeners is important so long as it is consistent with truth and does not mislead the listener."

The D'Arcy executive feels strongly that any advertising which misleads is detrimental to everyone—advertiser, agency, station and the public—and cannot succeed.



D'Arcy's Renfro
His policy: an open door

Born to Broadcast ▪ One of Mr. Renfro's recollections from early youth is the miracle of the crystal set. His career goal from the start was to take over the business end of a microphone and he'd sit in a corner at home for hours "announcing" from magazine stories or anything else that was a handy script.

Born in St. Louis March 19, 1915, he attended public school and high school there, excelling in sports, especially swimming and football. Mr. Renfro started at St. Louis U. but his parttime chores for WEW and KWK there soon became fulltime work. He announced for WIL too and when KXOK St. Louis went on the air Sept. 19, 1938, his was the first voice to be heard. During his first two years at KXOK he did 3,000 dance band remotes, which he believes to be a record. Then he expanded into programming, news and sales.

After Pacific duty with the Marines during World War II (as a lieutenant in naval combat intelligence) Mr. Renfro returned to KXOK and in 1947 was made assistant general manager. During this period he helped form the Missouri Broadcasters Assn. and was chairman of the St. Louis station committee on joint labor negotiation. Later he served with NAB's employer-employe relations committee.

Korea and the Marines took Mr. Renfro away from KXOK in 1950-51 but he returned to become deeply involved in the Falstaff radio networks for the St. Louis Cardinals and Browns. It was this experience which took him to D'Arcy in 1953 as radio-tv manager responsible for organizing Budweiser's radio-tv networks for the Cardinals.

Innovations ▪ His idea for pooling line facilities with other agencies and sponsors evolved into Sports Network, Inc., which he helped organize.

Another Renfro venture, first tried last season and renewed this year, was to buy every tv market for NTA's half-hour package, *The Third Man*. Those markets Budweiser can't use are resold to others..

Mr. Renfro was elected a vice president of D'Arcy in June 1960. The Renfros (he married Margaret Lydon of KXOK in 1940) live in suburban Glendale. Their daughter Patti, 8, is a swimmer, too.

Balance sheet

WHEN FCC Chairman Newton Minow told the NAB convention last May that television was so rich it could afford to blow all kinds of money on culture, 118 stations must have wondered if they were in the same business he was talking about. That is the number of stations that lost money in 1960, the FCC's own financial reports for that year have now shown.

It is true, as Mr. Minow said, that all television networks and stations as a group showed a 1960 profit before federal income taxes of 19.2% on total revenues. It is also true, as Mr. Minow did not say, that 118 stations (23.3% of all those reporting on a full year's operation) showed losses. Not everybody in television is getting rich.

A comprehensive presentation of the FCC's 1960 financial report appears elsewhere in this issue, and it is worth perusal by anyone who wishes to draw any conclusions about television's economics. Like any business comprising many individual companies, television broadcasting cannot be accurately described by generalities. A study of the parts is the only study that is truly meaningful.

The commonest generality that has been drawn about tv is that it is big business. The facts show otherwise. In 1960 nearly 60% of all stations took in revenues of less than $1 million each. There are grocery stores that do a bigger volume.

This is not to say that television is unhealthy or that the networks and the majority of stations are unable to afford the kind of program experimentation and development that is needed for orderly growth. It is to say, however, that none of the components of television broadcasting is so surfeited with profits that it can squander money witlessly.

You don't fight City Hall

SEVERAL years ago (in 1957) we published a series of editorials on liquor advertising on the air. Our thesis was that if it is legal to make and sell liquor, it is legal to advertise it in all media. And we said it would be legal to advertise on the air "under appropriate self-restraint."

The roof caved in on us. We received about a dozen telephone calls and about a dozen letters approving our position. We received another dozen phone calls and more than 3,000 letters objecting to it. Most of the mail came from a letter writing campaign conducted by the Baptist clergy.

Liquor advertising on the air is in the news again. A Philadelphia distiller, Publicker Industries Inc., several weeks ago launched a campaign on radio and tv. Some 50 stations, we understand, expressed willingness to carry the spots. NAB said none was a subscriber to either the radio or tv codes.

Then the shooting started. Senators Magnuson (D-Wash.) and Pastore (D-R.I.), the most important members of the Senate Commerce Committee where communications are concerned, warned stations to reject this advertising or invite "appropriate legislation." NAB President LeRoy Collins promptly concurred and promised "prompt and decisive" action against any NAB code subscriber violating the liquor advertising ban.

We do not now advocate the acceptance of liquor advertising. Nor do we recede from our position that such advertising is entirely legal.

Four years ago there was relative quiescence. This was prior to the quiz-rigging and the payola disclosures. Advertisers had developed techniques that made acceptable such hitherto taboo items as bras and foundation garments and even toilet tissues. There was reason to believe that brand-name liquor advertising, spotted in late evening hours, would be acceptable and yield revenue that was going then as it is now to newspapers, magazines and billboards.

Only the blind or the deaf would say that today's climate is appropriate for acceptance of liquor advertising on the air. It would be imprudent economically and politically to campaign for it. Beer and wine advertising, which spells the difference between profit and loss for many smaller stations, could be adversely affected. You don't fight City Hall—or Congress.

For fun or funds

TIME permitting, it might be worthwhile to divert attention briefly from the absorbing competition between Mickey Mantle and Roger Maris for the homerun championship long enough to consider a basic problem affecting the practical, or financial, side of athletics.

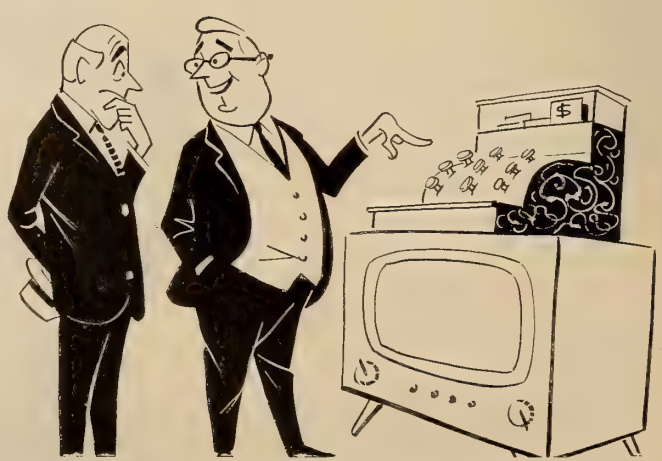
Here the public interest becomes directly involved through the effort of the astute promoters of sports contests to obtain exemption from the antitrust laws. This attempt is being made through legislation that would allow sports leagues to sign single, package contracts with sponsors, agencies or networks for broadcast rights to all of a league's games.

On the surface this legislation would appear to offer a simplified and practical way to resolve what currently is a complicated routine of contracts and payments. Unfortunately, as the NAB pointed out during House Judiciary Committee hearings last week, the House bill would have a result not in the public interest—less sports broadcasting.

Despite all the noble professions by those who promote professional sports events the basic thought behind their pleadings is simple—more money from broadcast rights. For example, a 1961 package deal could net the National Football League $4.6 million against $3 million under separate tv contracts. But the evil lies in the fact that the House bill would legalize suppression of telecasts. For example, Baltimore would not be allowed to sponsor a league game in Washington when the Redskins are playing away; and with both professional football leagues having package deals, only two stations in a three- or four-station television market could carry football on a Sunday.

Put simply, sports promoters operating business enterprises for profit are asking to be classified by law as benevolent public servants exempted, because of their largesse, from the harsh requirements of antitrust laws.

The legislation should not be passed. It's as reasonable to apply the protective mantle of antitrust laws to sports promotions as to other kinds.



Drawn for BROADCASTING by Sid Hix

"It's a new idea for pay tv. If you don't like the show, punch the no-sale button and get your buck back!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.



Courtesy of **Dial**

IN

BUFFALO

GO

ACTIVE

WITH...



WGR-TV

CHANNEL 2

Get active response in the bonus Canadian Market, too! WGR-TV brings your message to well over half-a-million TV homes in the active Toronto-Southern Ontario "middle third of Canada"—in addition to over 648,000 TV homes served in Western New York and Northern Pennsylvania. To sell Buffalo, get active with WGR-TV.

WGR-TV CHANNEL 2 NBC BUFFALO, N.Y. · A TRANSCONTINENT STATION

TTC

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-AM, WGR-FM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by Edward Petry & Co., Inc. The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 11, 1961

If network option time falls by the wayside, what will replace it? 31

The battle lines are being drawn for Georgia seminar on radio-tv 50

Swezey sees NAB codes as positive influence, not lists of 'shall nots' 66

The biggest buyers in network television during the second quarter 42

COMPLETE INDEX PAGE 7

What makes Samantha run?

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

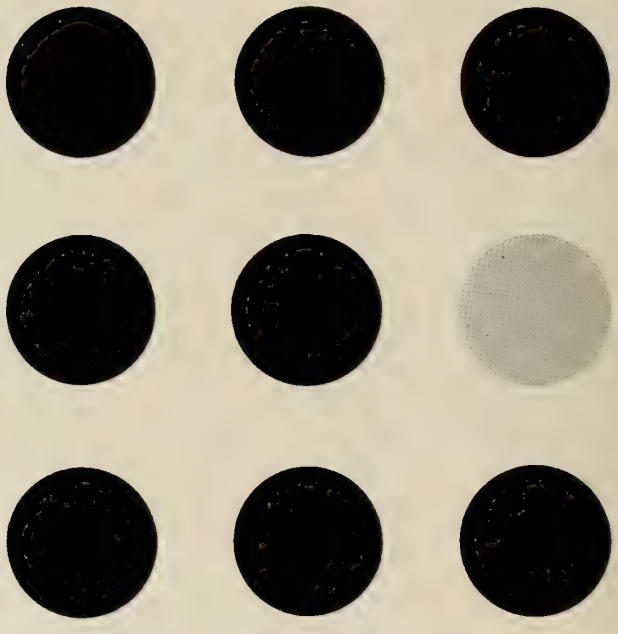


RADIO 123

WITH

PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.



HOW TO SPOT AN EXPERT

Two management experts are called in to streamline a large, over-organized firm. Their efforts to save steps, however, bog down in a disagreement over where to relocate the men's rest room.

Disturbed, the firm's "Committee for the Preservation of Peaceful Personnel" resolves the deadlock with a contest. The expert who solves a certain problem first, shall have his rest room plan installed.

The experts were simply asked to join the nine spots shown above with four straight connecting lines.* However, it took them both so long to solve this problem that the firm's "Committee for Evaluating the Efficiency of Management Experts" fired them on the spot.

If you can find the solution, send it in and win an exciting new prize. We're offering several, so tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd,"
Vol. II, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

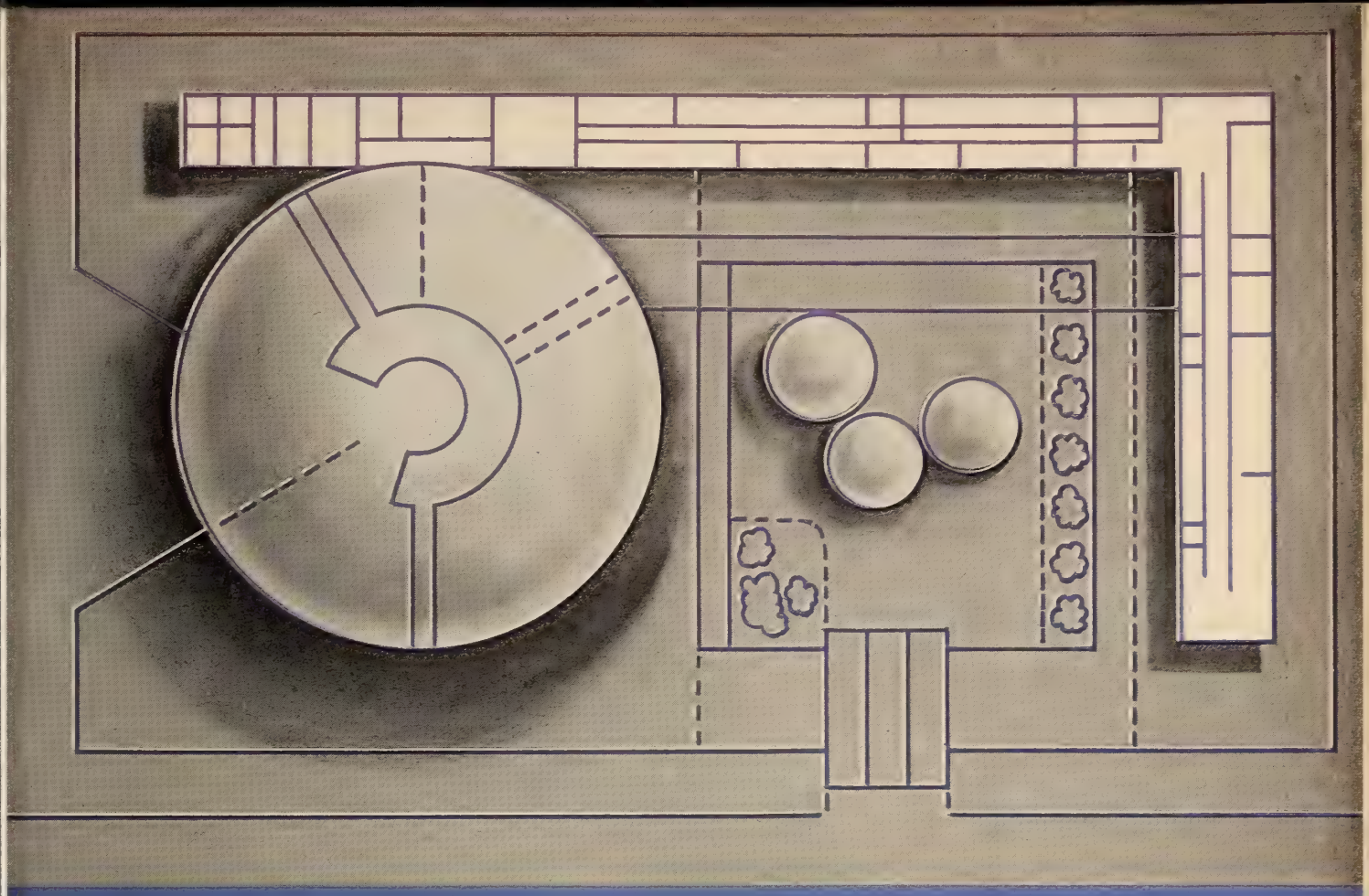
**To make sure your spots connect, place them on WMAL-TV, the station first in the Washington, D. C. market, 6 P.M.-Midnight, Monday-Friday. (June '61 ARB)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

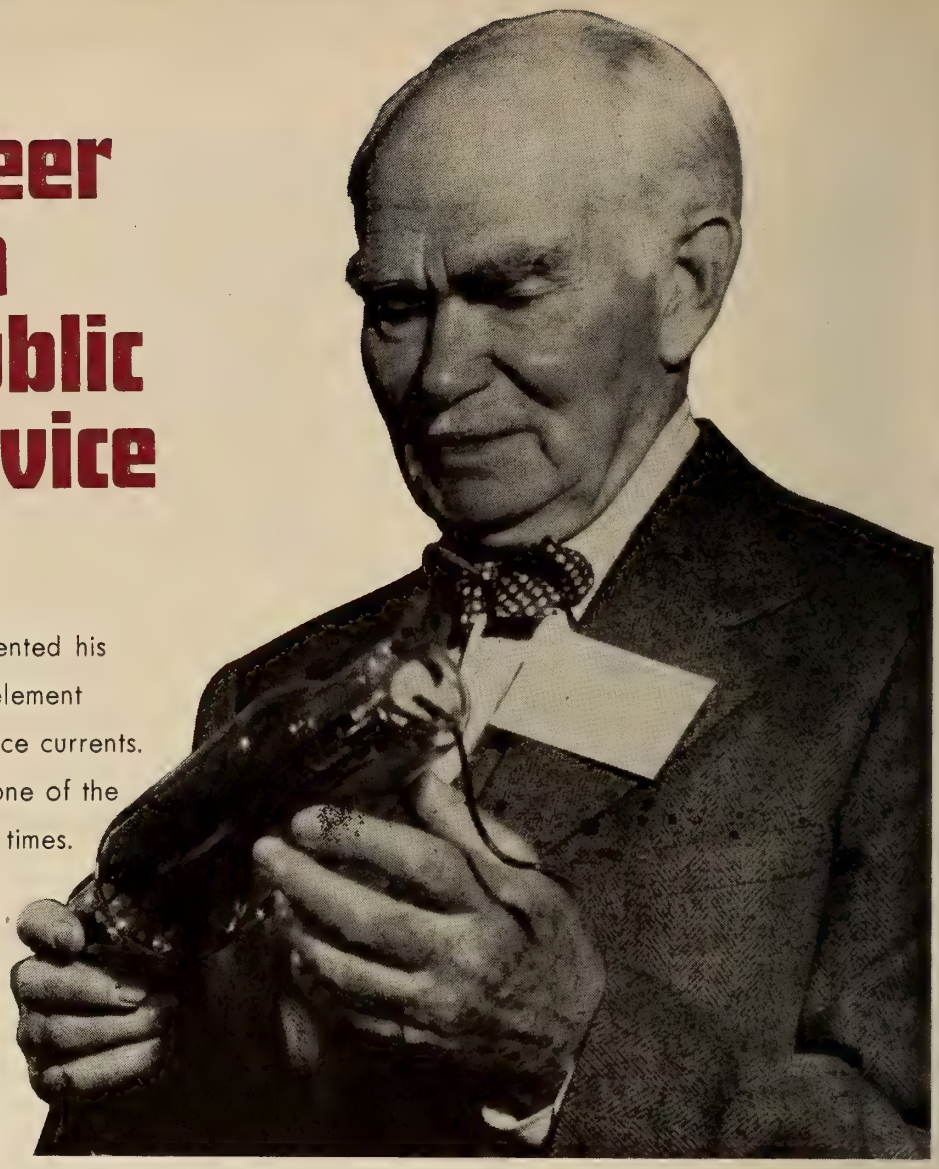
Affiliated with **WMAL** and **WMAL-FM,** Washington, D. C.; **WSVA-TV** and **WSVA,** Harrisonburg, Va.



A new television structure of revolutionary design is scheduled for completion in November to mark the 7th anniversary of our founding. It will be a lasting symbol of our creative dedication to the area we serve, and a fitting evidence of the public approval of our efforts in their behalf.

BUILDING WITH HOUSTON KTRK-TV VITAL

Pioneer in public service



Dr. Lee de Forest, in 1908, patented his invention, the audion—a three-element electrode tube that amplifies voice currents. The audion has been hailed as one of the twenty greatest inventions of all times.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Electronic buyer

Time salesmen got cold shudders last week from report that major agency was about to automate their business. Report said Dancer-Fitzgerald-Sample planned to load its electronic computer equipment with 12 months of rating information on tv stations and thus be able to pick stations for its campaigns by merely feeding availabilities lists into machine, punching couple of buttons and making up campaign lists from whatever computer says are best ratings buys. "It could be the closest approach to pure numbers buying anybody's ever seen, and the agency wouldn't even need to talk to us if it didn't want to," said one salesman. But check with DFS officials brought word that report was premature and probably exaggerated: They said they're using electronic equipment in billing and bookkeeping and, like many another agency, are considering its possibility for other uses including buying and research applications, but that they've reached no decisions on these new possibilities yet.

Presidential special

Three U. S. Presidents—Kennedy, Eisenhower and Truman—will participate in duPont Special on NBC-TV, Oct. 8 (10-11 p.m. EDT) titled "The USO Wherever You Go." Former Presidents Eisenhower and Truman already have been filmed at their respective homes and last Friday arrangements were being made for Kennedy filming at White House. Program will include top talent and clips of wartime USO films, according to Col. Ed Kirby, USO director of public relations, former head of Army's radio-tv branch and former NAB public relations director (1938-41).

Talent participation will be something more than "walk-ons" it's understood. Among those scheduled to participate are Jack Benny, Joe E. Brown, Bing Crosby, Bob Hope, Lena Horne, Danny Kaye, Frances Langford, Merle Oberon, Dick Powell, Debbie Reynolds and Danny Thomas. In addition, other stars from U. S. shows in 1961 will be picked up overseas. Clips from wartime USO films will include Irving Berlin, Gary Cooper, Marlene Dietrich, Al Jolson, Kay Kyser, Marilyn Monroe and Dinah Shore.

Civil suit against MCA

This week, possibly today (Monday), Justice Dept. will file civil suit in Los Angeles court seeking to require MCA and its vice president, Taft Schreiber, to appear and testify publicly before FCC Network Study investigation. In two appearances before commission, Mr. Schreiber refused to submit MCA records under subpoena or to testify (BROADCASTING, March 13).

To apply or not to apply

One effect of FCC's three months postponement of its deintermixture and all-uhf rulemaking project from Oct. 2 to Jan. 8 (for reply comments) will be to give all vhf licensees, including networks, breather to ponder whether they will apply for parallel uhf assignments to be thrown open in their markets. Vhf licensees are confronted with this vexing choice: If they don't apply, choice uhf availabilities may be snapped up by others; if they do apply, they load themselves with additional expense and, at same time, give impetus to all-out move to uhf before results of $2 million experiments in New York are known.

Among networks, it's generally expected that ABC will go for dual uhf-vhf operation, in some measure feeling it's committed to this course. CBS and NBC, however, reportedly are still evaluating pros and cons in preliminary stage only. One official said all uhf is least likely in major markets where networks have owned stations and that they probably will let FCC decide to shift to u before any move is made to start dual operations.

Bypass major issues

Most major items of controversial nature on FCC meeting agenda last week were passed over in first commission session in over month. Among these was question of whether to renew licenses of General Electric and Westinghouse stations in face of criminal antitrust convictions of parent companies and executives. Before FCC are conflicting documents which (1) recommend hearing on character qualifications (submitted by general counsel) and (2) Broadcast Bureau position that licenses should be renewed (CLOSED CIRCUIT, Sept. 4).

Also passed over was controversial proposal calling for FCC to charge fees for its services, designed to recoup entire congressional appropriation for agency operations (BROADCASTING, *July 10*). *Under normal procedure, both cases will be back on agenda for Sept. 20 meeting.*

Bernard to Syracuse

Joe Bernard, recently resigned vice president and general manager of ch. 2 KTVI (TV) St. Louis, accepts position as vice president-general manager of W. R. G. Baker Radio & Television Corp., prospective applicant for recently allocated ch. 9 in Syracuse. Company, established by late W. R. G. Baker, former G.E. electronics executive and former president of Electronic Industries Assn., was created to seek third vhf in market. Dr. Baker's widow is stockholder and director, along with number of prominent Syracusans, including T. Frank Dolan, attorney and businessman; Leonard Market, manufacturer; Dan Casey, advertising agency executive, and Robert N. Groves, realtor. Veterans Broadcasting Co. (WVET-AM-TV Rochester) already has filed for ch. 9 and other applications are expected. Mr. Bernard, prior to joining KTVI in 1957, was vice president and general manager of WGR-AM-TV Buffalo and has deep roots in Empire state.

Considerable increased activity among Washington attorneys and engineers has been triggered by FCC's action proposing sub-standard drop-ins in eight markets, as well as provision for new vhfs in Rochester and Syracuse. In addition to newcomers, numerous old-line broadcasters in both radio and tv are in process of preparing applications for new available assignments (besides two New York cities, sub-standard drop-ins are provided for in Baton Rouge, La.; Birmingham, Ala., Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn. and Oklahoma City, Okla.).

Streamlined press relations

Awaiting FCC members when they returned to their desks following August recess were recommendations of special consultant Mike Connolly for improving dissemination of commission information to public. Mr. Connolly studied information operations of other government agencies before making overall recommendations for new commission procedures. He favors broadcasting information specialist to follow and report on more important cases and news conferences by FCC members. Connolly recommendations have not been taken up officially by FCC but informal discussions are underway. If adopted, plan would result in radical changes in present commission public information practices.

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№1

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U.S.A.

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4-OR-MORE-STATION MARKET

WJBK-TV

CHANNEL 2 CBS

A STORER STATION — Represented By STORER TELEVISION SALES, INC.

WEEK IN BRIEF

If option time goes, does tv networking go, too? Networks will try to make this point to FCC. But already industry's watching newly-emerging patterns. One is CBS-TV's affiliate inducement plan. See . . .

WHAT REPLACES OPTION TIME? . . . 31

Chicago is coming up and so is Los Angeles among originating markets for national radio and tv spot, but New York holds to first place, though both radio and tv volume have dropped there. See . . .

N. Y. SPOT SHARE DROPS . . . 36

Some light, and perhaps some heat, will be thrown on FCC's proposals and philosophies in programming at Georgia seminar; NAB tests of proposed logs are attracting out-of-state interest. See . . .

SECOND BATTLE OF ATLANTA . . . 50

Testimony in reopened Jacksonville ch. 12 case conflicts about the hiring of a lawyer by the city (an applicant), payment for his services and what the payment was for. See . . .

JACKSONVILLE CH. 12 CASE . . . 70

The new director of the NAB Code Authority, Robert D. Swezey, thinks the tv code can be an affirmative influence on tv programming. He has some ideas he hopes will improve tv. See . . .

SWEZEY ON NAB CODES . . . 66

Another major tv film series producer, MGM-TV, is moving into live and video tape production. The studio has engaged Harry Anger to develop and produce two new tv properties. See . . .

MGM-TV SETS LIVE, TAPED TV . . . 92

P&G leads advertisers in network tv spending for second quarter and for June. Occupying second and third places in second-quarter report by TvB are Lever Bros., American Home Products. See . . .

P&G HOLDS TOP TV SPOT . . . 42

Texas broadcasters are trying to get state tax officials to give radio stations which lease or rent programmed aural tapes the same tax exemptions given tv stations for film or video tape programs. See . . .

TEXAS TAX PROBLEMS . . . 76

Chrysler Corp. has big plans for its new car line to be introduced late this month. And that means a bigger ad budget, including new television buys, starting next year. See . . .

CHRYSLER CONFIRMS AD BOOST . . . 33

Like motion picture houses, community antenna tv operators realize the value of promoting their wares on radio. One estimate is that catv spends nearly $1 million a year in local radio. See . . .

RADIO GETS CATV MONEY . . . 60

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	103
BROADCAST ADVERTISING	31	LEAD STORY	31
BUSINESS BRIEFLY	46	THE MEDIA	50
CHANGING HANDS	59	MONDAY MEMO	26
CLOSED CIRCUIT	5	OPEN MIKE	22
COLORCASTING	100	OUR RESPECTS	121
DATEBOOK	12	PROGRAMMING	92
EDITORIAL PAGE	122	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	102		
FANFARE	108		
FATES & FORTUNES	105		
FOR THE RECORD	110		
GOVERNMENT	70		

BROADCASTING

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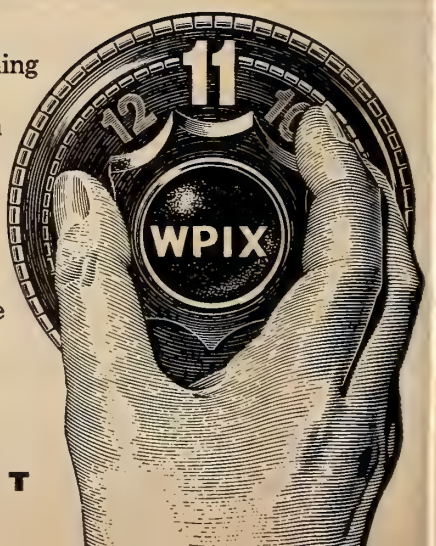
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kiddy cornered



WPIX-11 has a "corner" on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 *dominates all competition* seven days a week. Every year the biggest new children's show is fed into the most fabulous back-to-back lineup of children's shows in television. This year it's DICK TRACY. No other station comes close in delivering the tremendous New York children's market of more than *three million* youngsters.



NEW YORK'S PRESTIGE INDEPENDENT

Paar parries Senate in Berlin tv taping

Use of troops in taping his show at touchy Berlin border crossing was defended by Jack Paar Friday in trans-Atlantic telephone conversation with NBC officials.

Taping incident caused uproar in official Washington and Defense Dept. ordered investigation, White House expressed concern, and Senators denounced action in scorching speeches.

NBC said Mr. Paar reported that taping of show, to be presented Tuesday night, was done "with the full cooperation and permission of the U. S. Army." At conclusion of taping, Mr. Paar told NBC, he was thanked by officers in charge for way he handled presentation, particularly for including close-ups, so that families of men could see them on television.

But in Washington, Defense Dept. said Army has been asked to explain presence of seven officers and 50 enlisted men at Friedrichstrasse crossing during taping. Arthur Sylvester, assistant defense secretary for public affairs, said that with charges of provocative incidents involved in dangerous Berlin situation, it was "naive, to say the least," for Army to let Communists watch filming of entertainment-type show.

Double Strength ▪ Mr. Paar told NBC that presence of more than normal complement of men resulted from fact guard was being changed. Thus, relieving and retiring units were involved, plus other military personnel attracted by curiosity, according to Mr. Paar.

Senate Majority Leader Mike Mansfield (D-Mont.) led denunciations in Senate, declaring that what is transpiring in Berlin "is not a tv spectacular. It has overtones of profound tragedy and should not be made a game."

Sen. Hubert Humphrey (D-Minn.) said use of troops is "intolerable and should not be done."

Sen. Bourke B. Hickenlooper (R-Iowa), of Senate Foreign Relations Committee, said he was "utterly shocked" and that all those involved "should be condemned."

Use of troops for such activities said Sen. Leverett Saltonstall (R-Mass.) might lead to "a shooting scene."

Sen. Jacob Javits (R-N.Y.) bucked trend of Senate speeches. He said Senators should be patient and get facts from Pentagon inquiry before expressing views.

Severeid to New York

CBS News correspondent Eric Severeid will return to U. S. this month for assignments at network's New York headquarters. Mr. Severeid will work on *CBS Reports* and on various special programs on CBS Radio and CBS-TV. He had been in London since 1959, and had worked on *CBS Reports* program on Brazil.

MGA to rejoin AFM; fund change planned

Musicians Guild of America, formed three years ago by group of Hollywood musicians in protest against trust fund policies of American Federation of Musicians, will be dissolved and its members reinstated in AFM, according to agreement negotiated by Herman Kenin, AFM president, and Cecil Read, MGA president.

International executive board of AFM has approved pact and MGA board is expected to approve shortly.

Agreement calls for AFM to seek to negotiate changes in its existing phonograph record agreements so that 50% of money now payable to Music Performance Trust Funds will be paid to individual musicians who contribute to making records.

AFM also affirms its policy of seeking residual or re-use payments for recording musicians in all other fields. AFM will grant full, uninterrupted membership rights to musicians who were expelled or otherwise disciplined for MGA activities, and all fines are nullified.

All instrumentalists employed under AFM contract jurisdiction will have right to ratify union's contracts. AFM will establish committee on recording musicians in Los Angeles not later than April 1, 1962, to give advice on bargaining proposals and negotiations and on other matters.

WVUE (TV) gets ch. 12

Initial decision proposing to grant ch. 12 New Orleans to Coastal Tv Co. was adopted by FCC Friday (Sept. 8). Coastal had merged with former competing applicant, Supreme Broadcasting Co. (BROADCASTING, June 26) and two firms have been jointly operating WVUE (TV) New Orleans on ch. 13 on temporary basis.

Relationship?

WABC-TV New York researchers played with statistics Friday (Sept. 8), day after Democratic mayoralty primary race in that city. It came up with this "corollary": Mayor Robert Wagner's supporters spent $15,958, or 63.5% of total money spent for time on that station during campaign; Arthur Levitt, party-backed contender for nomination, $9,180, or 36.5%. Votes, WABC-TV emphasizes, went like this: Wagner, 451,458, or 60.8% of total vote cast, and 291,672, or 39.2%.

Ch. 12 role confined to paperwork—Kays

At FCC's Jacksonville ch. 12 hearing Friday (see page 70), Washington lawyer Harlan L. Kays Jr., associate of Tampa attorney Miles H. Draper, testified he was paid some $2,400 for doing job which applicant's attorney of record could have accomplished at no extra charge.

Mr. Kays said he was under impression that he and Mr. Draper were retained by City of Jacksonville, losing applicant for ch. 12 in 1955-56 comparative hearing. He said he had not practiced before FCC and that Mr. Draper, friend of former Commissioner Richard A. Mack, told him Mr. Mack "would get him off on right foot." Mr. Kays denied discussing merits of case with Mr. Mack or telling him he represented city.

Mr. Kays said he was not retained to do political missionary work. He said he told Mr. Draper, "I know you know the big boys and I don't." Mr. Kays said he understood Jacksonville City Commissioner J. Dillon Kennedy had retained Mr. Draper on behalf of city but "didn't want us to take an active part until after the initial decision."

Defines Role ▪ Mr. Kays claimed his only role in proceedings was to watch for FCC documents pertaining to case and get dates of oral arguments or conferences. When asked by Hearing Examiner James D. Cunningham if he knew pertinent documents are automatically supplied by the FCC to interested parties, Mr. Kays admitted he did.

Directly contradicting Mr. Draper's earlier testimony, Mr. Kays said he reported "8 or 9 times" on his FCC activities to Mr. Draper. At close of his testimony, attorney Kays made state-

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Cummins

Richard G. Cummins, former creative director of Erwin Wasey, Ruthrauff & Ryan, New York, appointed to new post of vp and creative director of central division of EWR&R with headquarters in Chicago, effective immediately. Central division includes Pittsburgh and Houston offices in addition to Chicago. For past two years Mr. Cummins has been with Aitkin-Kynett, Philadelphia advertising agency. Mr. Cummins will be responsible for supervising and coordinating all creative activities, including art, copy and radio-tv copywriting.

Oliver A. Unger, formerly president and board chairman of National Telefilm Assoc., has joined Home Entertainment Co. as executive vp and member of board. He will supervise programming for wired pay tv system which he has developed and is ready to franchise. As NTA president, Mr. Unger pioneered in bringing feature films to television.


Mr. Reynolds

John T. Reynolds has been appointed to newly - created position of vp and general manager, network programs, Hollywood, CBS-TV. Mr. Reynolds, who had been vp, administration, Hollywood, will now supervise and coordinate all west coast creative and operating departments. Before joining network, he was vp and general manager of KHJ-TV Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

ment attacking FCC counsel and denying any wrongdoing.

Also called Friday was William M. Madison, Jacksonville city attorney, who testified there were no entries in minutes of city council meetings mentioning Mr. Draper in any way as attorney for city applicant. After Friday session, hearing was adjourned to Oct. 11, when testimony will be taken concerning alleged off-the-record contacts on behalf of winning applicant Florida-Georgia Tv Inc. (WFGA-TV). Third applicant, Jacksonville Broadcasting Co., has not been accused of improper conduct.

FCC revises ethics code

Members of FCC last week dusted off cobwebs from September 1954 code of ethics covering commission staffers and made several editorial changes.

Major change reportedly was deletion of language telling employes how to act during strictly social engagements. Commissioners themselves do not come under provisions of code but are guided by administrative order of President.

Spartanburg case resumes

Chief FCC Hearing Examiner James D. Cunningham Friday (Sept. 8) scheduled Sept. 20 as date for new hearing in court-remanded grant of ch. 7 Spartanburg, S. C., to Spartanburg Radiocasting Co. (WSPA-TV). Case has been before FCC and courts many times (BROADCASTING, July 31) on protest of ch. 40 WAIM-TV Anderson, S. C. Latest hearing was ordered by court because *ex parte* charges against WSPA-TV were not explored in previous hearing.

WHDH-TV asks for uhf under new FCC proposal

WHDH-AM-FM-TV Boston Friday asked FCC to accept application for ch. 26 in that city to repeat simultaneously programs of ch. 5 (WHDH-TV). Station said it is filing now to obtain priority if FCC adopts proposal to permit vhf-uhf dual operation and free assignment of uhf channels (BROADCASTING, July 31).

WHDH said it's requesting no waiver of current FCC rules which "clearly would require denial because ch. 26 is not currently assigned to Boston" and because of existing FCC rules forbidding duopoly.

WHDH said application should be accepted for filing on FCC's announced "first come, first served" policy or else "would-be first-comers" will be discouraged by starting simultaneously with later comers.

Station estimates construction cost of ch. 26 outlet at $347,563; first year's operating cost of $45,000 and first year's revenue: None.

'CBS Reports' opener to feature Eisenhower

Former President Dwight D. Eisenhower will be star and subject of opening *CBS Reports* program of season, Oct. 12 (10-11 p.m.). Filmed hour will have Mr. Eisenhower discussing ups and downs of his administration. It will be first of series of such programs CBS-TV will present on former Chief Executive, announced last May (AT DEADLINE, May 8).

FCC renews WNEW-TV despite Minow dissent

Over dissent of Chairman Newton Minow, FCC Friday (Sept. 8) announced license renewal had been granted to Metromedia Inc.'s WNEW-TV New York without prejudice to final decision in Orlando, Fla., ch. 9 *ex parte* case. John W. Kluge, Metromedia president, formerly was principal owner of Mid-Florida Tv (WORZ-TV), winning ch. 9 applicant, which has been accused of making off-the-record contacts during pendency of Orlando case (BROADCASTING, June 5). Chairman Minow said license should not be renewed until Orlando case is resolved.

WENY, KCUB sales among 14 approved

FCC approved 14 station sales in first meeting since August recess, announced Friday. Among them:

- WENY Elmira, N. Y.: Sold by Gannett Newspapers to WENY Inc. for $240,000 and agreement not to compete. WENY Inc. is headed by D. M. Simmons and associates who also have interest in WMMB Melbourne, WOND Pleasantville and WOSJ-FM Atlantic City, all New Jersey.
- KCUB Tucson, Ariz.: Sold by Ralph R. Boffard to Oscar I. Dodek and Maxwell M. Marvin for $225,000 plus $25,000 for consultancy and agreement not to compete. Messrs. Dodek and Marvin own KABQ Albuquerque, N. M. Chairman Minow and Commissioner Lee voted to send letter concerning excessive spot announcements.

Business briefly...

Curtis Publishing Co., Philadelphia, has started radio-tv drive for its revamped *Saturday Evening Post.* One-minute announcements on all four radio networks and prime time spot tv commercials in about 30 markets will be used each Tues., Wed. and Thurs. Agency: BBDO, N. Y.

Westclox Division, General Time Corp., N. Y., has begun four-month spot radio drive on 220 stations in 90 markets. Agency: Hicks & Greist, N. Y.



WJW TV - *CLEVELAND'S NUMBER ONE STATION* IS GAINING MOMENTUM...*

ON TRACK EIGHT

with

- POST '48 MOVIES
- EXCITING NEW MORNING SHOW
- INCREASED NEWS COVERAGE
- CLEVELAND BROWNS FOOTBALL
- CLEVELAND INDIANS BASEBALL
- CLEVELAND'S ONLY LATE MOVIE MONDAY THRU FRIDAY

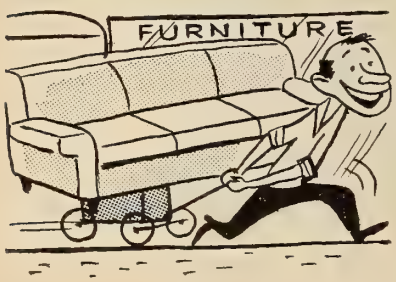
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*JULY 1961 ARB

What they see on WJAC-TV



THEY BUY!



The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

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DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

SEPTEMBER

Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers.** Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar,** sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 15-17—**New York State Educational Radio & Television Assn.,** fall meeting. Keynote address by Kenneth G. Bartlett, Syracuse U. Pinebrook, Upper Saranac, N. Y.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

*Sept. 21—**Chicago Federated Advertising Club,** Morrison Hotel, 12 noon. Speaker: Rod Erickson of Filmways Inc., New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 23—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.**

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 28-29—**Tennessee Assn. of Broadcasters,** Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president-elect; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben

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two eyes are better than one



CBS-TV, CHANNEL 6

KMOS-TV

SEDALIA, MO.

IS NOW JOINED WITH

CBS-TV, CHANNEL 13

KRCG-TV

JEFFERSON CITY

This two-station hook-up now dominates central Missouri. Gives you strong sales-support in 39 productive counties, with EBI well over one billion dollars, up nearly 3% from last year. You'd need ten newspapers or a dozen radio stations to cover this productive market—but KRCG-TV plus KMOS-TV can do the whole job—and better, for less. Transmitting top CBS shows and strong local features on both Channel 6 (Sedalia) and Channel 13 (Jefferson City) they're hitting new highs in audience-response, and total homes. It's time NOW to take advantage of this new selling-force in central Missouri. Reach for the phone, and get full details from your Blair man.

JEFFERSON TELEVISON COMPANY, Jefferson City, Missouri

Represented nationally by BLAIR TELEVISION ASSOCIATES



Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter;* Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—National Federation of Advertising Agencies, central states group. Lake Tower Motel, Chicago.

Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—American Women in Radio & Television, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—American Women in Radio & Television, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

Oct. 2-4—**Canadian Electronic Conference of Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences,** luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instruc-

RAB management conferences

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

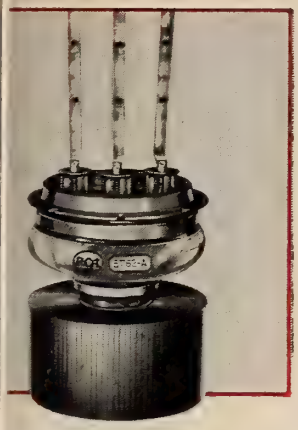
Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

RCA-5762A POWER TRIODE FOR TV & FM



AN IMPROVED VERSION OF A PROVEN FAVORITE

For years telecasters have known and relied on the RCA-5762. Now the 5762A combines the rugged dependability of the original with important improvements.

The 5762A is unilaterally interchangeable with the 5762/7C24. Its entirely new grid design and grid characteristics make it ideal for both TV and FM. Its maximum plate dissipation is 4 Kw and it can be used at the highest VHF channel. The synchronizing-level power output is 6.35 Kw with less than 1 Kw of driving signal.

The new type retains the highly efficient radiator of its predecessor; the thoriated tungsten filament for economical power consumption; the complete shielding between filament leads and plate; the low grid-to-plate capacitance; and the high perveance. It is a worthy successor to one of the most respected tubes in broadcasting.

Also from RCA...

A NEW GENERATION OF BROADCAST VETERANS

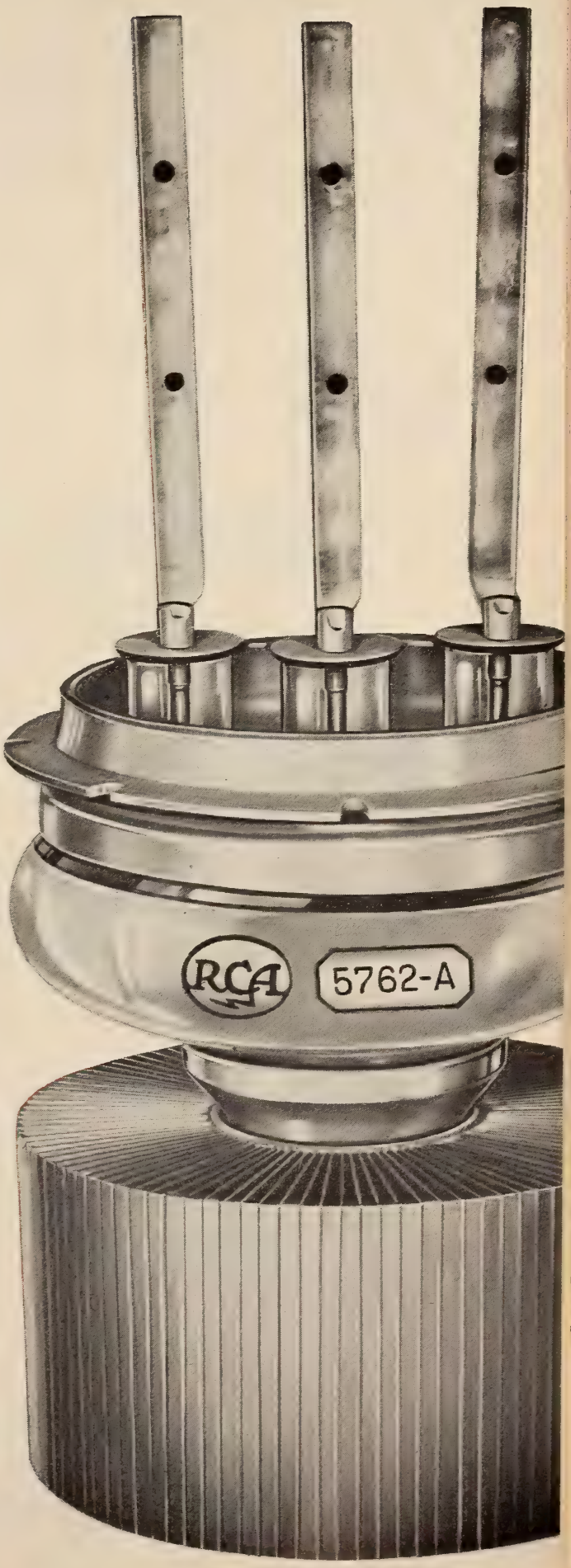
Every familiar RCA broadcast tube has been steadily improved over the years. Each of the types below, manufactured for years, are in service in hundreds of transmitters. Today's *improved* versions represent the best transmitting tube investment the broadcaster has ever been able to make.

No.	Type	Typical Broadcast Application	Service	Plate Dissipation Watts	Power Output Watts
813	Beam Power Pentode	TV	AF Power Amplifier and Modulator	100 (CCS)	380 (two tubes)
833A	Power Triode	TV Radio	AF Power Amplifier and Modulator	300 (CCS)	1650 (two tubes)
6166A/ 7007	Beam Power Tube	TV	RF Power Amplifier	12,000 (CCS)	14,000
575A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
673	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
866A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
872A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
8008	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		

Be sure you have the latest ratings and technical data on these important tube types. Check with your Authorized RCA Broadcast Tube Distributor this week—or write directly to Commercial Engineering, Section I-13-0-2, RCA Electron Tube Division, Harrison, N. J.

RCA®

The Most Trusted Name in Electronics



talk about public service!

All Cincinnati is talking about the joint press conference which WCKY Total News and Information arranged and broadcast between bitter enemies James Hoffa, International General President of the Teamsters Union, and James Luken, leader of 4 Cincinnati Teamster locals which have broken away from the Teamsters. Hoffa visited Cincinnati August 27th in an attempt to rally the rest of the Teamster locals and to prevent further revolts. WCKY persuaded Hoffa and Luken to appear face to face on the Sunday afternoon press conference. ■ We opened the conference to all reporters who wished to attend. Over 40 representatives of radio and TV stations, newspapers and magazines accepted our invitation, among them the New York Times, the Detroit Press, the Dayton Daily News, KWK St. Louis, WIP Philadelphia, WOSU Columbus, UPI, AP, Mutual, NBC-TV, CBS-TV, Life Magazine and all the other Cincinnati radio and TV stations and newspapers. The broadcast ran an exciting 40 minutes of questions, answers, give and take between Luken and Hoffa. ■ Favorable comment poured into our WCKY switchboard after the broadcast from Cincinnatians who are vitally interested in such public discussions. No wonder WCKY is Cincinnati's most talked about news station! You talk to your AM Radio salesman about WCKY!

wcky

50,000 WATTS • CINCINNATI

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

tional television, sponsored by **Purdue U.** in cooperation with **UNESCO** and the U.S **National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.**

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society,** annual fall conference and technical exhibit. **Hotel New Yorker, New York.**

Oct. 10—Annual outing, **Federal Communications Bar Assn.** Golf, tennis, baseball game, cocktails and buffet supper. Woodmont Country Club, Rockville, Md. (Washington, D. C., area).

Oct. 10-11—**Texas Assn. of Broadcasters.** Speakers include Rep. Walter Rogers (D-Tex.); FCC Commissioner Robert T. Bartley; Harold Cowgill, consultant. Adolphus Hotel, Dallas.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

*Oct. 17-19—**Kentucky Broadcasters Assn.,** annual fall meeting. FCC Commissioner Frederick W. Ford, guest speaker. Phoenix Hotel, Lexington.

Oct. 19-21—**Advertising Federation of America,** 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television,** Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television,** west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 26-28—**Mutual Advertising Agency Network,** management meeting. Palmer House, Chicago.

*Oct. 26-28—**North Dakota Broadcasters Assn.,** annual meeting. Holiday Spot Motor Hotel, Minot.

Oct. 27-29—**American Women in Radio & Television,** southwest area conference. New

Storer Programs Inc.

Presents

a Distinguished New Television Series

Men of Destiny

Featuring:

Pulitzer Prize Journalist Bob Considine

in an exciting new television series on the lives and times of the world's most outstanding personalities who helped shape the political, cultural, social, military, and scientific patterns of our times.

Now joining SPI's initial program offer "Divorce Court" sold in the markets below:

San Francisco, Washington, Dallas/Fort Worth, Houston, Los Angeles, Baltimore, Buffalo, Seattle, Sacramento, Detroit, Cleveland, Atlanta, Milwaukee and in numerous other markets.



NEW YORK: 500 PARK AVENUE, PLAZA 2-7525 · CHICAGO: 333 NORTH MICHIGAN AVE., CENTRAL 6-3863
LOS ANGELES: 338 S.WESTERN AVE., DUNKIRK 3-4691 · ATLANTA: 1018 W. PEACHTREE ST., N.W., 875-8576



The CREATIVE Television Station in This important ALBANY - SCHENECTADY - TROY MARKET

Selling the Great Northeast

abc

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WAST
ch. 13 ALBANY, N. Y.
WILLIAM A. RIPLE, *General Manager*

DANCER-FITZGERALD-SAMPLE BUYS COLOR TV

With its Sunday night "Bullwinkle Show," General Mills makes the move up to Color TV this Fall. The trend to Color is growing. Are you with it? Learn more about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Orleans.

Oct. 27-29—**Advertising Federation of America**, women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

*Oct. 28-29—**Kansas AP Radio-Tv Assn.** meeting. Broadview Hotel, Wichita.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers** and **Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters**, fall convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers**, annual national meeting. The Homestead, Hot Springs, Va.

*Nov. 3—Oral argument on **FCC's** option time proposals (rescheduled from Oct. 27).

Nov. 5-8—**Broadcasters Promotion Assn.**, annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 10—**California Broadcasters Assn.**, annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10—New deadline for comments in **FCC** rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 5).

Nov. 10-12—**Advertising Federation of America**, 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 12-15—**Public Relations Society of America**, 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

*Nov. 13-16—**Public Relations Society of America**, 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14-16—**IRE, Mid-America Electronics Conference, Kansas City, Mo.**

Nov. 15-16—**American Assn. of Advertising Agencies**, eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising**, annual meeting. Statler-Hilton Hotel, Detroit.

*Nov. 17-18—**Oregon Assn. of Broadcasters**, fall meeting. Multnomah Hotel, Portland.

Nov. 24-25—**Advertising Federation of America**, 8th district convention. Hotel St. Paul, St. Paul, Minn.

DECEMBER

*Dec. 4—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Dec. 4—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

*Dec. 6-8—**NBC Radio & Tv Affiliates**, annual convention. 35th anniversary observance. Beverly Hliton Hotel, Beverly Hills, Calif.

*Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 5).

cipher

To reach people, a station needs more than a transmitter. It can not treat people as though the public were a cipher. Only those stations which program with a due regard for the needs of the people, are truly important to people. How well we have succeeded is perhaps best indicated by this fact: each of our radio and television stations commands the allegiance of the most responsive audience in its coverage area. People listen. People watch. People know.

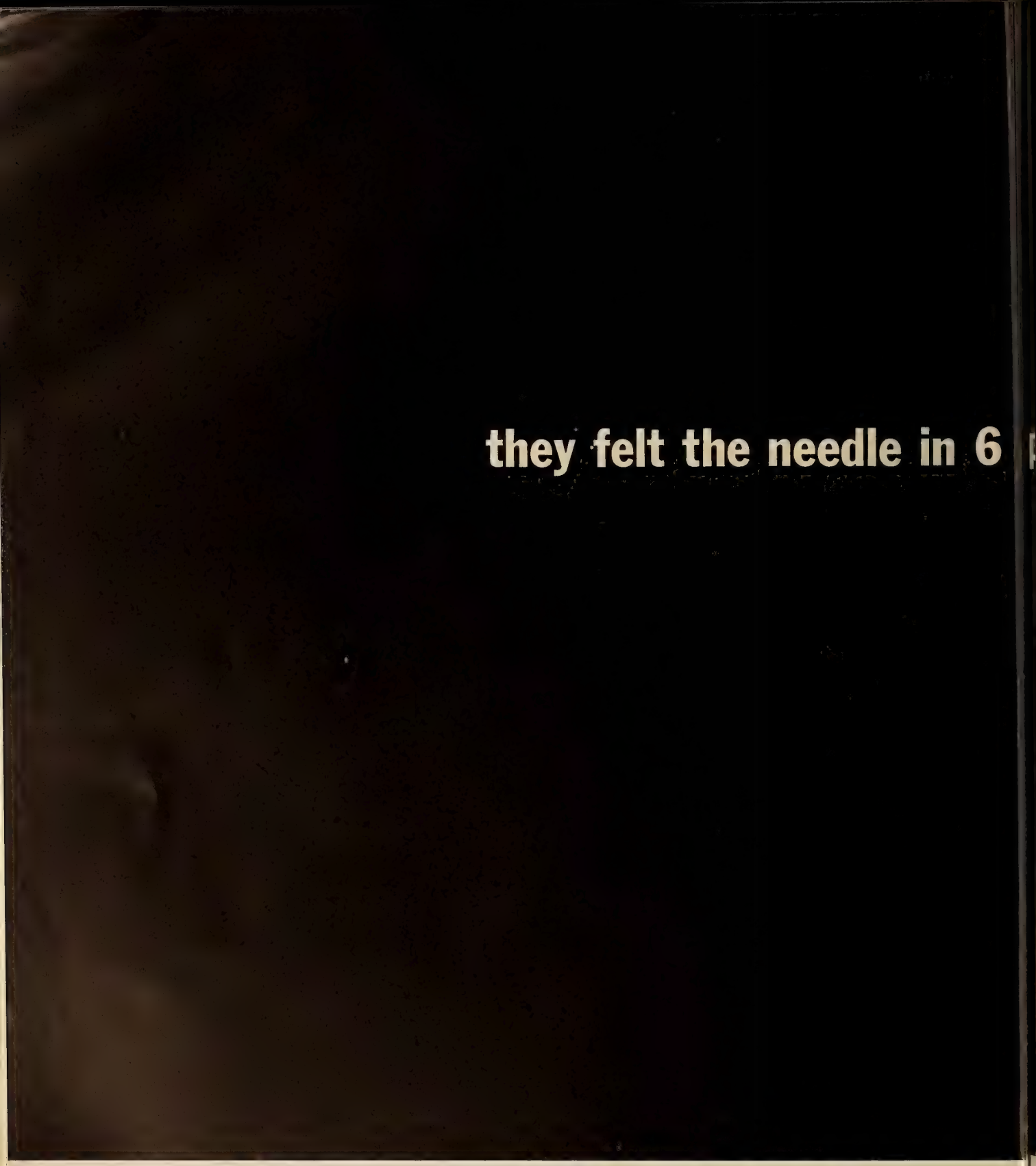
POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D. C.

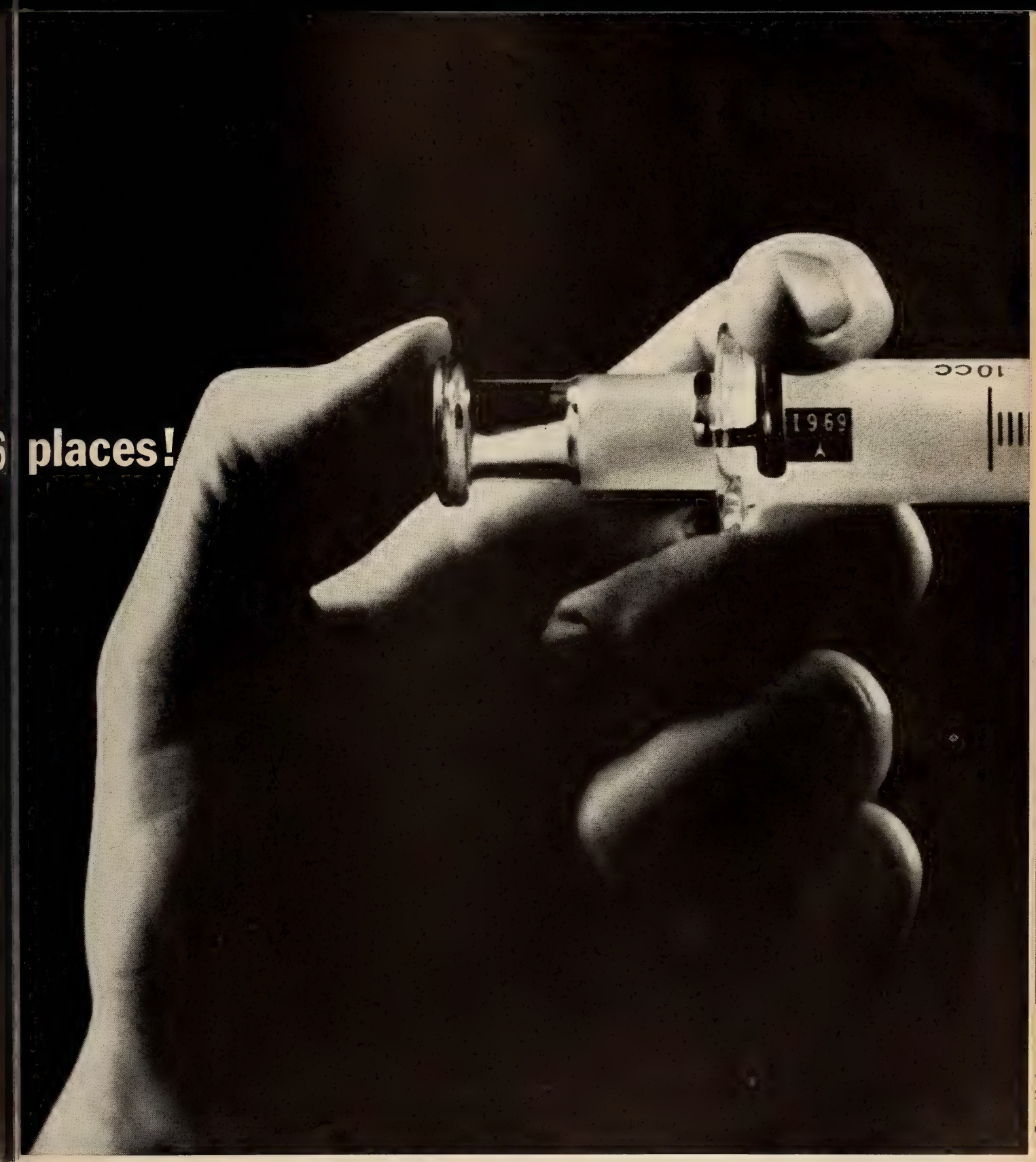
WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D. C.



(all 6 ABC owned radio stations started a

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The



community action polio-vaccination drive)

result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Enjoyable

EDITOR: I enjoy BROADCASTING. It's a good book and the reporting and make-up are excellent. Your comprehensive market features are very well done. You can be very proud of the very fine list of institutional advertisers you have.—*M. Anthony Mattes, Manager Advertising Department, Standard Oil Co. of California, San Francisco.*

Doubly worthwhile

EDITOR: I have had some nice letters and comments about the article [MONDAY MEMO, Aug. 28] which make it doubly worthwhile. As a long-time media reader of BROADCASTING, I have always admired the thoroughness of your treatment of the industry.—*James W. Beach, Foote, Cone & Belding, Chicago.*

Minow file

EDITOR: I am interested in completing my personal files on the current status of the FCC's role in the regulation of broadcasting. I should very much appreciate it if you would send me clippings of your major 1961 editorial statements on government regulations of broadcasters' programming, particularly as it concerns the celebrated speech of Newton Minow—*E. Patrick Healy, Director of Media Relations and Planning, Young & Rubicam, San Francisco.*

[The editorials have been dispatched.]

Politz survey

EDITOR: WBEN would like your permission to reprint your fine article on the Politz Radio Survey (BROADCAST ADVERTISING, Aug. 28). We will give credit to BROADCASTING on each copy.

We will . . . distribute them around the time our salesmen make slide and tape presentations to prospective local advertisers.—*Joe A. Haeffner, Promotion Manager, WBEN-AM-FM-TV Buffalo, N. Y.*

[Permission granted, with proper credit to BROADCASTING].

Texas market story

EDITOR: . . . I think the issue boosting Texas was well written and gives several towns wide publicity. But whoever wrote it failed to get out of Waco. It is merely stated that Fort Hood is 46 miles away; actually, Fort Hood joins Killeen, with 23,000 population. KLEN serves more than 63,000 people within a ten-mile area. I really enjoy reading your magazine.—*A. W. Stewart, President, KLEN Killeen, Tex.*

Outsider

EDITOR: I am 24 and have an honors degree from Liverpool University in politics and economics. I have only one ambition and that is a career in broadcasting on the current affairs side. As it is impossible to enter broadcasting in Britain because the BBC selects only Oxford and Cambridge men in limited numbers, I am anxious to try my luck in the U. S.—and am ready to come over now.

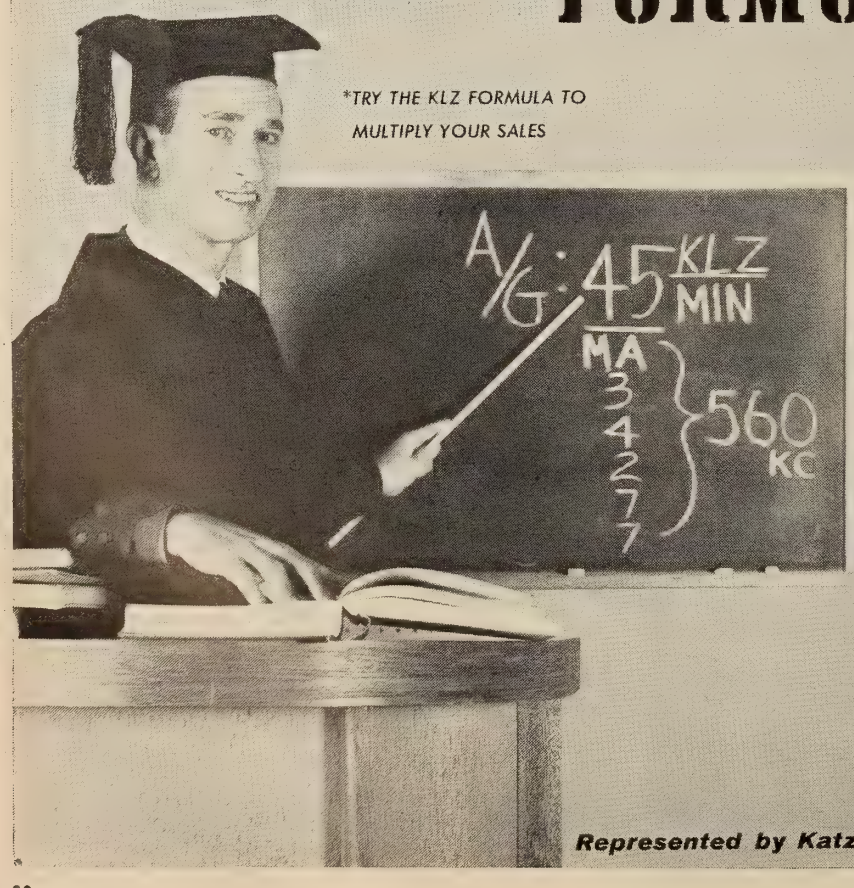
I visited the U.S.A. in 1959 as a vacation student and did broadcasts at WNAG Grenada, Miss., and WSOC Charlotte, N. C. I have journalistic experience and have made many tapes in Europe and Britain. I have been a professional interviewer recruiting students for industry since graduating in 1960.

I am not a reserved, dyed-in-the-wool Englishman. I am just the opposite—lively, friendly, informative and more American in outlook. Could you please put me in touch with possible employers, preferably in the South? *Brian G. Holder, 37 Lawford Road, Rugby, Warwickshire, England.*

Broadcasting manners

EDITOR: It did my heart good to read "Wanted: good manners" [OPEN MIKE,

*KLZ radio a FORMULA STATION?



*TRY THE KLZ FORMULA TO MULTIPLY YOUR SALES

SURE . . . KLZ has a formula of balanced broadcasting calculated to deliver a buying audience with mathematical precision. Good music plus top CBS variety shows plus great news reporting, minus phony sound effects, equals 560-KLZ's dial position.

If you're only getting a fraction of the business you want, let "Professor" Art Gow increase your sales quotient.

"The Art Gow Show," heard from 10:10 to 10:55, weekdays, multiplies listeners by adding them to the show. Art plays, on piano and organ, their telephone requests made directly to him while he is on the air.

Figure the percentages and the sines point to KLZ Radio for increased sales.

KLZ radio
560 · CBS IN DENVER

Represented by Katz Agency

IN RADIO IT'S THE SALES CLIMATE THAT COUNTS !

WPEN
PHILADELPHIA

Creates A Responsive Audience With

PACE SETTING
***VIGNETTES**
25 DAILY

EXCLUSIVE
***HELICOPTER**
TRAFFIC REPORTS

VETERAN
PERSONALITIES

FIGHTING
EDITORIALS
FIRST IN PHILADELPHIA

MIDDLE OF THE ROAD
MUSIC

AWARD WINNING
***NEWS**

WPEN
PHILADELPHIA

**Ask For Availabilities*
Represented Nationally By **GILL-PERNA**

WGN
is
#1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio
in Chicago
No. 1

First in sound!
First in service!
First in sports!

★ ★ **FIRST!** ★ ★

Chicago's Quality Radio Group station

Aug. 28]. I am in complete agreement with this gentleman.—*Richard L. Stinnett, St. Louis, Mo.*

EDITOR: . . . During the past few weeks, I have forwarded some 40 resumes in answer to Help Wanted ads in your columns. To date, I have received exactly two answers—one offering a beginner's salary, despite my experience dating to 1935 in radio, tv and the theatre, and one which required more activity in sales than I feel qualified to accept. . . . (*Name withheld by request*).

Logology

EDITOR: We thought you might be interested in the reaction of our news editor, Lloyd Emmert, to the combination of a



request for logging music (BMI) and the FCC's proposed logging changes.—*Ted Rand, General Manager, KDRS Paragould, Ark.*

BOOK NOTES

Television in the Public Interest, by A. William Bluem, John F. Cox & Gene McPherson, Hastings House, 190 pp; $6.95

Tips and detailed instructions on how to prepare public service announcements and programs for tv are provided here by three specialists in the field. Mr. Bluem is director of television programming for the tv-radio center of Syracuse U.; Mr. Cox is television coordinator of the National Education Assn., and Mr. McPherson is production director of WBNS-TV Columbus, Ohio.

The authors outline the correct public relations approach to induce commercial stations to carry public service spots—"Don't bring the FCC with you," they caution, "A station is not required to carry all public service material submitted to it. . . . A station would certainly resent any implication that it had to be forced to have a public conscience."

Technical skills, such as preparing scripts, using film, tapes and slides and proper on-camera conduct, are covered thoroughly. The text book is illustrated with drawings and photographs.

MICHIGAN'S
UPPER PENINSULA
IS EASILY AVAILABLE
NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City
WTOM-TV Cheboygan

One Rate Card

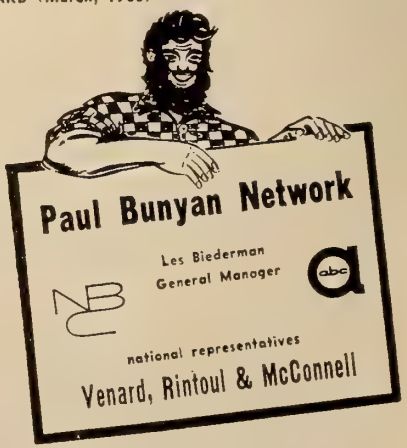
Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

Why WOW-TV bought Seven Arts Vol. I and Vol. II

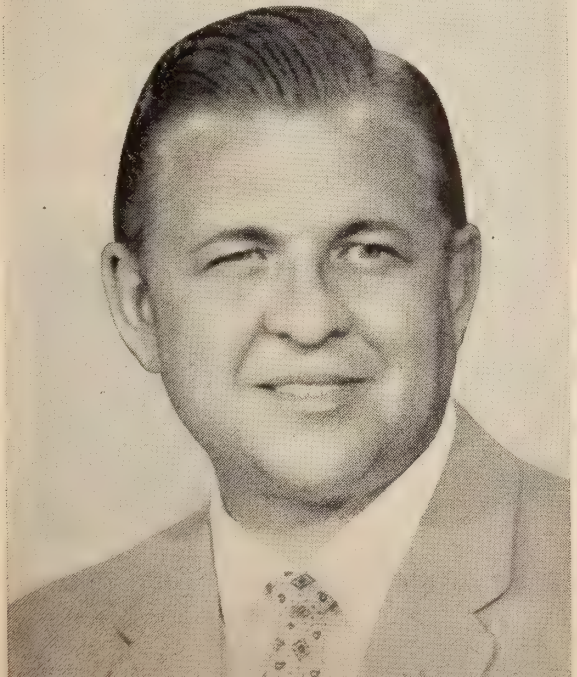
Says Bill McBride:

"With this top quality feature film fare, we

CREATE AN IMAGE

that helps pull in audiences around the clock. Both packages of these Warner's 'Films of the 50's' are very well balanced in action, drama, comedy and variety. Now we can telecast today's top stars, in today's pictures, to today's audience."

BILL McBRIDE
Program Director
WOW-TV, Omaha, Nebraska



Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton..
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction..

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from CHARLES E. CROWLEY, E. I. du Pont de Nemours & Co.

A good tv commerical has drama, realism in right mixture

If anything characterizes our attitude toward corporate messages, it is that we prefer to think of them as "stories of chemistry" rather than as "commercials." A story implies a plot with beginning, middle and end, and all the other elements of a successful dramatic show. Most of our successful commercials have these ingredients. We try to have commercials revolve around a problem important to the viewer; then we solve the problem as it would be solved in any dramatic work.

In looking to create a better public understanding of du Pont and its activities, we frequently tell our story in terms of a product. We begin the creative task by considering how this product can be related to the self interests of the viewer. Since many of our products serve the viewer in a form he can't readily recognize, this is often a difficult job.

Judging by research studies, one of our most successful commercials opens on an apartment house fire, with the sound of sirens to make the viewer look up from his evening paper. Then we introduce a man who escaped the fire and show his anguish as he learns of an elderly neighbor who has died. Quickly, we establish his character as he resolves to design a fire alarm that will prevent such tragedies, as he struggles to find a fool-proof power source to keep the warning horn blowing.

Suspense ▪ In this two-minute film, we create suspense as he tries and fails, until with the aid of du Pont research he succeeds in developing a successful warning device. The end of our story, shows du Pont "Freon" propellant solving the inventor's problem and contributing to safety.

Added to the dramatic elements of the basic story, based on fact, are such things as well-written, properly-delivered narration, quality production, good taste and authenticity. The combination in this instance produced a commercial that conveyed our message about research and technical service.

From extensive research studies, these and other guide posts or principles have been developed, tested and verified. We believe generally that when they are applied, a commercial has an advantage in its bid for success. Still there is always the inevitable commercial with inspired writing and superb pictures that makes a hit with viewers even though it violates all the principles.

Our creative people know that such elements as intelligibility, demonstration, the "you" approach, and a compelling initial signal enhance a commercial's chance of success. In fact, analysis of our commercials in light of such qualities allows our research consultants to predict with reasonable accuracy what viewers will learn.

And yet we have found through our own experience that even talented people, by oversight or by design, occasionally omit important principles. We have evidence to indicate that there's a reduction in effectiveness when they do.

It is our feeling that interesting, informative and believable commercials can accomplish the same ends as techniques which are overly repetitive, loud, or border on the annoying. Du Pont commercials are designed to be intriguing, factual presentations of subjects of significance to viewers.

Agency Talent ▪ To make them so, we rely on the creative talents of our agency and our own commercial supervisor and on the judgment and taste of our five-man tv section, plus the specialized knowledge and experience of technical, legal and public relations advisors. Accuracy and honesty are prime requirements.

Laboratory scenes, for example, are staged with such care that we've never had a scientist complain about their authenticity. Whenever a dramatic demonstration has been in conflict with technical accuracy, it has had to give way. Whenever a copy line has implied more than a product can perform, it has been challenged and deleted. Whenever a product point seems to disparage someone else's product, it's restated to stand on its own merits.

The policy on product points got a severe test recently while we were demonstrating some anti-freeze protection. We wanted to show a radiator boiling over. To avoid associating the demonstration with a particular make of car, we sought—and found—a rebuilt car that had features of several makes but could be identified with none.

Real People, Places ▪ We've found that real people and places add to the believability—and acceptability—of our commercials. We've used retired employes, research chemists, county judges and government scientists on camera. Their performances make up in reality what they lack in acting ability and we plant to continue using real people on screen where they can be most effective. We've shot footage in plants and laboratories, on farms and in the deserts and mountains.

By following our principles, we have been able to measurably increase the effectiveness of corporate commercials. For example, during the four-year tenure of *Show of the Month* (CBS-TV), the application of these principles resulted in a significant increase in the percentage of viewers who could prove they had seen the commercials. In the last two years of the series, it is estimated each commercial attracted and held nearly one million more viewers than during the first two years.

Lest creative people be concerned that we believe in writing commercials by formula, we should point out that our final principle is, "Don't be afraid to break a rule." We want to plot new directions continually and to try new commercial techniques, and we will study and evaluate new ideas with the hope of verifying other principles which might help us write more effective commercials.

There's no pat formula for effective commercials. We don't even want to find one, for in so doing we might lose the really great story that breaks all the rules. But not even the most sensitive creative person can object to an occasional reminder of basic principles.

Charles E. Crowley, as manager of television for E. I. du Pont de Nemours & Co., is active in both du Pont's tv commercial and programming activities. He joined du Pont 12 years ago and was initially associated with the company's Atlantic City exhibition. He later supervised men's wear advertising for the textile fibers division. A graduate of Syracuse U., Mr. Crowley served as a captain in the U. S. Air Force during World War II.



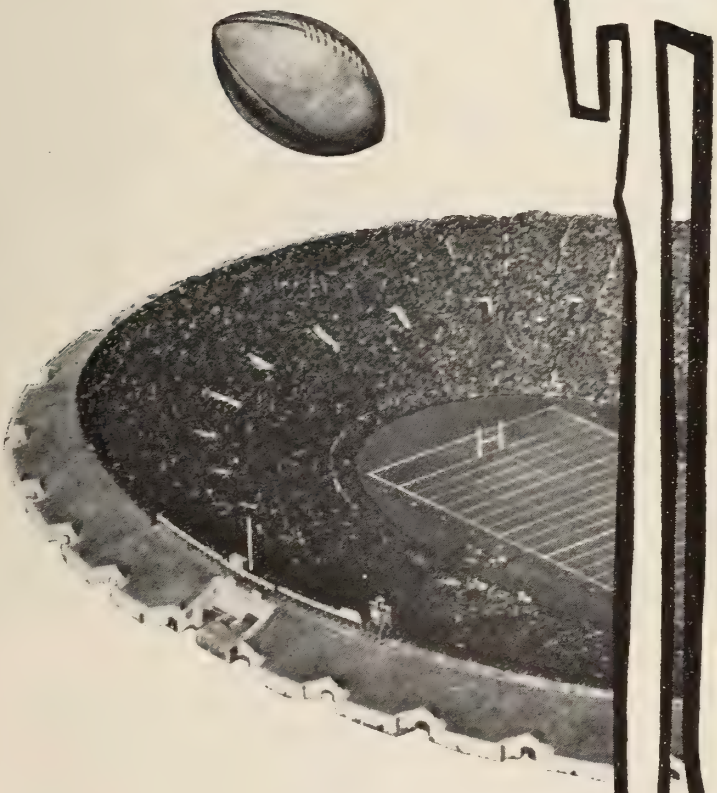
The Saturday Sound of New Haven

For the 10th consecutive year, *exclusive* action packed play-by-play broadcasts of Yale football every Saturday.

***Every* day of every year you get sales action from Big Buy WELI.**

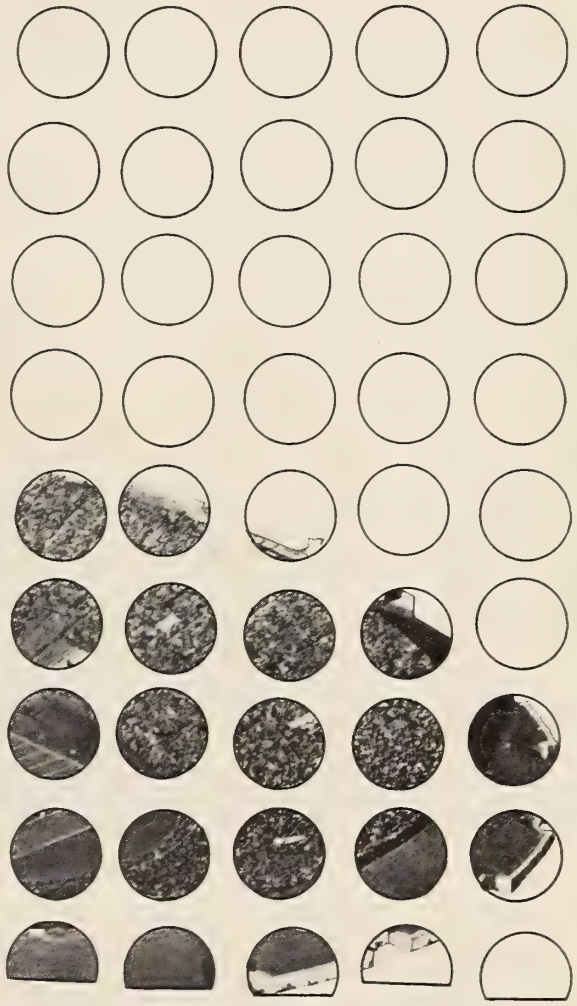
For your WELI *Plus*-Radio* Plan, ask your H-R man! In Boston, call Eckels!

Full-scale merchandising, from Sound to Sales



WELI

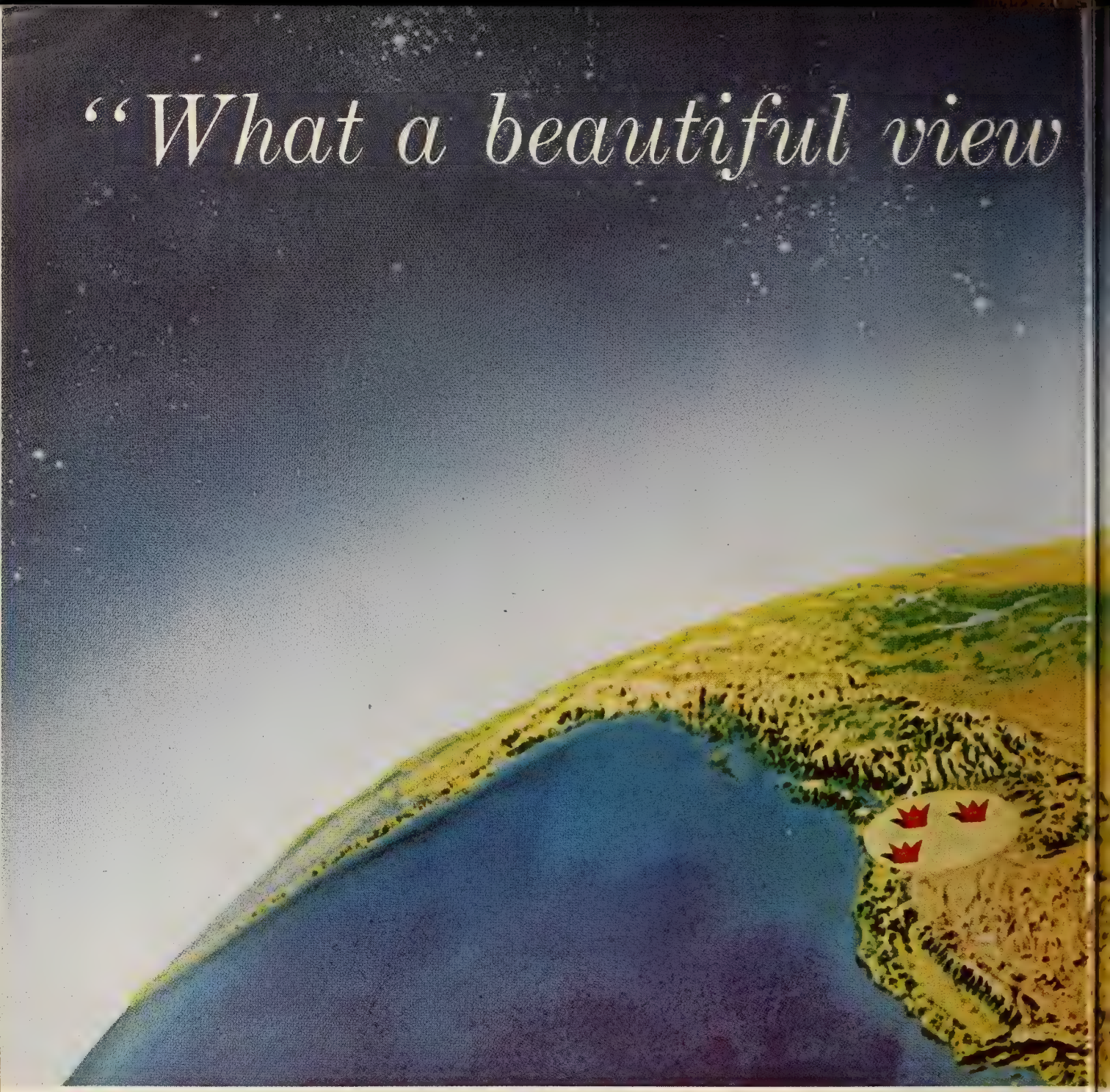
THE SOUND OF NEW HAVEN



5000 WATTS / 960 KC

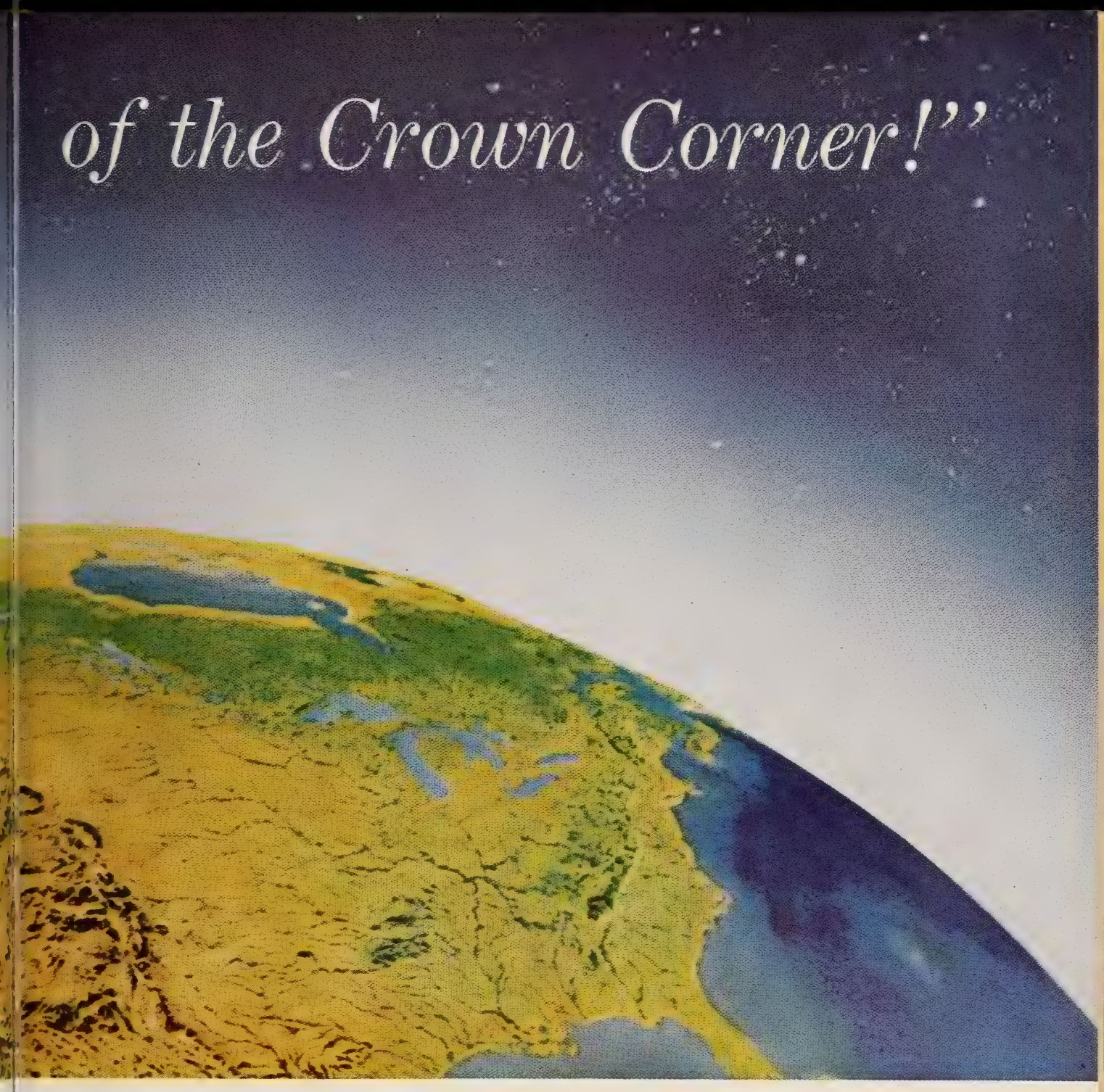
NEW HAVEN, CONN.

"What a beautiful view



Thank you, Commander Shepard and Captain Grissom. ♛♛♛ Not for the quote, of course – just for the idea. ♛♛♛ Seems we have a problem of pinpointing the location of the Crown Stations for some of our advertising friends in New York, Boston, Philadelphia, Cleveland, Detroit, Chicago, etc. ♛♛♛ So just for the record: ♛♛♛ We operate the three most enterprising broadcast operations in Portland, Seattle, and Spokane (TV, AM, and FM). Together, we cover 75% of your customers in the Pacific Northwest. ♛♛♛ There is one further item that needs clarification. ♛♛♛ Strange as it seems, there are still a few time buyers around who continue to think of the Pacific Northwest as the end of the line. Indians, loggers, dance-hall girls, bewhiskered prospectors and all that stuff. Sort of an authentic Gaslight Club. ♛♛♛ We wish to correct that impression. Most of the Indians we know are now selling mutual funds, building 707 jets, or designing atomic reactors. The sons and daughters of the loggers and the dance-hall girls are either erecting new apartment houses or speculating in soy bean futures. And honestly,

of the Crown Corner!"



we haven't seen a man with a beard since the last time we visited San Francisco. ♛♛♛ The truth is the Pacific Northwest is jumping. We're even jumping ahead of New York with an internationally recognized Fair – the Seattle World's Fair – starting next spring. We have 4,000,000 people making more money than ever before. We've become the second largest and second richest market in the West. Second only to California, of course, and they're second to nobody (as you may have heard). ♛♛♛ One last word. Our major claim to fame is not that we blanket the big population centers of the Pacific Northwest. Our major claim is that we serve them. ♛♛♛ Know a more beautiful way to sell?

THE CROWN STATIONS

KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane



there is nothing harder to stop than a trend

ABC-TV, with 8 out of the top 15 shows, again shows the way in audience ratings.*

Where program popularity counts most... in the markets where they can watch all 3 networks . . . most homes continue to watch ABC. The latest 24-Market Nielsen also records some leading reasons for ABC's popular victory: *Adventures in Paradise, The Untouchables, Naked City, My Three Sons, 77 Sunset Strip, Lawman, The Flintstones, The Rebel*...8 shows, that is, in the top 15. More shows, that is, than Nets Y & Z combined. More grist for the trendmill.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending August 20. All commercial programs, Monday through Sunday, 6:30-11:00 P M.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 11, 1961, Vol. 61, No. 11

WHAT COULD REPLACE OPTION TIME?

CBS-TV's new compensation plan might set the pattern

Networks would need stronger position with affiliates

Agencies might become potent force in station programming

New patterns are beginning to take shape in the relationships between television networks and their affiliates and may be propelled into reality by decisions to be reached in the next few months.

The result may, in turn, produce changes in the buying habits of advertisers and lead to more widespread involvement of agencies in the programming decisions of stations.

The speed with which the new outlines take form will depend primarily on what FCC does in its pending option-time case. But FCC's impending action is not the only energizer at work. The whole question of network program clearances, already a multi-million-dollar problem for the networks, is becoming more difficult for both networks and advertisers and is therefore commanding more time and thought in search of fresh solutions.

If option time is abolished, then obviously the traditional network-affiliate relationship will move into a totally new era to be governed by a totally new set of values. If option time is wholly or partly retained, a new set of approaches will probably evolve gradually from the networks in an effort to increase their importance to their affiliates and thus solidify the access at least partially assured them by option time.

Odds Stacked ▪ These views, although not unanimously held, reflect the consensus of representatives of both extremes in the debate over the importance or unimportance of option time in the networking economy. It is also their consensus that the odds are higher than 50-50 that FCC's decision will go heavily against option time.

This opinion is a seemingly realistic extension of the sequence of events in which (1) FCC ordered option time cut from three to two and a half hours per day-part (BROADCASTING, Sept. 19, 1960) (2) The networks did not appeal this decision but opponents of option time did, on the ground that it is not only improper but illegal, and (3) FCC asked the court to return the case without decision, so that the commission could have a fresh look at it.

This look is now coming up. FCC has set Oct. 6 as deadline for filing comments and Nov. 3 for oral argument. The networks indicated last week that they would not let pass this opportunity to marshal as strong a case as they can make in opposition to critics—notably KTTV (TV) Los Angeles and the Justice Dept.—who contend that option time violates antitrust law and must therefore be abolished. The networks will renew their contention—which FCC itself recognized while cutting the amount of option time by a half-hour—that networking is in the public interest and that option time is essential to successful networking.

New Patterns ▪ Apart from the option-time question, some new patterns in the affiliate-network relationship already are at least vaguely visible. The clearest to emerge thus far is CBS-TV's new station-compensation plan, which instead of a flat rate offers a higher level of payment for clearances beyond a certain number of hours (BROADCASTING, May 8).

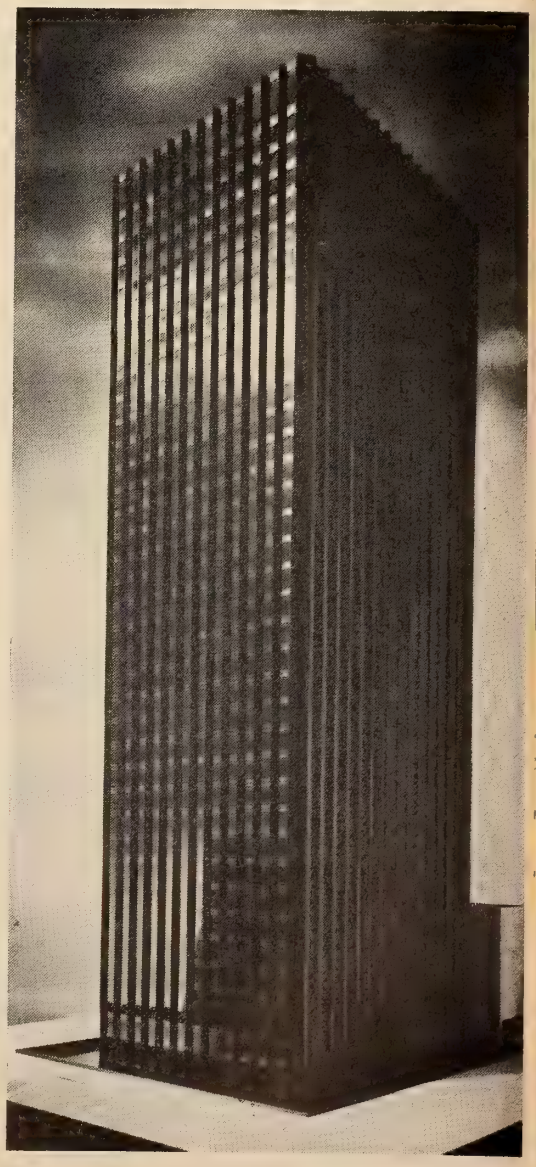
Critics have charged that the plan was designed to circumvent the cutback in option time, and FCC is investigating it along with other nonstandard contracts of all networks. CBS officials deny the plan was intended to be a substitute for option time but acknowledge that its end result may incidentally run in that direction.

Authorities at the other networks will not say that they might introduce similar plans, and some officials contend it would be both ineffectual and unnecessary to do so, but observers generally feel that if the plan passes muster with FCC and also with CBS-TV affiliates, then eventually its principles will be reflected in affiliation contracts offered by ABC and NBC.

CBS-TV Plan ▪ The plan as developed by CBS-TV eliminates the stand-

Plan for CBS New York

Construction of CBS headquarters building may be delayed by death Sept. 1 of its architect, Eero Saarinen. Mr. Saarinen had completed model (pictured at right), and he and associates were at work on final drawings. He conceived structure without interior supports to provide unobstructed floor space. Exterior would be faced with granite that would weather to charcoal gray. Site is on New York's Sixth Avenue between 52nd and 53rd Streets.



ard system of paying affiliates 30% of their gross rates for each so-called "converted hour" of commercial programming that they clear (after the first free hours). Instead, the plan pays 10% for each hour up to a certain level—about three-fifths of all commercial orders—and 60% of their rates for each hour cleared after that.

The dollar importance of clearances was emphasized by CBS-TV when it first detailed its new plan last spring. Officials said non-clearance of CBS-TV commercial orders during the first quarter of this year ran at a rate which, if projected over the full year, would mean $15 million in unrealized business for CBS-TV. Uncleared orders during that quarter, according to officials, were 61% higher than in the same period of 1960.

At that time CBS-TV had been having an especially difficult clearance problem on morning programs, which officials say has since been substantially cleared up, but reports from all three networks and from a number of advertisers say the general clearance problem—especially on nighttime shows—is becoming worse instead of better.

Closer Affiliate Relations ▪ There are differing views on what the networks would or might do to shore up clearances if option time were eliminated entirely or substantially. It appears generally agreed, however, that one of their first moves would be to step up the already-steady tempo of their station-relations activities in terms of more personal visits and even more frequent telephone and postal liaison with affiliates.

Agencies also would probably find themselves engaged more heavily in evangelistic work directly with stations. Agency executives already appear frequently on network closed-circuit appeals to improve clearances and in some cases go themselves or send their own emissaries to woo affiliates who are reluctant to clear their programs. Whether option time is killed or kept, the prevalent belief appears to be that both network and agency intervention at the station level is more apt to increase than diminish over the next few years.

This personal evangelism would be designed to minimize the so-called "checkerboarding" effect which many network authorities insist would become rampant if option time were abolished. Their contention is that especially in prime-time periods many stations would substitute local or national spot programs which yield them a better financial return, either moving the corresponding network shows into less desirable hours or rejecting them outright. Thus, according to this argument, advertisers could not be assured of reaching the audiences they were trying to reach and in addition would lose the benefits of high-rated adjacent shows.

New Buying Plans ▪ If this argument should prove true to an extreme degree then the corollary contention is that the advertisers would overhaul their current buying practices, redirecting great chunks of their budgets into spot television or other media.

At the opposite extreme is the viewpoint, shared privately by some network authorities, that abolition of option time would have no real effect on networks, advertisers or affiliates. This contention is based on the reasoning that clearance problems exist even within option time—most spectacularly in the area of public-affairs programming — and that therefore option time does not solve anything that strong programming can't solve better.

Those who take this tack argue that non-clearance stems essentially from one of four causes:

1. Desire to substitute special local-interest programs on a one-time basis: local election returns, local sports events, civic ceremonies and the like. This form of non-clearance within option time is specifically provided for in FCC rules and, while it runs into a lot of money for the networks, it is understandable and there's nothing the networks can do about it in any case.

2. Inadequate allocations: Three networks trying to get their programs into markets that have only two stations. This is obviously impossible to do on a live-feed basis. FCC recently took steps to clear up this problem in most of the major markets which still lack a third station, but the new stations remain to be built and in the meantime the competition for clearances is bitter and is apt to remain so.

3. Station avarice: This typically shows itself when a station pleads "public interest" in rejecting a prime-time network program and then substitutes a syndicated series which, sold on a local or national spot basis, brings a higher financial yield than network shows return. Some authorities contend this practice is growing because an increasing number of station managers are getting over-rides or other commission arrangements in their employment contracts and thus are exceptionally sensitive to their stations' profit-and-loss sheets.

4. Rejection of network offerings on grounds that they are too violent, lacking in taste or for other reasons are unsuitable for broadcast: This is seen as a relatively insignificant factor in the overall clearance problem. Said one official: "Not many stations have this sort of irascible integrity."

Financial Incentive Plan ▪ The possibility of solving clearance problems by holding out a bigger financial carrot to stations—unless it's a carrot too big for the networks themselves to swallow—also is discounted by a number of authorities. Their argument is that escalator compensation arrangements, somewhat akin to CBS-TV's new plan but working up to an approximate 50-50 split of the net billings, were standard features of radio network affiliation contracts for many years and yet did little or nothing to stem the tide when it turned against network radio.

On this reasoning—which obviously is not shared by CBS-TV officials—those who question the advantages of the escalator system of compensation get back to their argument that it is the quality and appeal of network programming that will always be the deciding factor in selling programs both to advertisers and to affiliates.

The timing of network orders—whether the networks get their schedules set and tentatively sold in time to seek clearances before affiliates have made other commitments—also bears on the problem, as does the volume of non-network programming that is available to stations. This latter factor is cited by both those who think that option time is essential to insure clearance and those who think it isn't.

There are those who argue that the diminishing volume of production for syndication is creating a scarcity of first-run material which, with or without option time, leaves affiliates more than

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 30-Sept. 6 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 31	**The Untouchables** (9:30 p.m.)	ABC-TV	20.2
Fri., Sept. 1	**Twilight Zone** (10 p.m.)	CBS-TV	18.5
Sat., Sept. 2	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	24.0
Sun., Sept. 3	**What's My Line?** (10:30 p.m.)	CBS-TV	20.2
Mon., Sept. 4	**Barbara Stanwyck** (10 p.m.)	NBC-TV	19.7
Tue., Sept. 5	**Thriller** (9 p.m.)	NBC-TV	18.1
Wed., Sept. 6	**U. S. Steel Hour** (10 p.m.)	CBS-TV	23.0

Copyright 1961 American Research Bureau





Above are stills from two Lionel commercials prepared by Grey Adv. Still on the left shows a boy "blow molding" a globe from the toy firm's plastics kit. A youngster and his dad (right) run a set of Lionel's HO trains.

TV PREVIEW

Lionel Corp.'s toy and train division, New York, which, it says, will spend just under $1 million (time costs) in tv between early October and the week before Christmas, has made a series of eight one-minute and three 20-second commercials for the holiday-season drive.

Lionel, which reports it invested about half that amount in tv last year, is planning to use 75 markets in the U. S. and eight in Canada, as well as half of NBC-TV's *Thanksgiving Day Parade* Nov. 23. Lionel's agency, Grey Adv., New York, now in the midst of setting up the spot drive, is trying to get spots on children's shows (4-7 p.m.).

Jacques Zuccaire, Lionel's toy and train division advertising director, noted last week, "Lionel is well aware of the dubious publicity accorded the toy industry concerning exaggerated commercials. This year's Lionel commercials were very carefully prepared to assure compliance with the NAB Code which seriously frowns on unrealistic glorification of toys. Our trains and science sets will do all that our tv commercials claim they will do."

The eight commercials, made at Transfilm-Caravel and Eastern Films studios in New York, include one for each of eight Lionel products—famous inventor series, weather station, plastics kit, electronics engineering, HO trains, satellite launching car, minute man rocket launcher, and sheriff and outlaw and gold bullion car.

ever dependent on their networks not only for news, information and big entertainment shows, but also for virtually all network offerings.

Others contend that the volume of syndicated programming is greater than ever—because of the growing number of off-network shows now being offered through syndication—and that therefore affiliates would program more of this syndicated material and clear less network programming if option time didn't exist.

There is general agreement that affiliates currently are clearing—and being asked to clear—more network material than option-time rules now require. On the average day each network is feeding some 9 to 10 hours, of which 7 and a half are in option time.

To get as much clearance as possible, some inducements are built in—for example, local cut-ins for station sale within NBC-TV's *Today* and *Jack Paar Show* (not included in the foregoing estimate of total network hours), and *Gunsmoke* re-runs which CBS-TV is offering this fall under the title of *Marshal Dillon* and which the affiliates are free to sell locally or in national spot. There is some speculation that this sort of arrangement may become more prevalent as an extra incentive to affiliates as the drive for clearances continues, whether option time continues or not.

CHRYSLER CONFIRMS AD BUDGET BOOST

NBC-TV special among plans revealed at junket for newsmen

The long-range prospect of increased broadcast billings from Chrysler Corp. appeared good last week as company executives confirmed earlier reports of plans to step up overall advertising effort, including new network tv spending after the first of the year (BROADCASTING, Aug. 28).

Details aren't yet set, except that Chrysler plans an NBC-TV one-hour special in February featuring scenes from current top Broadway shows.

The public introduction date of all Chrysler Corp. cars has been advanced one day to Sept. 28 and the firm's 84 models in the Valiant, Lancer, Plymouth, Dart, Dodge Polara 500, Chrysler and Imperial lines will be promoted through Chrysler's co-sponsorship with Gillette of the World Series on NBC-TV. The baseball buy is part of the firm's $3.5 million sports package that also includes football and other special events. Leo Burnett Co., Chicago, is agency for the corporate account.

N. W. Ayer, Philadelphia, is buying a major market radio spot campaign this fall to build dealer showroom traffic for Plymouth-Valiant. BBDO, Detroit, is buying tv spots for Dodge and Dart, and Young & Rubicam, New York, is buying tv spot for Chrysler.

Lynn A. Townsend, Chrysler's new

Detroit SRA meeting

Premiere meeting of the newly organized Detroit chapter of the Station Representatives Assn. will feature Gail Smith, director of television advertising for General Motors. The date is Sept. 25, the day before he appears in New York to testify before the FCC. The new SRA chapter will meet at Detroit's University Club and all key agency and client contacts, particularly those in broadcast decision-making positions in the auto market, will be invited to attend. Charles Fritz, vice president in charge of the Blair offices in Detroit and president of the new SRA chapter will preside.

president, told newsmen Wednesday that under the firm's reorganization program, now in full swing, "we are using our strength to get stronger." He admitted that since 1957 "we have not made a satisfactory showing either in sales or in earnings," but said the firm has "great depth of resources" in financial reserves, physical plant and technical skills.

More Than Before ▪ Right now, he said, "by far the greater part of our attention is being directed at improving the effectiveness of our total selling effort. This means a continued high level of expenditure for aggressive and informative advertising." Later he said this means "more" advertising than the "substantial" amount used heretofore.

Chrysler officials expressed pleasant surprise at the number of radio-tv newsmen who turned out last week to cover the firm's preview of its new cars on a news junket aboard a ship on Lake Erie sailing between Detroit and Cleveland and at the test driving range outside of Clevland. Of 175 reporters on the three-day trip, three dozen were working broadcasters.

Chrysler's radio-tv news unit, staffed by former professional broadcasters, were busy arranging facilities for executive interviews and processing and shipping tapes and films to stations. The radio-tv service is headed by Bob Shafer, former news director of WCCO-TV Minneapolis. The tv newsfilm production supervisor is Kendrick Williams, formerly with NBC-TV in Washington.

Aboard ship, Chrysler operated a radioteletype station under special one-day authority from the FCC to relay some 100,000 words of print media news copy to Western Union. Chrysler said this is the first such authority from FCC used for this purpose by the automobile industry. Broadcasters also used ship-to-shore phones for beeper reports.

Business has been so good...

NORMAN, CRAIG & KUMMEL REVAMPS MEDIA DEPARTMENT

Business at Norman, Craig & Kummel, New York, the nation's 29th largest advertising agency, has been so good this year that last week it reshuffled its media department better to service its growing list of clients.

The department was reorganized into three separate buying groups, with each group responsible on distinct accounts for the purchase of print, broadcast and outdoor media. Formerly NC&K's media structure was divided separately into print, outdoor and broadcast sections.

A spokesman for NC&K said the realignment was motivated by the agency's "recent expanding volume of business." In the past nine months Norman, Craig & Kummel has obtained Colgate-Palmolive's Ajax account (from McCann-Erickson) with billings of $3 million; Schick Inc. account (from Benton & Bowles) with billings of $3 million and the Wash N' Dri account of the Unexcelled Chemical Corp. (from Warwick & Legler) with billings believed to be about $1 million. During the same period the agency lost only the Ronson Corp. account for the company's lighters and accessories (to Doyle Dane Bernbach), which billed $3 million, and the Speidel Corp. account (to McCann-Marschalk) billing about $1.5 million a year. These shifts reportedly resulted in a net gain of at least $2.5 million to the current rate of annual billing for the agency, which in 1960 was about $33 million (of which $16.7 million, or some 47%, was in broadcasting). Indications are that this year the agency is putting more of its total billings into broadcast.

The media department change also involved several personnel shifts. Eugenie Stamler, NC&K's vice president in charge of the print buying section, was named head of overall media relations.

Henry Halpern, who had been acting media director, relinquished his media responsibilities but continues as marketing and research director and vice president.

Murray Roffis, who for the past seven years has been a media supervisor at McCann-Erickson, was appointed assistant vice president and media director of the agency. Mr. Roffis was previously media buyer at both Compton and Maxon. He will head one of three newly-created buying groups. The other two buying groups are headed by Sheldon Boden, an assistant vice president and formerly chief timebuyer for the agency, and George Coleman, also an assistant vice president and formerly in charge of media services. Norman, Craig & Kummel clients coming under the jurisdiction of Mr. Roffis include Colgate-Palmolive; Mr. Boden will be responsible for the Chesebrough-Pond's Co., among other advertisers, and Mr. Coleman will handle media buys for Schenley Industries Inc., as well as several other agency clients.

Miss Stamler, though not involved with any of the individual media buying groups, continues on the Maiden Form Brassiere Co. and Chanel Inc. accounts.

In still another move, the agency announced that it had formed a separate media research department specifically to facilitate media buys. Bruce Erickson was named manager of the new department.

Also in advertising...

Car market analysis ▪ Westinghouse Broadcasting Co., New York, in the first of a series of marketing analysis reports planned for the coming months on various product categories, has released an automotive report to agencies and their clients. The study, which was originally conducted by The Pulse Inc. for its May 1961 Tv Profile, has been retabulated and extended to show how much was spent for new cars, including trade-in value. Among the major findings in the studies: one out of two families never buys a new car, and the top fourth in total income buys almost one-half of all cars costing $3,000 or more.

Agencies join ▪ Consolidation of Leonard & Preston Adv. with Warren & Litzenberger, both Davenport, Iowa, was announced in a joint statement by the two agencies last week. In the merger, Sam Preston, formerly of Leonard & Preston, becomes a partner in the new firm.

New affiliation ▪ Co-ordinated Marketing Inc., New York, and their subsidiary Co-ordinated Public Relations Associates, whose total billings are over $8 million, have affiliated with Bergenholz & Arnesen, Copenhagen, and Centrum Fur Absatzforderung (center for marketing), Zurich.

Bowling presentation ▪ Radio Advertising Bureau, New York, in a presentation aimed at bowling lane proprietors, reports that in 1961, more than 27 million Americans will spend over $1 billion in bowling alleys. In a previous RAB survey of local business, more than 40% of the stations responding reported revenue from bowling lane proprietors.

12th Sterling Year



THE JACK STERLING SHOW



featuring:
The Sterling Quintet with Tyree GLENN, Mary OSBORNE and her ALL-GIRL GUITAR!
MONDAY–SATURDAY 6-10 AM

Allen Gray's
HOUSEWIVES' PROTECTIVE LEAGUE

HOUSE-PARTY
with
A·R·T L·I·N·K·L·E·T·T·E·R

MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN!
Garry Moore

Crosby and Clooney
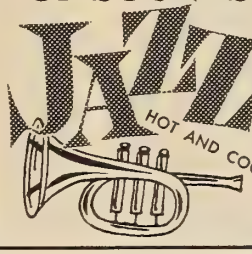


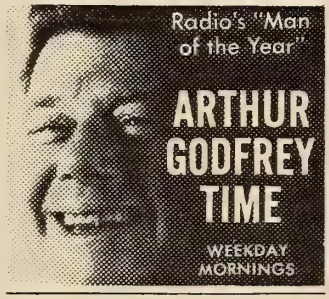
"TUNEFUL TWOSOME!"
Seats available every Monday through Friday



CATCH ALL THE YANKEE GAMES
Play-by-Play: Mel Allen, Red Barber, Phil Rizzuto

Willis Conover's HOUSE OF SOUNDS
JAZZ
HOT AND COOL





Radio's "Man of the Year"
ARTHUR GODFREY TIME
WEEKDAY MORNINGS

New York Philharmonic Symphony Orchestra
LEONARD BERNSTEIN, Musical Director

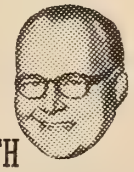
MATINEE—Continuous Performance



BOB DIXON



MARTHA WRIGHT



KENNETH BANGHART

MONDAY THROUGH FRIDAY
AT YOUR SERVICE
MONDAY THROUGH FRIDAY

IVY LEAGUE FOOTBALL



GAME OF THE WEEK

WAY OFF BROADWAY

Along Castleton Avenue in Staten Island, River Road in Red Bank and Bradley Street in Westport, these are the shows that are drawing bigger audiences than all the Broadway and Off-Broadway theatres put together.

In the entire New York area—where show biz is the most—the radio station that presents the most (and virtually the only) show business as usual is WCBS Radio. National headliners such as Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby and Rosemary Clooney appear with New York's favorite local stars.

Around town, the "crack" of dawn has come to mean another Sterling witticism as The Jack Sterling Show opens the bill from 6-10 am for the 12th straight year.

Following the all-star CBS Radio Network line-up, Allen Gray opens the matinee with the New York company of the Housewives' ProtectiveLeague. This is the famous "program that sponsors the product." Very big at the box office and the supermarket cash register.

For the rest of the afternoon, Bob Dixon, Martha Wright and Kenneth Banghart are At Your Service. Fashion, food, news, Dimension, traffic, weather and stock market reports. The new and exciting around town—concerts, restaurants, theatre, movies, sports events. Interesting guests. Fascinating talk.

Late Flash—just signed—Carol Burnett and Richard Hayes starting in the fall in an early evening program of music and comedy.

Even further off Broadway—in Boston, Chicago, St. Louis, Philadelphia, Los Angeles and San Francisco, to be precise—the other CBS Owned Radio Stations, too, are oases of adult entertainment. This *live* show business is another example of the kind of *idea radio* that makes these stations outstanding in their areas. Another reason why audiences applaud and sponsors find that there's big business in show business on

THE CBS OWNED RADIO STATIONS

WCBS New York **WBBM** Chicago **WEEI** Boston **WCAU** Philadelphia **KMOX** St. Louis **KNX** Los Angeles **KCBS** San Francisco **REPRESENTED BY CBS RADIO SPOT SALES**

N.Y.'S SPOT SHARE DROPS

SRA report shows it's still top originator of business, but Chicago and L.A. show big gains

New York, spot broadcasting's top market in originating the business, continues to be No. 1 but it is placing a slightly smaller share of it.

On the other hand, Chicago, which continues as No. 2 market in the U. S. originating national spot either for radio or tv, is gaining heavily in radio, and is ever so slightly ahead of its percentage last year in tv.

Both cities remain comfortably ahead of third-place Los Angeles, though that city is gaining rapidly in originating both radio and tv spot business.

New York agencies now account for 53.5% of the spot radio volume, a considerable drop from last year's 59%. Tv volume moved down from 62.5% to 62.11%. Runnerup Chicago moved up from 18% to 23.4% in radio and from 18.5% to 18.6% in television.

A detailed summary including the top 10 advertising centers in which radio and tv spot originate was made possible by Station Representatives Assn. which is releasing a compilation today (Sept. 11).

SRA earlier reported that national spot radio's estimated gross time sales for the first half of 1961 totaled $89,644,000, a 4.7% decline from the first half of 1960 (BROADCASTING, Sept. 4).

The growth of Los Angeles as an advertising center is reflected in SRA's spot buying report. Radio spot placement emanating there rose from a 3.4% share of all business placed in the U. S. in 1960 to 5.5% this year. The tv spot share was up from 3.5% to 4.25%.

Other compilations by market: San Francisco, up from 3.4% to 4.35% in radio, 3.63% to 4.8% in tv; Detroit, down from 5.8% to 5.72% in radio, up from 1.6% to 1.77% in tv; St. Louis, down from 3.5% to 2.19% in radio, down from 2.8% to 2.57% in tv; Atlanta, down from 3.0% to 2.18% in radio, up from 1.7% to 2.5% in tv; Dallas-Ft. Worth, down from 1.3% to 1.26% in radio but up from 1.2% to 1.57% in tv; Boston, up slightly to 0.47% from 0.4% in radio, and from 0.3% to 1.1% in tv; Philadelphia, down from 1% to 0.8% in radio, but up from 1% to 1.5% in tv.

All other national advertising centers combined placed less of the U. S.' radio spot share (down from 1.2% to 0.34%) and similarly of tv (down from 2.1% to 0.4%).



RTES overhauls its format

The Time Buying & Selling Seminar of the Radio & Television Executives Society will undergo a complete overhaul this season, it was confirmed last week by RTES (BROADCASTING, Sept. 4, Aug. 28).

Luncheons and guest speakers have been replaced by an eight-week course in the "ins and outs" of broadcasting, taught by industry executives in classroom style.

Kick-off session will be held Oct. 24—with the remaining seven sessions conducted on successive Tuesdays. All will be held 5:30-7 p.m. at CBS Radio studios, 49 E. 52nd St., New York.

Above, RTES executives discuss the new seminar format. They are (left to right), Roger Bumstead, seminar vice chairman and chairman of registration committee; Claude Barrere, executive director, RTES; Matthew J. Culligan, RTES president; Erwin Ephron, seminar chairman; Harold S. Meden, press & promotion committee chairman, and Cris Rashbaum, seminar vice chairman and program committee chairman.

Spot tv rates leveling off

Spot tv rates in general have gone up this year, but their rate of increase is smaller than in previous years, a survey of rate trends made by The Katz Agency revealed last week. The station representative based its conclusion on a study made of key rates for a sample of 50 major market tv stations, which have been used for similar analyses since 1955.

Among the Katz findings:

- The average increase for daytime minutes on a one-time basis between July 1960 and July 1961 was 2.4%, compared with an 11% increase for the same spot buys between July 1959 and July 1960.
- Rates for 12-plan daytime minutes went up an average 1.3%, compared to a 12.3% average increase in 1960 over 1959.
- Base rates for nighttime half-hours showed an average increase of 2% this year, or 5.6% less of an increase than occurred in 1960 when base rates for the same time periods moved up 7.6% over 1959.

N.Y. seminar to analyze means of using research

The use of research in making advertising decisions will be discussed by Advertising Research Foundation members at their annual conference Oct. 3 at New York's Hotel Commodore.

Among the scheduled speakers: Alfred A. Whittaker, vice president and director of advertising, Bristol-Myers Co.; Clark Leavitt, creative research supervisor, Leo Burnett; David B. McCall, senior vice president and copy chief, Ogilvy, Benson & Mather; Arthur Hull Hayes, president, CBS Radio, and Edward Gudeman, Undesecretary of Commerce (keynote address).

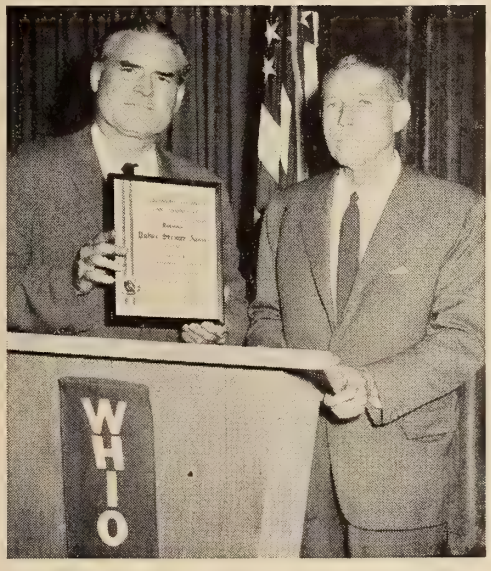
Also to speak: John D. Henry, manager, market research department, Procter & Gamble; Harry V. Roberts, professor of statistics, U. of Chicago; Alfred N. Watson, vice president, marketing services, U.S. Rubber; George H. Brown, director, marketing research office, Ford Motor Co.

"WHIO-TV REPORTS"
WINS CIVIL DEFENSE AWARD

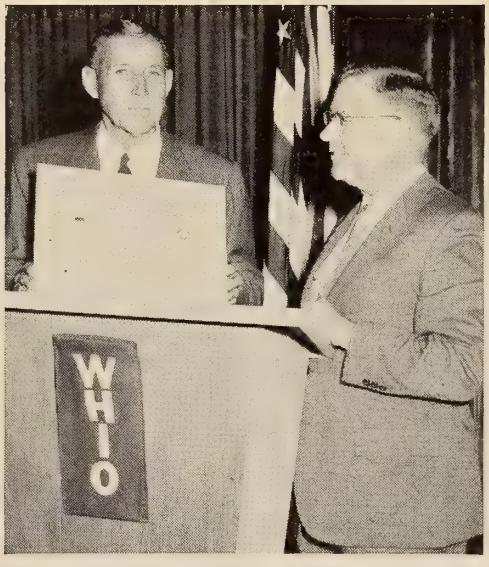
We wish civil defense weren't necessary. Unfortunately, it is. Since this is so, WHIO does what it can to promote awareness—and what it has done has produced award-winning recognition.

WHIO-TV received a special award—one of four given nationally from the International Association of Public Information Officers for Civil Defense. This award was given "WHIO-TV REPORTS," a weekly public affairs program, for a series of discussions on civil defense presented during 1960. The coverage included "CIVIL DEFENSE IN ACTION," "RADIOACTIVE FALLOUT," "FALLOUT SHELTERS," and "NORAD, AMERICA'S WARNING SYSTEM." WHIO Radio, too, won honors for its efforts in behalf of civil defense.

WHIO remains keenly aware of its responsibility, and will continue to keep Dayton area listeners and viewers fully informed on all events of vital local, national, and international interest.



James M. Cox (right), president of WHIO-TV and WHIO Radio, accepts the special Civil Defense award from Rob Roy Begland, Governor of the International Association of Public Information Officers.



Here, Mr. Cox (left), accepts the special Ohio State award for the promotion of Civil Defense on WHIO Radio from Thane Duray, Deputy Director of the Ohio OCDM.

Ask George P. Hollingbery for details of the role played by WHIO-TV, WHIO-AM, and WHIO-FM, in this, Ohio's 3rd, and the Nation's 34th market.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio

SEAL OF GOOD PRACTICE

Radio opens doors for insurance agents

DOES BIG JOB FOR NORTHWESTERN, WHERE OTHER MEDIA FAILED

It took Northwestern National Life Insurance Co. (NWNL), Minneapolis, 25 years to discover radio—and that was purely by chance. Now, 16 months later, Northwestern is not merely one of 111 Northwesterns in the Minneapolis phone book, it is *the* Northwestern and the proof is in its till.

Moreover, it took radio just three weeks to prove its effectiveness—create an image for NWNL, send sales booming and project "Frank Carling" into the region's most popular insurance salesman—to the surprise and delight of Northwestern National.

The switch to radio was long in coming. In fact, it was NWNL's last resort in attempting to spread its message, hitherto apparently unspreadable as relatively few people knew where the company's home office was despite the fact that the agency (in terms of assets) is the largest in Minnesota. Northwestern's previous failures in print media and the various radio successes of BBDO, Minneapolis (its agency) with other clients, finally inspired the move.

Along with radio's magic in telling Northwestern's story was BBDO's maneuver in devising a series of humourous spots, a reversal of the usual stuffy, hard sell associated with insurance advertising. The minute commercials feature Frank Carling, a fictional insurance salesman, and a gang of pesky youngsters he is apt to encounter while making his rounds.

Saturation ▪ The radio endeavor became reality in May of 1960 with the launching of a six week saturation experiment in the Minneapolis-St. Paul area. The plan called for 177 spots per week, the bulk (more than 50%) being aired by WCCO. According to Kenneth K. Wunsch, director of advertising and public relations for NWNL, the schedule could have been cut in half and the same impact achieved. Today NWNL spends about 70% of its ad budget on spot radio.

NWNL has altered its course of action since those early days when Frank Carling was popping up all over the Twin Cities. Today WCCO airs only 12 spots weekly with a like number being shared by other stations in the area. But its operation has gone regional with Frank Carling and the gang spreading their comical antics (and Northwestern's image) as far west as the state of Washington and as far south as Arkansas.

Here's the rundown of the stations airing the commercials: WCCO, KSTP, KRSI, WTCN, WLOL, WMIN, all Minneapolis-St. Paul; KFK, KAKE, KWBB, all Wichita, Kan.; KWBW Hutchinson, Kan.; KARK, KTHS, KLRA, all Little Rock, Ark.; KGVO, KYSS, both Missoula, Mont.; WBAY, WJPG, both Green Bay, Wis.; KALE Richland, KORD Pasco, KEPR Pasco-Kennewick-Richland, all Washington, and about 20 smaller markets placed by NWNL's branch offices in those communities. A spokesman for BBDO said the next major market for the appearance of Frank Carling would be Honolulu where Northwestern is planning a heavy sales pitch in the next couple of months, the firm has offices in 30 of the 50 states.

Measuring Frank Carling's success can be a difficult chore and the drumbeaters don't readily do it. But they are quick to point out the following reports and allow any conclusions to be drawn:

▪ Frank Carling was nominated for the presidency of the Little Rock, Ark., Junior Chamber of Commerce—and almost won.

▪ An NWNL agent posing as Frank Carling invaded Watertown, S. D. (about 200 miles from Minneapolis), received the red carpet treatment from a number of families and made an "astounding" amount of sales.

▪ Mason Adams, the New York actor who portrays Frank Carling, in a recent trip to NWNL headquarters, was so convincing in the role that he has a standing offer to join the firm whenever he wants.

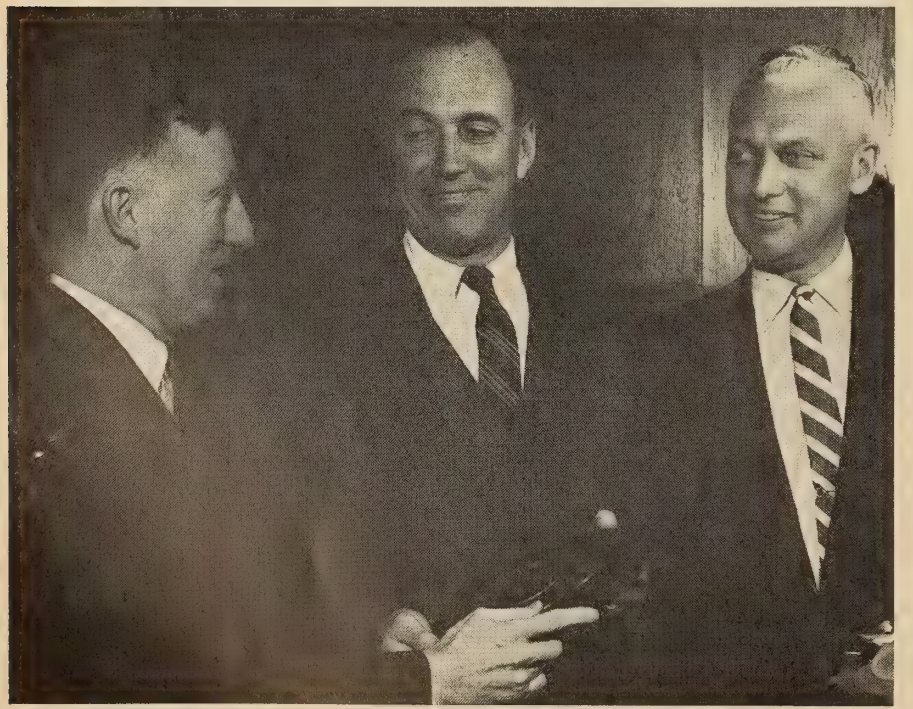
▪ For the first time in 15 years NWNL appeared at the Minnesota State Fair (which ended last week), using a Frank Carling theme, and attracted 15,000 people who were interested in insurance.

And the list continues with each tale seemingly outdoing the previous one.

Frank Carling was created by Brad Morrison, a New York free lance writer-producer (now with BBDO, Minneapolis). Chuck Goldstein Productions, New York, recorded the commercials under the supervision of BBDO's Duane Zimmerman. A total of 25 spots have been recorded, each running 55 seconds with the remaining five seconds being devoted to a live tag identifying a local NWNL agent in a given community.

The culmination of the Frank Carling successes came earlier this year when it was selected by Radio Advertising Bureau as the outstanding regional radio commercial of 1960.

Here's Frank Carling in action, a typical telephone bout with a member



Kevin Sweeney (l), president of RAB, presents to John S. Pillsbury Jr. (c), president of Northwestern National Life Insurance Co., and Bobb Chaney, vice president in charge of BBDO, Minneapolis (now headquartered in the agency's New York office), plaques for the Frank Carling commercial, selected by RAB as the outstanding regional radio commercial of 1960.

4
food chains MUST be right about WDAY-TV!



Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•



Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•



Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•



Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

IN NASHVILLE . . .



*ARB REPORTS WSIX-TV 8 NO. 1
in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

of the younger set.

Tommy (a child): "Hello."
Frank Carling (insurance salesman): "This is Frank Carling of NWNL."
Tommy: "Of what?"
Carling: "Of Northwestern National Life."
Tommy: "Oh, why didn't you say so?"
Carling: "I did."
Tommy: "No, you said NWNL."
Carling: "Yes. That's what we call the company."
Tommy: "Why?"
Carling: "Er . . . ah . . . easier to remember. Like an abbreviation, sort of."
Tommy: "Oh?"
Carling: "Like the word percent. See, what I want to tell your Dad is that he can save four cents out of every dollar on his NWNL premiums by paying them in advance."
Tommy: "Yeah . . ."
Carling: "So instead of four cents on every dollar, we shorten it up and say four per cent, right?"
Tommy: "But how come you call it NWNL instead of Northwestern National Life?"
Carling: "Look, can I just talk to your Dad?"
Tommy: "Sure, I'll call him . . . Hey, J. B., F. C., of NWNL wants to talk to you about saving four P. C."

RIVAL COMMERCIALS

Study analyzes cross-effect of adjacent placements

How much effectiveness—if any—does a commercial lose if a commercial for a rival brand precedes or follows it?

The emergence of participating spot announcements on network and local programs prompted several advertisers to engage Schwerin Research Corp. to conduct three studies in this area. Schwerin released its findings last week and reached these conclusions: A commercial becomes less effective in relationship to the amount and nearness of the competition it encounters; a strong commercial appears to be hurt less than a weaker one, in adjacency situations; a commercial is hurt less if it precedes rather than follows a rival commercial.

In one study, SRC tested four different brands of a household cleaning product by exposing its test audience to all four commercials in a row without intervening entertainment. Subsequently each of them was shown separately as a participating spot in a 30-minute control show with two other commercials for unrelated products. The results indicated that the strongest commercial, when tested alone, had a 37% loss in effectiveness when it battled the other three; the second strongest commercial suffered a 69% loss; the third lost 100% of its effectiveness, and the fourth, ineffective at the outset, remained that way.

The second study involved the testing of commercials for three makes of an appliance, first singly in a 30-minute control program and then all together in the same show. Schwerin reported that the strongest commercial suffered a 39% loss in effectiveness. The other two, which initially had been substantially weaker than the first but had been about even with each other, suffered 97% and 100% loss in effectiveness, according to SRC.

The third study explored the question of preceding or following a rival commercial. Two brands of a drug product were tested, first singly and then together in a control show. When the stronger of a two was placed first in a show, it lost only 22% of its effectiveness but lost 43% when it was placed second. The weaker of the two commercials lost virtually all of its effectiveness when it was placed into contention with the stronger commercial in the control show, SRC reported.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Films Five Inc., 18 East 50th St., NYC 22

Sunbeam Bakers (Sunbeam Bread), six 60s, ten 20s, ten 10s, live, film. Nox Lempert, prod. mgr. Agency: B. A. Advertising Bureau; Robert Pollock, a.e.

Gerald Productions, 421 West 54th St., NYC 19

Mercury Div., Ford Motor Co. (Mercury), one 60, live, film. Lewis Mucciulo, prod. mgr. Agency: Kenyon & Eckhardt; Frank Amy, a.e. and prod. mgr.

International Video Tape, 9015 Wilshire Blvd., Los Angeles 35

Pacific Vitamin Corp. (Ful-Vita), two 50s, live, tape. Richard Rosenbloom, prod. mgr. Agency: Anderson McConnell Adv.; Steve Gardner, a.e., Martin Smith, prod. mgr.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

Dean's Milk (Milk), one 60, animation, film. Marty Young, prod. mgr. Agency: Clinton E. Frank Co.; Budd Weeding, a.e. Approx. cost: $4,800.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

Mars Inc. (Candy Bars), one (show-opening) 25, animation, film. John Marshall, prod. mgr. Agency: Needham, Louis & Brorby; Don Zabel, prod. mgr.

Skelton Studios, 1416 North La Brea Ave., Hollywood 28

Miles Laboratories (One-A-Day Vitamins), seven 60s live, tape. Chris Kochoff, prod. mgr. Agency: Wade Adv.; Grover Allen, a.e. and prod. mgr.

Our own nationally honored food authority exemplifies the

QUALITY TOUCH



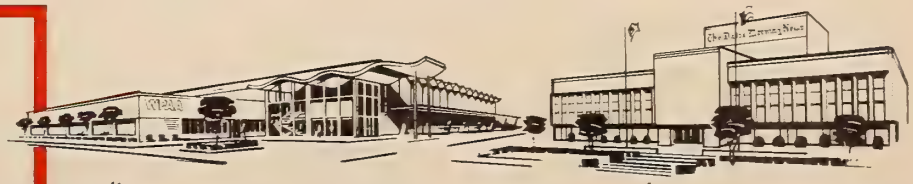
Julie Benell, twice honored with top awards by the Grocery Manufacturers of America! As food editor of The Dallas Morning News and star of her own "Julie Benell Show" on WFAA-TV (now in its 10th year), she has received countless other awards, including many for her role in public service and humanitarian work. But more important, *she moves merchandise!* Grocers, almost without exception, say they can feel the impact of her endorsement immediately.

WFAA-TV believes in getting the right person for the right job — be it weatherman, sportscaster, or a queen for the kitchen. It is the only way to further that all-important "quality touch" so vital in the selling of a quality product. Doesn't *yours* belong here?

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "*Communications Center*®" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

P&G HOLDS TOP TV SPOT

Lever, American Home Products place, show in totals for second quarter gross time billing compilations

Procter & Gamble, Lever Bros. and American Home Products were the top ranking network tv advertisers in gross time billing in the second quarter of 1961. Television Bureau of Advertising, New York, also will report today (Sept. 11) that the three giant advertisers also led the list of network advertisers for the month of June.

Leading brands on network tv in the second quarter were Anacin tablets at $2,608,938, Crest toothpaste at $2,154,038, and Winston cigarettes at $2,137,269. These three brands also took top spending positions in the brand listing for June.

In the product category, building materials, equipment and fixtures was an outstanding example among 20 of a total of 28 classifications to show first-half spending increases over the same period a year ago. Gross time billings of building materials network advertisers rose from $1,442,115 in the first half of 1960 to $2,488,140 in the same period of 1961, an increase of 72.5%.

Leading brands advertised in the building materials classification during 1960's first half were duPont paints with billings of $1,447,734; Pittsburgh Plate Glass paints and windows, $645,346, and DeVoe and Reynolds Paint at $130,364.

TvB's second quarter report on tv spot billing was previously released (BROADCASTING, Sept. 4).

Network Tv Advertisers by Product Classification

	June 1961	2nd Qtr. 1961	Jan.-June 1961	Jan.-June 1960
Agriculture & farming	$ 360,030	$ 841,697	$ 1,311,484	$ 1,209,095
Apparel, footwear & accessories	863,141	3,216,984	5,768,285	4,223,212
Automotive, automotive accessories & equipment	3,570,990	10,671,568	23,235,484	26,485,736
Beer, wine	555,501	1,669,668	3,212,532	4,030,002
Building materials, equipment & fixtures	536,578	2,072,293	2,488,140	1,442,115
Confectionery & soft drinks	976,119	4,837,695	10,858,549	8,267,804
Consumer services	277,196	1,542,774	3,176,108	2,032,807
Drugs & remedies	6,904,884	19,597,904	44,787,312	41,587,332
Entertainment & amusement	367,948	444,555	797,270	143,517
Food & food products	11,089,821	34,076,999	68,655,114	57,392,516
Freight, industrial & agricultural development	.....	32,890	270,010	247,530
Gasoline, lubricants & other fuels	1,559,606	4,864,209	8,784,000	7,685,827
Horticulture	94,445	153,834	165,790	371,250
Household equipment & supplies	2,871,699	8,254,915	15,228,073	14,011,659
Household furnishings	298,500	855,441	1,845,537	3,268,621
Industrial materials	1,128,937	3,684,255	9,474,386	10,613,188
Insurance	794,674	2,816,734	5,756,628	5,584,611
Jewelry, optical goods & cameras	1,064,272	3,888,899	6,553,829	5,992,767
Office equipment, stationery & writing supplies	142,709	688,770	1,417,584	1,735,110
Publishing & media	131,206	458,897	1,104,240	43,904
Radio, tv sets, phonographs—musical instruments, accessories	50,868	473,937	1,039,031	2,156,639
Retail or direct by mail	40,929	118,671	145,164	36,792
Smoking materials	6,603,123	20,105,081	39,571,508	39,401,889
Soaps, cleansers & polishes	7,128,767	22,081,128	43,111,675	35,548,883
Sporting goods & toys	315,685	822,478	1,737,790	1,311,932
Toiletries & toilet goods	11,526,640	30,911,269	58,964,120	56,099,021
Travel hotels & resorts	.....	33,829	33,829	765,173
Miscellaneous	640,259	2,140,779	4,376,000	4,245,145
TOTAL	$59,894,527	$181,359,153	$363,869,472	$336,294,077

Source: TvB/LNA-BAR

Top 25 Network Company Advertisers

Source: TvB/LNA-BAR
Second Quarter 1961

1.	Procter & Gamble	$13,247,068
2.	Lever Brothers	8,443,052
3.	American Home Products	7,859,091
4.	Colgate-Palmolive	4,981,283
5.	General Motors	4,753,884
6.	R. J. Reynolds Tobacco	4,739,503
7.	General Foods	4,719,164
8.	General Mills	4,638,908
9.	Brown & Williamson Tobacco	3,914,375
10.	Gillette	3,694,656
11.	Sterling Drug	$3,417,421
12.	Texaco	3,327,770
13.	National Biscuit	3,274,536
14.	S. C. Johnson & Son	3,241,300
15.	Bristol-Myers	3,203,535
16.	P. Lorillard	3,184,379
17.	Miles Laboratories	3,004,013
18.	E. I. du Pont de Nemours	2,801,014
19.	Liggett & Myers Tobacco	2,701,461
20.	American Tobacco	2,376,619
21.	National Dairy Products	2,318,952
22.	Philip Morris	2,186,094
23.	Kellogg	2,176,830
24.	Mead Johnson & Co.	2,076,163
25.	J. B. Williams Co.	1,922,052

Estimated Expenditures of Top 25 Network Brand Advertisers

Source: TvB/LNA-BAR
Second Quarter 1961

1.	Anacin tablets	$2,608,938
2.	Crest tooth paste	2,154,038
3.	Winston cigarettes	2,137,269
4.	Metrecal	1,818,927
5.	Swan liquid detergent	1,745,510
6.	Salem cigarettes	1,596,788
7.	Kent cigarettes	1,548,989
8.	Chevrolet passenger cars	1,470,935
9.	Du Pont paints (home)	1,447,734
10.	One A Day vitamin tablets	1,411,087
11.	Tide	1,378,752
12.	Bayer aspirin tablets	1,312,145
13.	Pall Mall cigarettes	1,302,161
14.	Viceroy cigarettes	1,285,648
15.	Beech Nut gum	1,268,233
16.	Listerine oral antiseptic	1,255,675
17.	L&M cigarettes	1,241,399
18.	Bufferin	1,231,091
19.	Colgate dental cream	1,177,544
20.	Gillette razors & blades	1,104,700
21.	Chesterfield cigarettes	1,039,348
22.	Prudential Insurance Co.	1,025,448
23.	Nabisco cookies	1,025,361
24.	Dristan tablets	1,021,214
25.	Alka Seltzer	985,107

Top 15 Network Company Advertisers

Source: TvB/LNA-BAR
June 1961

1.	Procter & Gamble	$4,698,034
2.	Lever Brothers	3,128,315
3.	American Home Products	2,746,199
4.	Colgate-Palmolive	1,615,957
5.	General Motors	1,614,923
6.	General Mills	1,462,799
7.	R. J. Reynolds Tobacco	1,456,898
8.	General Foods	1,429,472
9.	Brown & Williamson Tobacco	1,259,784
10.	S. C. Johnson & Son	1,256,938
11.	Gillette	1,251,329
12.	Sterling Drug	1,215,876
13.	Bristol-Myers	1,171,738
14.	P. Lorillard	1,161,922
15.	Texaco	1,131,724

Top 15 Network Brand Advertisers

Source: TvB/LNA-BAR
June 1961

1.	Anacin tablets	$881,336
2.	Crest tooth paste	854,293
3.	Winston cigarettes	733,435
4.	Johnson's Raid	617,099
5.	Swan liquid detergent	605,480
6.	Kent cigarettes	579,127
7.	Chevrolet passenger cars	566,749
8.	Viceroy cigarettes	525,354
9.	Lipton tea	469,371
10.	Tide	468,263
11.	Salem cigarettes	465,101
12.	Bayer aspirin tablets	463,329
13.	Metrecal	458,998
14.	Bufferin	451,211
15.	L&M cigarettes	447,745



27 YEARS AGO ON WBNS RADIO

The FBI ended John Dillinger's career in crime outside a Chicago theatre in 1934. His dramatic finale as well as his daring bank robberies and incredible jail breaks were accurately passed along to Central Ohio by its favorite radio station, WBNS.

Newscasts in those days were sponsored by the Ohio Fuel Gas Company as part of its program for good community relations.



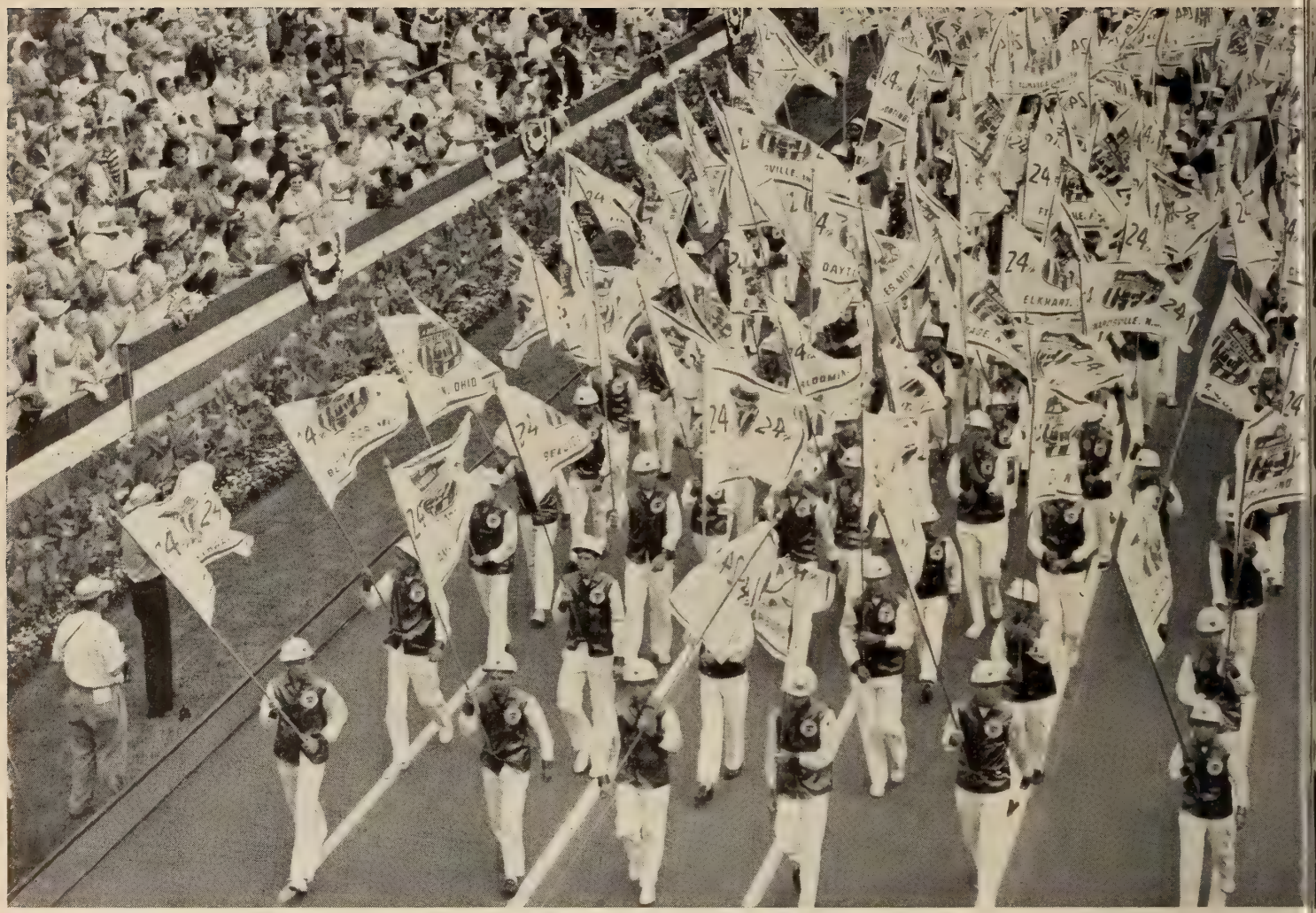
In 1934 the Ohio Fuel Gas Co. served 358,000 customers; today, 756,000. Annual sales then were 49.5 billion cubic feet; today, 309.8. Ohio Fuel broadcasts on WBNS help tap the 2¾ billion dollar consumer spendable income of our alert and affluent listening audience.

Now, 324 consecutive months later, Ohio Fuel continues to be a good neighbor with indefatigable Chet Long as the town crier.

This client-station loyalty is solid proof that the home town advertisers who hear their dollars at work also know the wisdom of putting WBNS Radio at the top of their radio advertising budget. John Blair & Company will be happy to fill you in.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company



Colorful prelude to the 1961 All-American Soap Box Derby at Akron, Ohio, on August 20 was the Parade of Champions which included the 152 champions and more than 2,500 persons.

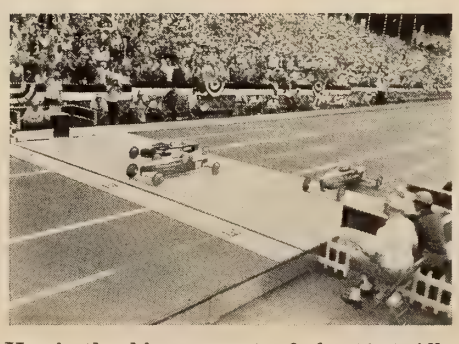
THANKS

—to all the champs behind the champs!

Along with more than 50,000 boys around the world who competed in the 1961 All-American Soap Box Derby, Chevrolet says "Thanks 50,000 times over" to all the Derby sponsors. The All-American theme under which the boys competed in 1961 was "Champions from the Start"—one that fits the sponsors, too, in their continuing efforts in behalf of the Derby. The pleasure of being associated with you in 1961 could be equalled only by the opportunity of working with you again in 1962 on the "greatest amateur racing event in the world." . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Jack Izard, Chevrolet advertising manager, awards Oil Can Trophy to Winner George Maharis. Looking on are Eddy Arnold, Martin Milner, Peter Brown.



Here's the big moment of the 1961 All-American as Winner Richard Dawson finishes ahead of the Ft. Lauderdale, Fla., and Huntington, W. Va., cars.



K. E. Staley, Chevrolet general sales manager, awards first place $5,000 scholarship to Richard Dawson of Wichita, Kansas, 24th All-American Winner.





Soap Box champions from the Philippines, Venezuela, West Germany, Puerto Rico and Hawaii meet at Derby headquarters, Akron.



E. N. Cole, Chevrolet general manager and a General Motors vice president, awards championship trophy to Wichita's Richard Dawson as the champ's mother looks on.

These are 152 newspapers, radio and television stations, civic and fraternal groups represented by the 152 boys who raced in the 1961 All-American:

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albany (Ga.) Optimist Club
Albuquerque (N.M.) Tribune
Alton (Ill.) Jr. Chamber of Commerce
Amarillo (Tex.) Jr. Chamber of Commerce
Ambridge (Pa.) B.P.O.E. 983 & Beaver County Times
Anderson (Ind.) Herald
Asheville (N.C.) Jr. Chamber of Commerce
Ashland (Ohio) Jr. Chamber of Commerce
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Belvidere (Ill.) Daily Republican
Benton Harbor (Mich.) Kiwanis
Bergen County (N.J.) Hackensack Record & Englewood Jr. Chamber of Commerce
Bernardsville (N.J.) Somerset Hills Jr. Chamber of Commerce
Bethpage (N.Y.) Newsgram
Billings (Mont.) F.O.E. #176
Biloxi-Gulfport (Miss.) Daily Herald
Bloomington (Ind.) Daily Herald Telephone & Jr. Chamber of Commerce
Bluefield (W. Va.) Jr. Chamber of Commerce
Bowling Green (Ky.) Bowling Green-Warren County Jr. Chamber of Commerce
Bradford (Pa.) Journal
Bremerton (Wash.) United Veterans Council of Kitsap County
Canton (Ohio) Jr. Chamber of Commerce
Charleston (W. Va.) American Business Club
Charlotte (N.C.) Carolina Broadcasting Co.
Chicago (Ill.) Harborland Jr. Chamber of Commerce
Cicero (Ill.) Life
Cleveland (Ohio) Plain Dealer
Colorado Springs (Colo.) Jr. Chamber of Commerce
Columbia (Mo.) Missourian
Conshohocken (Pa.) Jos. Wagner Post 772, American Legion
Coshocton (Ohio) Jr. Chamber of Commerce
Dallas (Tex.) Optimist, Inc.
Dayton (Ohio) Jr. Chamber of Commerce of Greater Dayton, Inc.
Des Moines (Iowa) Jr. Chamber of Commerce
Detroit (Mich.) News
Dover (N.H.) Lions Club, Inc.
Duluth (Minn.) Herald & News Tribune
Elkhart (Ind.) Jr. Chamber of Commerce
Ellwood City (Pa.) Ledger
Endicott (N.Y.) WENE-Radio
Eugene (Ore.) KORE-Radio
Evansville (Ind.) Jr. Chamber of Commerce
Findlay (Ohio) Jr. Chamber of Commerce
Flint (Mich.) Journal
Ft. Dodge (Iowa) Jr. Chamber of Commerce
Ft. Lauderdale (Fla.) News
Ft. Worth (Tex.) Star-Telegram
Fredericksburg (Va.) Free Lance-Star
Gary (Ind.) Post-Tribune
Glen Burnie (Md.) Kiwanis Club
Grand Junction (Colo.) Daily Sentinel
Greeley (Colo.) Jr. Chamber of Commerce
Greensboro (N.C.) Jr. Chamber of Commerce
Hamilton (Ohio) Jr. Chamber of Commerce
Hancock (Mich.) F.O.E. Aerie #382
Hartford (Conn.) Times
High Point (N.C.) Jr. Chamber of Commerce
Huntington (W. Va.) Jr. Chamber of Commerce
Indiana (Pa.) Evening Gazette
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber of Commerce
Kalamazoo (Mich.) WKZO AM-TV & Optimists
Kansas City (Mo.) Ararat Temple
Knoxville (Tenn.) Jr. Chamber of Commerce
Kokomo (Ind.) Foreman's Club & Tribune
Lancaster (Ohio) Eagle-Gazette
Laredo (Tex.) Times
Levittown (N.Y.) Police Boys' Club
Levittown (Pa.) Bristol Courier-Levittown Times
Lockport (N.Y.) Union Sun & Journal-Sunrise Optimist Club
Lubbock (Tex.) Avalanche-Journal
Lynchburg (Va.) Jr. Chamber of Commerce
Mankato (Minn.) Jr. Chamber of Commerce
Mansfield (Ohio) News-Journal
McKeesport (Pa.) Daily News
Meridian (Miss.) Star
Michigan City (Ind.) Jr. Chamber of Commerce
Middletown (Ohio) Optimist Club
Midland (Tex.) Jr. Chamber of Commerce
Minneapolis (Minn.) Jr. Chamber of Commerce
Mission City, B.C. (Can.) Fraser Valley Record
Moses Lake (Wash.) Jr. Chamber of Commerce
Muncie (Ind.) Star
Natchez (Miss.) Optimist Club
New Orleans (La.) States-Item & Recreation Dept.
New Philadelphia (Ohio) Jr. Chamber of Commerce
Newport News (Va.) Hampton Roads Jr. Chamber of Commerce
Norfolk (Neb.) Optimist Club
Norfolk (Va.) Virginian-Pilot
Norristown (Pa.) Jr. Chamber of Commerce & Times Herald
Omaha (Neb.) Optimist Club
Orange (Va.) Jr. Chamber of Commerce
Owensboro (Ky.) Messenger & Inquirer
Paducah (Ky.) Optimist Club & Jr. Chamber of Commerce
Parkersburg (W. Va.) Jr. Chamber of Commerce
Pensacola (Fla.) Fiesta of Five Flags
Peoria (Ill.) West Central Broadcasting Co.
Petersburg (Va.) Progress-Index
Phoenix (Ariz.) KOOL Radio-TV
Portland (Ore.) Oregon Television, Inc.—KPTV
Poughkeepsie (N.Y.) Jr. Chamber of Commerce
Providence (R.I.) Providence Radio, Inc.—WICE
Ravenna-Kent (Ohio) Record-Courier
Riverton (Wyo.) Jr. Chamber of Commerce
Roanoke (Va.) Times and World-News & Optimist Club
Rochester (Minn.) Jr. Chamber of Commerce
Rochester (N.Y.) Times-Union
Rock Island (Ill.) Blackhawk Shrine Club & Davenport Newspapers
Roswell (N.M.) Daily Record
Sacramento (Calif.) 20-30 Club, Sacramento #1 & KCRA Radio-TV
Saginaw (Mich.) Jr. Chamber of Commerce
St. Catharines, Ont. (Can.) Standard
St. Charles (Mo.) Daniel Boone Derby Association (Committee of Moose Lodge)
St. Marys (Pa.) Daily Press
St. Paul (Minn.) Jr. Chamber of Commerce
Salem (Ore.) Capital Journal
Salisbury (N.C.) Recreation Dept.
San Bernardino (Calif.) Sun
Savannah (Ga.) Jr. Chamber of Commerce
Sedalia (Mo.) Jr. Chamber of Commerce
Sheboygan (Wis.) Press
Sidney (Ohio) Printing & Publishing Co.
Sioux City (Iowa) Jr. Chamber of Commerce
Sioux Falls (S.D.) Argus-Leader
Smyrna (Ga.) Jr. Chamber of Commerce
Southampton (N.Y.) Southampton and Bridgehampton Lions Clubs
South Bend (Ind.) Jr. Chamber of Commerce
Springfield (Mass.) Jr. Chamber of Commerce
Staten Island (N.Y.) North Shore Kiwanis Club
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT-TV & Jr. Chamber of Commerce
Temple (Tex.) Exchange Club
Toledo (Ohio) Jr. Chamber of Commerce
Waco (Tex.) News Tribune and Times Herald
Warren (Ohio) Tribune Chronicle
Warsaw (Ind.) Kosciusko County Shrine Club
Washington (D.C.) WTOP-Radio
Watertown (S.D.) Public Opinion
Westbrook (Maine) Jr. Chamber of Commerce
Wichita (Kans.) Eagle & Beacon
Winston-Salem (N.C.) Jr. Chamber of Commerce
Wooster (Ohio) Daily Record
Zanesville (Ohio) Jr. Chamber of Commerce & Times Recorder
Germany, Adam Opel A/G
Honolulu (Hawaii) Advertiser; Parks & Recreation Dept.; Aloha Motors; Service Motors
Philippines, Northern Motors & International B.F. Goodrich Corp.
Puerto Rico, Caribe Motors Corp.; "El Imparcial"; International B.F. Goodrich Corp.
Venezuela, General Motors de Venezuela, S.A.; The General Tire & Rubber Co.,
International Division; Sears, Roebuck de Venezuela, S.A.
Y.M.C.A. Pepsi-Cola de Venezuela

SOAP BOX DERBY

CHEVROLET

Sweeney calls for 'above-par' selling

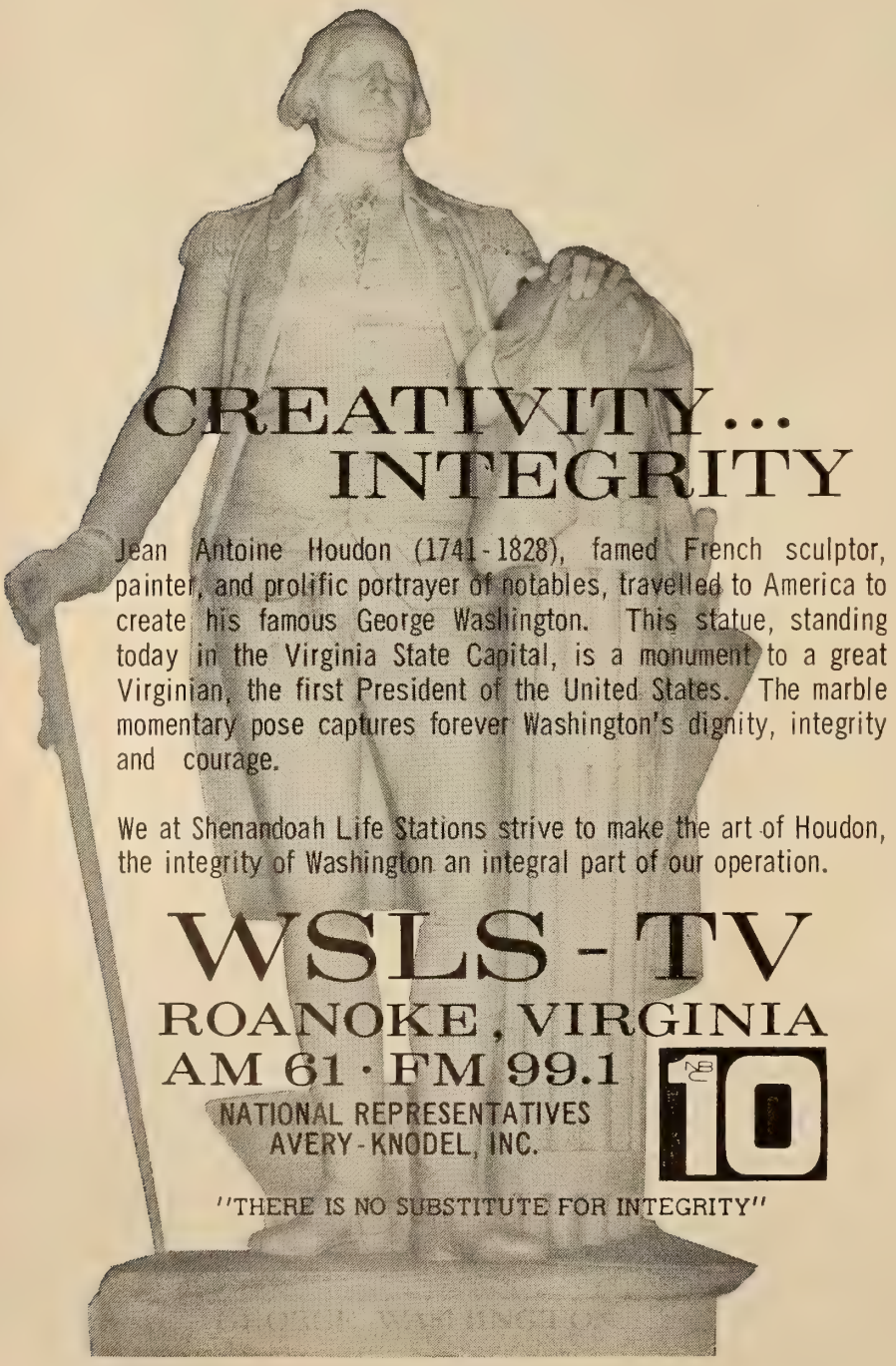
With above-par selling, radio has its "best chance" of the past decade during the next 14 months. The medium can add $55-60 million annually in new local business and nearly $30 million in new national spot and network business.

That was the message delivered last week by Radio Advertising Bureau President Kevin B. Sweeney to 50 station managers attending the opening of RAB's 1961 management conferences at Haddonfield, N. J.

The gains, Mr. Sweeney said, can come by the 1963 budget-making time next year "if we sell consistently enough and intelligently enough."

Mr. Sweeney noted an RAB survey of agency media directors made a month ago, saying "in this survey are the clues to the kind of selling it will take to carve the entire $30 million out of television even if we don't hack a cent out of print media." The questionnaires, he found, contain a "virtual blueprint to the kind of information. All we have to do is to present it."

The broadcasters were told it was only "our own apathy" that was preventing them from obtaining a "much larger share of the retailer dollar for 1962." Most (some 85%) of the local gains can be had from retailers, Mr. Sweeney said at the first of a scheduled eight meetings.



Business briefly...

Aarben Pharmacal Co., Division of Wander Co., Chicago, will use spot radio in its introduction of a new product, "Getric" decongestant, in an extensive test campaign throughout the midwest, starting Sept. 17. The number of radio markets is undetermined, but in the Chicago area, the drive will be spearheaded by Paul Gibson, star of CBS-WBBM *Housewives Protective League Shows.* Agency: Geyer, Morey, Madden & Ballard Inc., western division, Chicago.

Bonomo Candy Div., Gold Medal Candy Co., Brooklyn, which has used tv spot consistently in the past for "Bonomo Turkish Taffy," will use network tv for the first time this fall. The product will be promoted on ABC-TV's new Saturday morning children's show, *On Your Mark,* starting Sept. 23. Commercials will be aired live by program host Sonny Fox. In addition to the 88-station network lineup, a tv spot drive of one-minute films and live commercials starts this month in major eastern markets. Agency: Mogul, Williams & Saylor Inc., N. Y.

Roman Products, New York, kicks off regional radio and tv campaign on 6 tv and 5 radio stations in N. Y., Boston, and Philadelphia Sept. 17, for its pizza, ravioli and manicotti. Agency: Smith/Greenland Inc., N. Y.

Strohmeyer & Arpe, New York, for its Marie Elisabeth sardines and Re Umberto olive oil, will begin a 20-week spot tv campaign in N. Y. area Sept. 18. Agency: Sanders, Lowen & Alexander Adv., N. Y.

Derby Foods Inc., Chicago, has purchased sponsorship in *International Showtime,* new NBC-TV show which begins Sept. 15 (Friday, 7:30-8:30 p.m. EDT). Agency: McCann-Erickson, Chicago.

Airequipt Manufacturing Co., New Rochelle, N. Y., has bought participations in NBC-TV's *Jack Paar Show* (Mon.-Fri., 11:15 p.m.-1 a.m. NYT) for its Superba Slide Projectors from now until Christmas. Agency: Sudler & Hennessey, N. Y.

Mohawk Carpet Mills, New York, has bought *Home for the Holidays,* a musical variety show to be presented on

3 FIRMS INVEST $1,000,000 EACH IN ADVERTISING

How will they profit from it?

Let us take three theoretical competitors. Each is dealing with a narrowing profit margin. Each needs to make his advertising pay. And each one's budget is the same.

The first competitor believes in a marketing type of advertising agency. He thinks the advertising will take care of itself if all the marketing factors are right.

The second competitor believes in a highly creative type of advertising agency. He thinks the marketing factors will take care of themselves if the advertising is brilliant.

The third competitor believes in an agency which is highly creative in its advertising...

...*and* in its marketing advice, media selection, research, publicity, promotions, packaging, show selections.

It is entirely possible that any one of the three will get value, and profit, from his budget.

But—in these days of the profit squeeze, isn't it likely that the third competitor will get the most?

Young & Rubicam Inc., Advertising



Take TAE and see

how to score more sales in

PITTSBURGH, PA.

... at lower cost

If we wanted to reach for football language, we would use terms like power, precision, drive. Instead, we'd like to talk your language . . . sales for your clients. There is a difference, though, between the large national firms and local ones. National advertisers usually watch overall sales pictures, financial reports, net year-end statements. Local advertisers watch the cash register daily. That's why 46 major local firms have switched from other Pittsburgh TV stations to WTAE in the past year.

A rather solid indication that you get more sales for your client on WTAE-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

NBC-TV Thanksgiving Day (5:30-6:30 p.m. EST). Agency: Maxon, New York.

The Kiwi Polish Co., Pottstown, Pa., has placed a 52-week order with CBS Radio, starting Sept. 4. It's the company's biggest broadcast buy. Agency: Donahue & Coe, New York.

Ideal Toy Corp., N.Y., has bought part sponsorship in NBC-TV's *The Bullwinkle Show,* new animated cartoon series in color starting Sun., Sept. 24 (7-7:30 p.m. EDT). Agency: Grey Adv., New York.

Agency appointments...

▪ Butter-Nut Foods Co. (Butter-Nut coffee), Omaha, Neb., appoints Tatham-Laird, Chicago, effective Jan. 1.

▪ William Freihofer Baking Co., Philadelphia, appoints Wermen & Schorr Adv., that city.

Astor opens rep office

N. Arthur Astor has announced he is opening offices to handle national sales for the Foster Group stations (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, all California).

Prior to handling national sales for the Foster stations, Mr. Astor was Los Angeles manager of Headley-Reed. The new office is located at 6332 Hollywood Blvd. Telephone: Hollywood 6-4251.

Studebaker-Packard agency

Studebaker-Packard Corp., South Bend, Ind., has retained Sydney S. Baron Public Relations Corp., New York, with Murray Snyder, former Assistant Secretary of Defense for Public Affairs as account executive (BROADCASTING, Sept. 4). S-P's advertising agency is D'Arcy Adv., not Doyle Dane Bernbach as erroneously reported last issue.

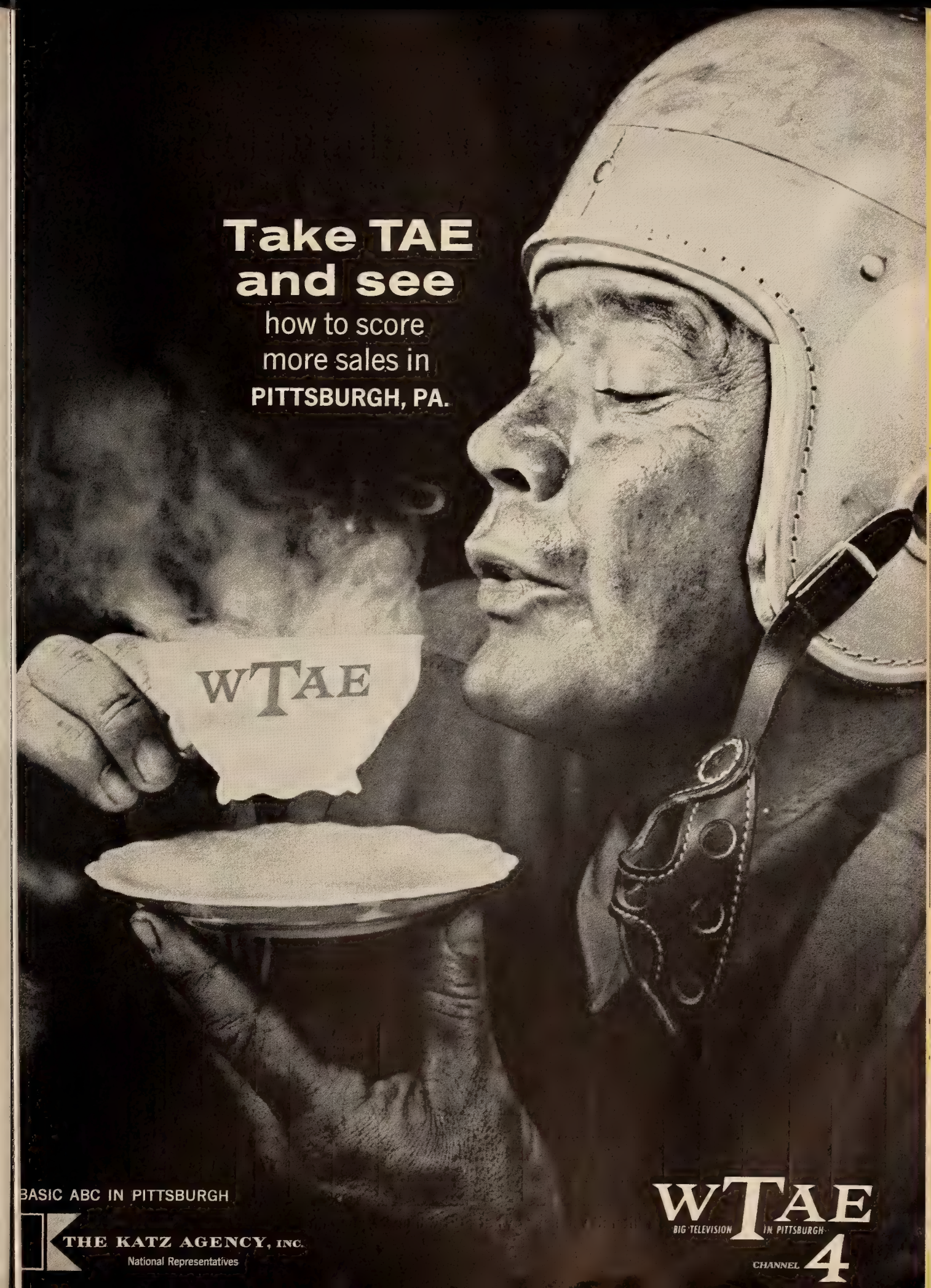


TV PREVIEW

This is the musical comedy commercial which Mars Inc. will use once on its Oct. 19 one-hour special on ABC-TV and then give away free to all other candy manufacturers for their own use in tv. The one-minute commercial took three weeks to produce in Hollywood and will be distributed to the candy industry through the National Confectioners Assn.

Jack Denove directed for Don Zabel, who produced for Needham, Louis & Brorby, Chicago, Mars Inc. agency. Hal Kaufman wrote the script and Bill Davis was in charge of art and set direction. Both are with NL&B. Cast of nine children and adults act and dance in the commercial which features all original lyrics, music and choreography promoting the quality, taste and benefits of candy in general.

Mars Inc. program Oct. 19 will be carried in the 8:30-9:30 p.m. period and will be a musical comedy romance, "Feathertop," based on a story by Nathaniel Hawthorne. Program will star Jane Powell and Hugh O'Brien.


Take TAE
and see
how to score
more sales in
PITTSBURGH, PA.
WTAE
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

The second battle of Atlanta looms

WASILEWSKI, COX, TO ATTEND SOUTH EAST RADIO-TV SEMINAR

Representatives of the NAB and FCC—will be on hand Sept. 15 in Atlanta to hear a down-to-earth discussion of the FCC's program logging proposals—as well as what is expected to be a no-holds-barred session on the FCC's intrusion into radio and tv programming and the position of NAB on these matters. This is the South East Radio-Tv Seminar, sponsored by the Georgia Assn. of Broadcasters (BROADCASTING, Aug. 14 *et seq.*).

Representing NAB at the burgeoning conference will be Vincent T. Wasilewski, newly named executive vice president of NAB. Representing the FCC will be Kenneth A. Cox, chief of the commission's Broadcast Bureau.

Both are being exhorted to visit a couple of the Georgia stations which ran week-long tests based on the FCC's proposal to require additional information on programming. They are expected to accede to these suggestions.

The SERTS meeting, originally limited to state association chairmen in the seven southeastern states, was later opened to all state chairmen. Last Thursday, GAB officials decided to throw the meeting open to all broadcasters who desire to attend.

More than 50 acceptances have already been received, Jack Williams, GAB executive secretary, reported last week. These include 15 from Georgia alone, and more than 35 from outside the state.

GAB plans to record the entire proceedings, Mr. Williams stated, and a transcript of the day's meeting will be available upon request. A fee will be charged to cover the cost of reporting the meeting.

Four Georgia stations completed their dry run of the proposed new program logging requirements. The most gentle of their reactions were expressed in terms like "cumbersome," "unnecessary," and "burdensome."

NAB Tests ▪ Eleven NAB member stations begin today (Sept. 11) a six-day test of the FCC's proposed programming logs.

The NAB-designed logs are divided into two parts—the first is being used for the first three days of the test; the second, the last three days.

The first, NAB told stations, is drawn up in "literal" compliance with the commission's proposals; the second reflects some of the modifications which have been suggested to ease the burden on broadcasters.

The forms were hammered out over the last 10 days by the NAB staff, primarily by Mr. Wasilewski and Douglas A. Anello, chief counsel.

The eleven test stations comprise three tv outlets and seven radio stations. The tv stations represent large, medium and small markets; one being in the east, the other two in western states. All of the stations are network affiliated.

The radio stations also cover the three categories of stations separated geographically.

NAB officials refused to divulge the names of the stations for fear they would be besieged by inquiries.

Accompanying the two log sheets was a 7-page memorandum of instructions. These included a run-down of the differences between present logging practices and the suggested new ones.

Georgia Reaction ▪ A BROADCASTING check with the four Georgia stations used as guinea pigs in testing the effectiveness of the FCC's proposals, elicited these comments:

"Either we keep up our programming broadcast standards, or we log." This is the considered opinion of Charles C. Smith, WDEC Americus, Ga., after a week of a dry run on the FCC proposed logging program requirements.

"Some of the requirements are patently ridiculous," Mr. Smith observed last week. "They get right down to

Program Log

NAB TEST FORM No. 1

(For Use Mon. Tues. & Wed.)

STATION_____ DATE_____ DAY_____

SYMBOL DESIGNATIONS

Col. 6—CA—Commercial Announcement; NCA—Non-Commercial Announcement; CC—Commercial Continuity
Col. 7—L—Live; Rec—Recorded, Net—Network
Col. 8—R—Religious; I—Instructive; PA—Public Affairs; A—Agricultural; N—News; S—Sports; E—Entertainment; O—Other (Specify)
• • •
CI—Controversial Issue; Edit—Editorial; Ch—Children; LA—Local Affairs; Ed—Prepared by, etc. with Ed. Org. R-C—Religious Commercial; R-S—Religious Sustaining

NAME TIME NAME TIME

_____ ON____ _____ OFF____

_____ ON____ _____ OFF____

_____ ON____ _____ OFF____

_____ ON____ _____ OFF____

1 STATION ID TIME ON	OFF	2 PROGRAM TIME ON	OFF	3 ANNOUNCED AS SPONSORED	4 PROGRAM TITLE	5 SPONSOR	6 ANNOUNCEMENT TIMES (CA, NCA, & CC) ON	OFF	7 PROGRAM SOURCE (L, REC, & NET)	8 PROGRAM TYPE (SEE SYMBOL DESIGNATION)		9 LOCAL NEWS (APPROX. TOTAL TIME)	10 OP. SIG.	11 ANNOUNCER

NAB's 'literal' version of what FCC wants for program logging.

ANYBODY REMEMBER THE HIT PARADE?

When there was real excitement about which tune would be "number one across the nation"?

Today, single records lack that excitement.

We know you're not out to sell music, but music is basic to your business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the radio industry a revolutionary new concept in singles. We call it the:

PLUS 2 OLDIES SINGLE

What "Plus 2" means is this. Customers get a standard single with one important difference: four selections for the price of two.

WHAT DOES THIS MEAN TO RADIO?

Excitement in singles records sales means excitement about radio programming. If you feel, as we do, that the "Plus 2" concept will benefit everyone, then we encourage you to join with us in promoting this excitement.

Variety in programming. Each "Plus 2" Oldie has been edited to approximately 1:15 playing time, compared to 2:15 for the new selections. Mixing an ever-increasing library of short "Oldies" with new hit material will mean a new variety in listening, plus more and different selections played in the same unit of air time.

Better spacing of commercials. Double-spotting will not be needed as often by mixing "Oldies" with new hits. For example:

BEFORE "PLUS 2" SINGLES:	
8 Regular Singles (@ 2:15)	= 18:00
with	
8 Double Spots (@ 2:00)	= 16:00
Total Playing Time:	34:00

8 SONGS + 8 SPOTS

11 SONGS + 8 SPOTS

WITH "PLUS 2" SINGLES:	
4 Regular Singles (@ 2:15)	= 9:00
with	
4 Double Spots (@ 2:00)	= 8:00
plus	
6 "Oldies" (@ 1:15)	= 7:30
with	
6 Single Spots (@ 1:00)	= 6:00
plus	
1 "Oldie"	= 1:15
with	
1 Double Spot	= 2:00
Total Playing Time:	33:45

Warner Bros. Records is behind the "PLUS 2" concept 100%... with ads, promotion, merchandising aids. We're in for the long-term push. We invite... we urge all members of the radio industry to join with us in promoting the "four songs for the price of two" concept to stimulate singles sales and radio excitement.

The "PLUS 2" Single can bring back those breathless Hit Parade days, with excitement plus about radio programming.

But we need your help.

JAMES B. CONKLING, *President*
WARNER BROS. RECORDS, INC.

minutiae. I'm convinced that the FCC cannot read a log kept like this and determine whether or not a station is serving its community."

WDEC, a 1 kw daytimer, ran a full test of the FCC's logging requirements from Aug. 29 through Sept. 2.

"We started out with the one announcer on the board keeping the log. We found that he could not complete 1,909 entries because he was busy with program material and we were not going to let him compromise our standards. After two days of this single man operation, we hired a second man to do nothing but maintain the log. This took him full time," Mr. Smith said. He continued:

"If the FCC makes us follow this detail, it will require 4,601 hours a year. This means another man, and that's a minimum cost of $5,291.15. We can't afford that kind of money for this kind of paper work."

Detailing some of the problems, Mr. Smith pointed to the requirement that the end of a program, the start of a spot announcement, its conclusion, the start and end of the station's ID, the start and end of a time signal or weather report, and the start of the next program all must be listed on the proposed log. "No man can do all this in 30 seconds with any degree of accuracy," Mr. Smith said.

"Why must off time be logged?" Mr. Smith asked. "It's obvious that when a program or spot or announcement starts, the preceding one has ended."

Why log station IDs?, was another question asked by Mr. Smith. This is a station's bread and butter; its call letters are the one thing any station operator is going to put on regularly and often.

No Need ▪ "Some of these logging requirements are totally unnecessary, others are absolutely asinine." These are the sentiments of H. Randolph Holder, WGAU Athens, Ga., and president of the Georgia Assn. of Broadcasters.

"If one man must maintain this log, he cannot maintain program quality and I would think that broadcast quality is primary," Mr. Holder declared.

The requirements, he said, are cumbersome, complicated, burdensome and unnecessary. Some listings are superfluous, he added, like having to log noncommercial announcements and commercial announcements. Obviously if one type is identified, all the others belong in the second category, Mr. Holder commented.

Mr. Holder, whose 250 w fulltime station ran its test Aug. 20-26, ventured the opinion that the FCC undoubtedly can get the information it seeks without all the cumbersome machinery of handwritten listings. He also expressed the view that smaller stations should be exempted from all or the greater part of the logging requirements. "If this goes into effect without significant changes, we are going to have to hire an extra man to handle it. We run 20 hours a day; this means it will cost us $8,372 a year," he said.

During the WGAU test, all four announcers were required to keep the test log. "We found," Mr. Holder said, "that most of them were just about 60% complete. It couldn't be otherwise without deteriorating the standards of broadcast program quality."

"There are some things we like," Mr. Holder concluded. "These are the long-needed changes in program classifications for modern radio—like sports and public affairs as new categories."

Quality Down ▪ John Foster, WCON Cornelia (250 w full time) reported on Thursday that programming quality had deteriorated by 50% with his test still having two days to run.

"We started on Sunday and one announcer could handle it all right," Mr. Foster explained. "On Monday, however, when we were back to normal, the board man on duty kept it up until noon at which time he gave up in disgust. I had to put another announcer in to maintain the log.

"Yesterday I was giving my regular newscast and I had to cut the mike off for a number of seconds just so that I could complete the log. We had nothing but dead air for a time."

Mr. Foster feels that the proposed logging requirements are "not practicable at all."

Not only will it be necessary to hire an additional man, Mr. Foster stated, but a lot of the information doesn't seem to be necessary at all. "I don't see why we can't leave out entertainment entirely. Obviously the programming between announcements or news or discussion is entertainment," he said.

No Give ▪ The lack of flexibility in handling logging was the complaint of Charles E. Doss, 1 kw daytimer WROM Rome, Ga., who ran his own version of what he deduced was the FCC's requirements Aug. 20-26.

"We have a program which is basically music, running from 9 a.m. to noon. It is in this program that we run announcements about local civic groups—PTA meetings, garden club showings, civic association campaigns, etc. Just when these announcements are made cannot be scheduled; they even come in during the program. The man on the board cannot take the time to log them properly, particularly when an on-off listing is required."

One man could handle this logging,



Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

—who buy 28.8% more food products in Kentucky and Southern Indiana!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Will he "measure up" in his school work, too?



"Chin up! Shoulders back! Stand tall!"
"You're a big boy now—ready for school."

What about your youngster? Even though he may appear to be in tip-top condition—like the one shown here—it is a sensible idea to have his health checked *before school opens.*

Your child's doctor will be alert to problems—both physical and emotional—that could interfere with your youngster's school progress. For example, he might have some slight and unsuspected defects of his eyes or ears which, if attended to now, could prevent difficulty later on.

And when you see the doctor, you can talk with him about your child's health habits. If, for instance, he skips or barely eats breakfast, he will have a poor start for his day's work at school.

Now's the time to make sure, too, about your child's protection against the communicable or "catching" diseases. Are his immunizations up-to-date against polio, diphtheria, whooping cough, tetanus and smallpox? Protection against influenza is also given to some children.

A preschool check-up could make the difference between a good or a disappointing year at school—for children who are entering as well as those who are returning to school.

To supplement your doctor's advice, Metropolitan Life will send you its informative booklet, ABC's of Childhood Disease.

Metropolitan Life
INSURANCE COMPANY



A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868
Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1000 Offices, U.S.A. and Canada

NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

WGN is #1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio in Chicago

No. 1

First in sound!
First in service!
First in sports!

★ ★ **FIRST!** ★ ★

Chicago's Quality Radio Group station

Mr. Doss surmised, "if he had nothing else to do."

The proposed requirements should be revised, the WROM general manager said. Some things seem wholly unnecessary, he added, like identifying commercial announcements for businesses in which the owner or owners of a stations have interests. This is already on file at the FCC. Another is the need for identifying local news items in a newscast.

Mr. Doss reported that he had to put on a second man to help maintain the logs.

The cost runs two ways, he concluded. There is the cost of a program man spending more time on paperwork and less time on programming; or there is the need to hire an additional man. This would cost WROM another $4,000—$5,000 a year. That's a pretty substantial piece of change for a station my size.

State groups hear about editorializing

Two state broadcaster associations heard words of wisdom and warning concerning the use of broadcast editorials. The Arkansas and Mississippi associations were addressed, repectively, by Ted Rand, manager of KDRS Paragould, Ark., and A. Louis Read, vice president and general manager of WDSU-AM-TV New Orleans.

"Editorials," Mr. Read said, "may eventually put broadcasters into an intimate relationship with public issues which could enlighten and elevate the whole industry and fill the dangerous gap left in our public debate by the trend toward newspaper monopolies."

He added that some stations are trying to get into the editorial swim without getting wet, wading in knee-deep with occasional editorials or with weekly editorials.

Mr. Read urged the Mississippi broadcasters to consider going beyond news and into opinion—only if certain conditions can be met, mainly having the right kind of news operation.

"Editorials cannot be done well, and probably should not be done at all, unless someone can spend three to four hours, at least, on editorial research and writing," he commented. "If the news director cannot see his way to handling this additional work day after day, and if the station management is not sold on editorial possibilities to the extent of hiring another man, then I would say to forget it. A hastily-researched, hastily-written editorial benefits no one," he added.

Establishing an editorial broadcast at a regular hour every day is a step along the road to "trivia" according to Mr. Rand.

In a speech before an Arkansas Broadcasters Assn. meeting, Mr. Rand said, "Editorializing for the sake of editorializing appears foolish to me. It robs you of the Sunday punch you need for editorials of purpose." Instead of daily editorial, he prefers a daily five-minute program which "sometimes" carries editorial opinion, properly labelled. On other days, the broadcast consists of in-depth features, book reviews, reviews of speeches, opinions of others and even eulogies.

"Broadcast an editorial every day," he said, "and you can be sure that



Gathering at the Mississippi Broadcasters Assn. meeting in Jackson were these guest speakers and association executives. They are (l to r) Herbert Golombeck, vice president, Plough Broadcasting Co., Memphis, Tenn.; Fred Beard, president of the Mississippi broadcasters and general manager of WJDX and WLBT (TV) Jackson; Joe Phillips, WSSO Starkville and secretary-treasurer of MBA; A. Louis Read, vice president and general manager of WDSU-AM-TV New Orleans; Jim Reese, WCGM Gulfport and first vice president of the Mississippi Broadcasters Association.

The Third World War BEGAN IN 1848

"The future is with us, for we are confidently marching forward long the only correct path, the path charted for us by our teacher, great Lenin."

— N. S. Khrushchev, Report of the Central Committee, 20th Congress, CPSU

Karl Marx, the theoretician, wrote the **Communist Manifesto** in 1848. But it took Lenin, the man of action, to breathe life into Marx's words . . . and thus set in motion Communism's confiscations of human liberty.

Lenin's action plan for world conquest is cloaked today by Communism's monotonous surface cant of "peaceful coexistence."

Lenin said:

"As long as capitalism and socialism exist, we cannot live in peace: in the end, one or the other will triumph — a funeral dirge will be sung either over the Soviet Republic or over world capitalism."

And . . .

" . . . force alone can settle the great problems of political liberty and class struggle, and it is our business to prepare and organize this force and to use it actively, not only for defensive purposes, but also for the purpose of attack . . . "

— Selected Works, V. I. Lenin, Vol. X, pg. 297 and Vol. III, pg. 54, Moscow, 1935.

"Lenin meant what he said without equivocation. What he said, what he believed, and what he practiced, in my opinion, constitute 'Leninism.' And I, for one, find no reason to doubt the word of Nikita S. Khrushchev when he asserts that the injunctions of Lenin must be the guide to all Communist activity."

— J. Edgar Hoover
Director, Federal Bureau of Investigation

We can answer the Communist Line only if we know what it is. Through these ads, and the prime time announcements on WKY Radio and Television, we're telling a few facts about Communism.

Maybe this isn't the way to sell time on a radio and television station. But then in Russia there isn't any time to sell. The government owns it all.



Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

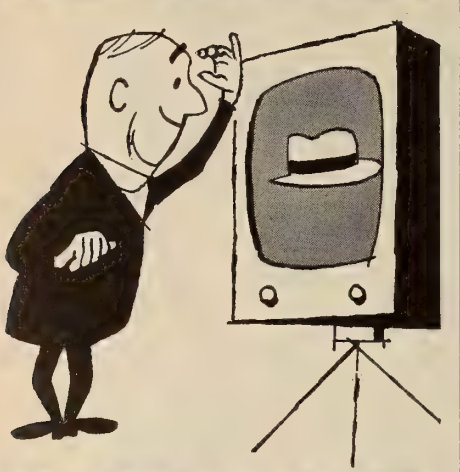
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OKLAHOMA CITY

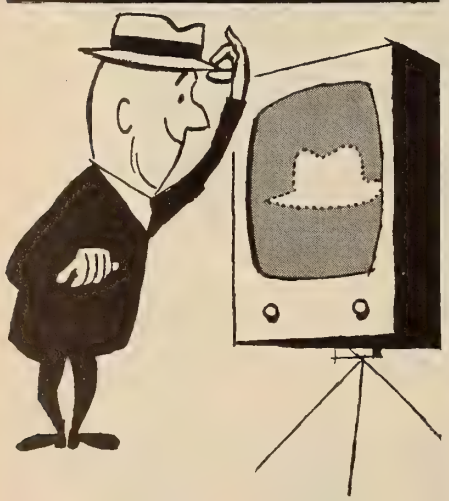
The WKY Television System, Inc. ■ WTVT, Tampa-St. Petersburg, Fla. ■ Represented by the Katz Agency

IN
PORTLAND
OREGON

THEY EYE IT...



AND BUY IT...



ON

KOIN TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

people sooner or later will say, 'There goes that smart s.o.b. from the radio station, again.' "

Collins names members of NAB research group

The first meeting of NAB's special committee on research will take place in New York on Sept. 18 and 19, it was announcd last week coincident with the naming of members of the full committee.

Don McGannon, president of Westinghouse Broadcasting Co., was named chairman of the committee last month (BROADCASTING, Aug. 28). Members of the committee, who will study the feasibility of establishing an NAB research and training center, as named by NAB President LeRoy Collins last week:

Julius Barnathan, ABC Television; Hugh M. Beville Jr., NBC; George C. Hatch, KALL Salt Lake City; John P. Cowden, CBS; Daniel W. Kops, WAVZ New Haven, Conn., and WTRY Troy, N. Y.; Irving Lichtenstein, MBS; Richard B. Rawls, KPHO-AM-FM-TV Phoenix, Ariz., and Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.

The idea of establishing a research center was first broached by Gov. Collins at the NAB convention last April. He expanded his ideas at the NAB board meeting in June and received authority to set up a committee to study the idea. Among the subjects which ought to be studied, according to Gov. Collins, are ratings, editorializing, judicial proceedings coverage, the maintenance of freedom and responsibility for broadcasters, new techniques in public affairs programming, the relationship of the broadcaster to the community, the radio spectrum and the future of radio.

Shea announces group to handle ASCAP talks

A broadcaster executive committee was announced last week to handle the coming tv industry negotiations with ASCAP on licensing agreements.

The announcement was made by Hamilton Shea, chairman of the All-Industry Television Station Music License Negotiating Committee. On the committee with Mr. Shea are John McCoy, Storer Broadcasting Co.; Alan Hartnick, Metromedia; Clifford Kirtland, Transcontinent Television; Charles Tower, Corinthian Broadcasting; William Grant, KOA-TV Denver, and Robert Smith, WCYB-TV Bristol, Va.

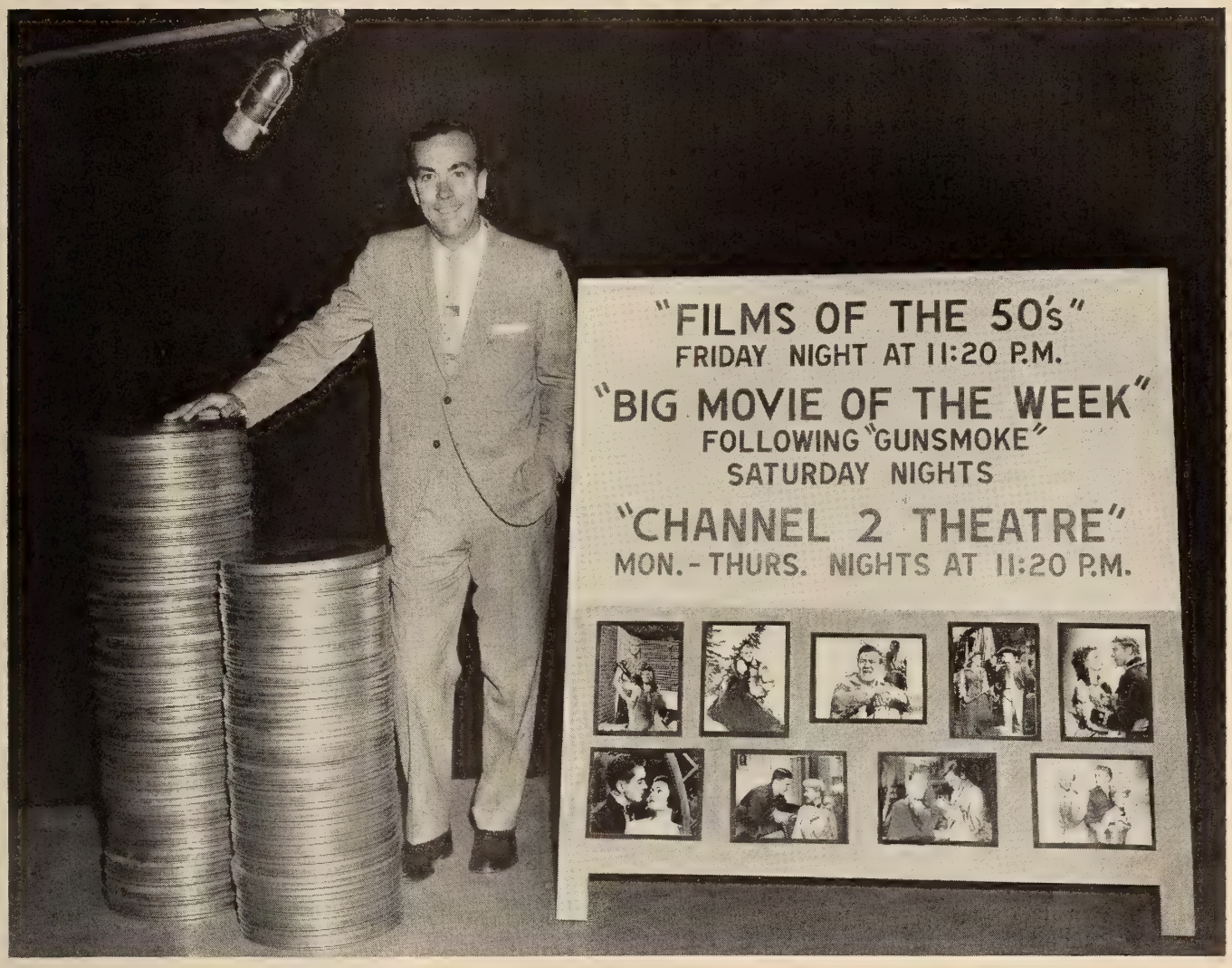
The negotiation committee, Mr. Shea said, will meet in the next two weeks with the all-industry committee's legal firm to draw up a schedule of discussion points for the negotiations. He noted the makeup of the committee includes "some of the outstanding legal and financial talent in the broadcasting industry." Messrs. McCoy, Grant and Hartnick are attorneys; Messrs. Kirtland, Shea and Tower have extensive financial and controller management backgrounds, and Mr. Smith, in addition to being an attorney has experience in smaller markets.



'Instant cash payments' to media start

Geyer, Morey, Madden & Ballard's introduction of sight drafts for "instant cash payment" to media [BROADCASTING, July 10] recently got off to a $35-million start. That's the total (when validated) of the sight draft envelopes being inspected above by George B. Arnold Jr. (l), assistant treasurer, and William G. Carmody, secretary and assistant treasurer. The drafts were mailed to more than 1,000 newspapers, radio and tv stations which will use them on a monthly basis, and in effect, pay themselves net amounts due for advertising placed by the agency for its clients. GMM&B plans to widen the prompt payment plan to cover all media on its clients' schedules. The First National City Bank of New York is the agency's bank on the new system.

FIRST-RUN FILMS FOR FIRST-CLASS VIEWING!



New First-Run feature purchases augment vast WMAR-TV library!

WMAR-TV is now the only Baltimore station offering late evening films nightly, Monday through Saturday!

First-Run "Big Movie of the Week" on Saturday nights has consistently had the largest audience of any feature film in Baltimore. Now, in addition, WMAR-TV is presenting, on Friday nights, another First-Run series, "Films of the 50's" (premiered Friday, September 8th). "Channel 2 Theatre," a long-time Monday through Thursday night feature also offers many First-Run films. Don Bruchey (photo) is host.

The recently purchased SEVEN ARTS package with such films as "The High and the Mighty", starring John Wayne and Robert Stack; "Hondo", starring Wayne and James Arness; "A Star is Born", starring Judy Garland—plus selected NTA titles—"Viva Zapata", with Marlon Brando; "12 O'Clock High", with Gregory Peck, and "Prince of Foxes", with Tyrone Power will run on Fridays and Saturdays. Many First-Run films from other top packages will be shown Mondays through Thursdays.

This is VIEWMANSHIP at its best . . . First-Run films for First-Class selling in the nation's 12th market!

No Wonder—In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

THE KATZ AGENCY, INC.
National Representatives

CHANNEL 2—SUNPAPERS TELEVISION—Baltimore 3, Md.

Salant asks for repeal of Sec. 315 restraints

If television is freed from the restrictions of Section 315 of the Communications Act, the medium can go forward to fulfill its "enormous potential" in the field of politics, Richard A. Salant, president, CBS News Division, told the annual meeting of the American Political Science Assn. in St. Louis last Thursday (Sept. 7).

He asserted that television has "barely begun to play the full and responsible role of which it is capable" in political broadcasting because of Section 315. He reminded his audience that the well-known joint appearances during the 1960 presidential campaign were made possible because the provisions of Section 315 were suspended temporarily.

"Television's contribution to the 1960 campaign was only a beginning," Mr. Salant declared. "Much is left to be done. Section 315 must be repealed—so that these new techniques can be continued, improved and applied to all levels of elective offices. And broadcasters must sharpen their techniques—experiment with more direct debate, with less confining formats, and with other kinds of program types."

Mr. Salant explained that in the 1960 campaign, CBS Radio and CBS-TV contributed time with a monetary value of more than $2 million to major candidates. He added:

"The clearest and most direct protection, then, against the dangers of a purchase of an election by obliterative purchase of television time is repeal of Section 315—thus assuring all significant candidates free time in quantities apparently beyond their desires."

Broadcasters praised for heart fund help

Radio and tv stations aired a total of 320,000 appeals in support of the heart fund drive early in the year, according to partial data collected by the American Heart Assn. In addition the campaign was supported nationally by networks and their advertisers through 270 tv and 464 radio network appeals.

In a letter to John F. Meagher, NAB radio vice president, Rome A. Betts, executive director of AHA, expressed "deep gratitude to the nation's broadcasters who, in contributing to and stimulating medical progress, perform a public service of first magnitude."

Mr. Betts said the industry "reflects a vigorous sense of community responsibility which we feel is characteristic of men and women in broadcasting."

Triangle renews Blair rep contract

A long term renewal of the national representation contract between the Triangle stations and the John Blair Companies was announced jointly last week by Roger Clipp, vice president and general manager of the Triangle Broadcast Div., and John Blair, head of the representative organization.

Under the terms of the contract, Blair-TV will continue to represent WFIL-TV Philadelphia; WNHC-TV Hartford-New Haven, Conn.; WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N. Y., and KFRE-TV Fresno, Calif. National representation of WLYH-TV Lebanon, Pa., will continue to be handled by Blair Television Associates.

In radio, John Blair & Co. will continue representing WFIL Philadelphia, WNBF Binghamton and KFRE Fresno. The Blair organizations have represented the Triangle Stations since 1954.



Signing the new Triangle-Blair representation contract are (seated) Roger Clipp (l), vice president and general manager of the Triangle Broadcast Div., and John Blair, head of the rep firms. Nodding their approval are Edward H. Benedict (standing l), director of national sales, Triangle Stations, and Kenneth W. Stowman, general sales manager of WFIL-AM-FM-TV Philadelphia.

NetALERT gets workout

CBS Radio's new NetALERT system got its first operational workout last Tuesday (Sept. 5) when it was used to flash news bulletins about nuclear testing. The first bulletin at 12:24 p.m. was a special report from Moscow by Marvin Kalb, CBS newsman; the second bulletin followed shortly with a report from George Herman, CBS

Outstanding Exclusive Broadcast Properties

This is a profitable fulltime property in a medium size market. Station has outstanding local acceptance. 29% down and balance over 7 years.	NEW ENGLAND $275,000
Powerful daytimer with fulltime possibilities in a rich, secondary market. Excellent real estate and good earnings. All cash required.	NEW YORK STATE $215,000
Single station market daytimer near a medium metropolitan area. Combined operation. Grossing over $60,000. Needs an owner-operator. 29% down.	MIDWEST $75,000

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Chicago, Illinois
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ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

News White House correspondent.

NetALERT becomes operative when a technician in CBS Radio's central control in New York interrupts regular programs by dialing NetALERT signal four, which indicates that an important news bulletin is about to be fed to all affiliated stations (BROADCASTING, Sept. 4).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WPTV (TV) West Palm Beach, Fla: Sold by John H. Phipps to Scripps-Howard Radio Inc. for $2 million cash. Sale is contingent on FCC approving also change in antenna height and site. Scripps-Howard Radio Inc. owns WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville and through *Memphis Commercial-Appeal* and *Press-Scimitar* WMC, WMCF (FM) and WMCT (TV) in that city. WPTV, on ch. 5, began operating in 1954. Broker was R. C. Crisler & Co.

▪ WTTC Towanda, Pa.: Sold by Victor Michael, T. Justin Myers and Leroy Hopkins to Clifford S. Brown and Harry M. Brown, father and son, for $75,000. The senior Mr. Brown is a theatre owner in Kane, Pa.; Harry M. Brown is news director of WFRM Coudersport, Pa. Mr. Michael retains his interest in WMLP Milton, Pa. WTTC is a 500 w daytimer on 1550 kc. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 110).

▪ WMEG Eau Gallie, Fla.: Sold by Victoria C. Martin, A. V. Chatterton and Thomas Cary to Charles E. Verner and Wallis R. Kinney for $150,000 plus agreement not to compete for eight years within 50 miles. This is first transfer involving outright change of ownership approved by the FCC's Broadcast Bureau under its new, delegated authority.

New southwest rep firm

Creation of a new southwest regional station representative, Air Media Time Sales Inc., Dallas, was announced last week by Wells Bruen, president of the new company.

Mr. Bruen, formerly with George P. Hollingbery Co., said the firm already has obtained commitments from a number of stations. The list will be released at a later date.

The new firm is located at 3810 Inwood, Suite 114, Dallas.

Six Montana stations form radio network

Announcement was made last week of the formation of the Silver Dollar Radio Network, composed of six Montana stations with a single rate card and a single billing.

Joseph Sample, Billings, heads the new group which includes KOOK Billings, KBMN Bozeman, KXLF Butte, KFBB Great Falls, KCAP Helena and KGVO Missoula. Other officers are Dale Moore, KGVO, vice president, and W. C. (Bud) Blanchette, KFBB, secretary. Bettye Zuck, formerly traffic manager of the Cowboy Network, has been appointed general manager of the Silver Dollar Network with headquarters in Billings.

George P. Hollingbery Co. has been appointed national rep for the new network with Art Moore & Assoc. handling sales in the Northwest.

Witty: tv affects grades

Heavy television viewing "significantly lowers school grades" of elementary students but does not affect reading or hobbies, Dr. Paul Witty, professor of education at Northwestern U., told a meeting of the American Psychological Assn. in New York. Dr. Witty, who said he has spent 11 years in continuous study of tv viewing habits of children in the Chicago area, said viewing has "leveled off" to 21 hours per week for average elementary school pupils; 20 hours for parents; 14 hours for high school students and 12 hours for teachers.

Magazine-backed study tosses curve at day tv

Women under 50 years of age, and those living in "better" income households show a comparative lack of interest in daytime tv, according to a survey conducted by C. E. Hooper for *McCall's* and *The Ladies' Home Journal.*

Covering four daily daytime tv programs—*As the World Turns, The Guiding Light, The Edge of Night* (all CBS-TV), and *Concentration* (NBC-TV)—the study included 2,042 housewives selected at random from telephone listings in 79 U. S. cities.

An analysis of each of the four programs showed more than 80% of the women interviewed did not see any one of the five telecasts of a particular program "last week." The frequent viewers, those who saw a specific show five times "last week," accounted for only 8% of those quizzed.

EXCEPTIONAL QUALITY BUYS

SOUTHEAST—Popular fulltime major market radio station that has almost hit $400,000.00 in annual billing. Priced at $600,000.00 with easy to live with terms. ***Another H&L Exclusive.***

SOUTHWEST—Wonderful Opportunity. 50% of promising radio station in large growing Southwest market for $50,000.00. Buyer can manage facility. Grossed $90,000.00 last fiscal year. ***Another H&L Exclusive.***

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America's Most Experienced Media Brokers
RADIO • TV • CATV • NEWSPAPERS
NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

Local radio gets catv advertising budgets

NCTA STUDY SHOWS $1 MILLION ANNUAL EXPENDITURE

Over $1 million is spent yearly on local radio stations throughout the country by community antenna systems advertising their services.

The figures are based on a survey by the National Community Television Assn. among its members. NCTA asked how much each spends weekly on radio advertising. Of the 93 replies received from the 475 members of the organization (a return of 19.5%), 27 said they do not advertise on the air, but 66 said they use radio and spend, in the aggregate, $2,300 a week. The average weekly expenditure in radio for these 66 is $35 per week.

Counting about 800 catv systems operating in the country, and deducting 240 as representing the percentage not using radio, the $35 weekly average can be counted as commercial time buying by the remaining 560 catv systems.

Three catv systems told NCTA they spent a total of $1,350 in television itself during the past six months.

Community antenna systems bring tv to subscribers by picking up video signals off the air and conducting them to customers' homes via coxial cable lines. Monthly charges for this service run $3.50 to $9; some systems also bill for installation.

Program Sponsors ▪ Most of the advertising by catv companies are spot promotions for the service, but a significant number sponsor full programs. For the most part these are high school (and in several instances the local junior college) football, basketball and hockey matches. News and weather shows are also sponsored by some cable companies. In many instances the antenna company underwrites the cost of public service spots (Red Cross, Community Chest, Chamber of Commerce, etc.).

One of the most interesting uses of radio by cable companies is that on KCLS Flagstaff, Ariz., by the Flagstaff Tv & Cable Co. By telephone from its own office at 3:45 p.m. Mondays through Fridays, the catv company broadcasts a 10-minute program of recommended evening tv viewing from Phoenix. The time is donated by KCLS as a public service program. The Flagstaff catv system carries the four Phoenix tv stations. It serves over 4,000 subscribers.

Other ventures, involving the catv system and local radio station:

▪ West Virginia U. basketball tournaments during the last two years have been carried by WTRF-TV Wheeling, W. Va., sponsored by catv systems in Clarksburg, Fairmont, Elkins, Weston and other cities of north central West Virginia.

▪ Live telecasts, originated in the catv studio by KIUN Pecos, Tex., every afternoon presenting local news, weather, sports and panel discussions have been transmitted by the Pecos Cable Television Co. in that city.

▪ Local news is covered for tv stations (about 50-60 miles distant) by the Panther Valley Television Co. in Lansford, Pa. News "as it happens" is immediately passed on to the tv stations. This is usually the first report received and is used on local area telecasts.

▪ KLEA Lovington, N. M., a daytime-only station, uses one of the Lovington Antenna Co.'s channels for nighttime, audio-only broadcasts of local news, sports, bingo games and elections. The catv system supplies a vidicon tv camera for studio presentations originated at the radio station and used mainly in conjunction with local charity drives, Chamber of Commerce fund campaigns and other items of local interest.

▪ In Farmington, N. M., the Farmington Community Tv works with KNDE-AM-FM there in getting stereo to its customers. KNDE stations broadcast stereo by using the am and fm outlets for separate audio channels. By feeding KNDE-FM through one of the catv channels, Farmington cable customers can receive the fm stereo signal on their tv sets, and get the other stereo channel on their am sets off the air.

COLOR TV GETS ALL-STAR GOLF

Fore! This season the All-Star Golf tournament tees off on Color TV. The rush to Color is growing. Are you with it? Get the whole Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

H-L files counterclaim against Stubblefield

Hamilton-Landis & Assoc., station brokers, filed a counterclaim against one-time associate, William T. Stubblefield, last week in U. S. District Court in the District of Columbia.

The firm also denied allegations made by Mr. Stubblefield in his civil suit against Hamilton-Landis and Ray V. Hamilton, its principal, seeking commissions and wages totaling over $53,000 plus an undetermined amount for commissions (BROADCASTING, Aug. 14).

In its counterclaim, Hamilton-Landis asserts that Mr. Stubblefield used corporate funds for his private accounts. It also alleges that Mr. Stubblefield breached a provision in his contract forbidding him to engage in station brokerage business for a period of time. The station broker firm asks the court to assess "exemplary" damages against Mr. Stubblefield of $100,000 plus actual damages or, in the alternative, 2½% of $10.3 million for breach of contract. The $10.3 million represents the amount of business in the firm at the time Mr. Stubblefield left. The contract provides a 2½% penalty of this amount for violating the ban on competing.

Mr. Stubblefield was with Hamilton-Landis from September 1957 to October 1958. He now owns and manages WAGE Leesburg, Va.

KFOX, AFTRA sign pact; KFWB strike continues

There was no change last week in the strike of the American Federation of Television & Radio Artists against KFWB Los Angeles, which begins its third month today (Sept. 11). Both sides expressed their willingness to meet and consider any reasonable proposal, but there was no meeting nor any new proposal. The AFTRA pickets continued their march in front of KFWB's studio doors.

However, AFTRA did announce that it had signed a new contract with KFOX Long Beach, the first agreement to be completed with any of the 17 Los Angeles area independent radio stations whose contracts with AFTRA expired last April 30. The new KFOX contract is a two-year deal, calling for weekly increases for staff announcers of $17.50 over the two-year period, $10 the first year and an additional $7.50 the second,



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News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock.

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Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape **—with no signal loss in transfer from the original to the final print!**

If it's news you're after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock—for high-fidelity results in single-system filming!

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IS SOLD WITH A 30 DAY MONEY-BACK GUARANTEE
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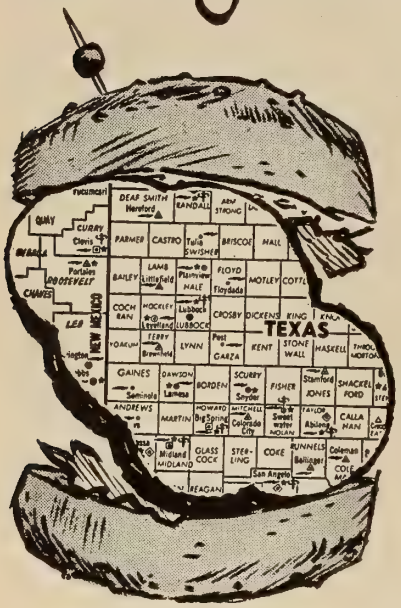
"THEY GO TOGETHER"



Write for complete information about Auricon Filmagnetic Cameras:

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KPAR-TV ABILENE - SWEETWATER
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REPRESENTED BY ats

W. D. "Dub" Rogers, President and Gen. Mgr.

'Do it yourself' for White House handyman

Memo to JFK, a book presenting NBC News correspondents' evaluation of major world problems facing President John F. Kennedy, will be published Oct. 3 by George P. Putnam's Sons Inc., New York.

William R. McAndrew, executive vice president, NBC News, who wrote the opening chapter of the book, explained last week that the book's purpose is "to extract the issues that make the difference between a free society and a slave one, and to re-emphasize the directions to be followed by the Kennedy Administration to keep the world alive and free." He said the book is the work of men trained to report and evaluate.

A preface to the book is written by Robert E. Kintner, NBC president. Chapters on overseas areas are by the following correspondents: John Chancellor, Joseph C. Harsch, John Rich, Irving R. Levine, Edwin Newman, Welles Hangen, Cecil Brown, James Robinson and Wilson Hall. Sander Vanocur wrote the final chapter which concerns President Kennedy's plans to deal with problems posed in the book's preceding chapters.

with the initial raise retroactive to May 1.

The contract also provides for two weeks' additional termination pay, doubletime pay for work on Christmas or New Years, restrictions on employment of part-time announcers to two days a week and gives AFTRA members the right to respect picket lines of other unions whose strikes against the station have been sanctioned by the Los Angeles County Federation of Labor and approved by the national AFTRA. This is a new clause for AFTRA and a most important one, according to Claude McCue, executive secretary of the Los Angeles AFTRA local. It will be mandatory in all future AFTRA contracts, he said.

Gittleson organizes sales-promotion firm

Broadcast House Enterprises Inc., offering sales and promotion services to radio and tv stations, has been established with home offices in Manchester, N. H. Norman Gittleson, a broadcasting executive of 15 years, heads the new organization.

Plans are now underway to open branch offices in New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco and Toronto.

The firm's first promotion, "Number's Up," tested in Omaha and Lincoln, both Nebraska, already has been sold to 19 stations. They are: KQTV Fort Dodge, KBIZ Ottumwa, KROS Clinton, KCRG Cedar Rapids, KIOA Des Moines, all Iowa; KTOP Topeka, KWBW Hutchinson, KELO Wichita, all Kansas; WQUA Moline, WRRR Rockford, both Illinois; KTLN Denver, WYSN Colorado Springs, KTUX Pueblo, all Colorado; KBON Omaha, KLMS Lincoln, both Nebraska; WERC Erie, Pa.; KGWA Enid, Okla.; WHEN Syracuse; KUSN St. Joseph, Mo.

Broadcast House Enterprises is located at 45 Market St., Manchester. Telephone: NA 7-7669.

Catv outfit registers offering with SEC

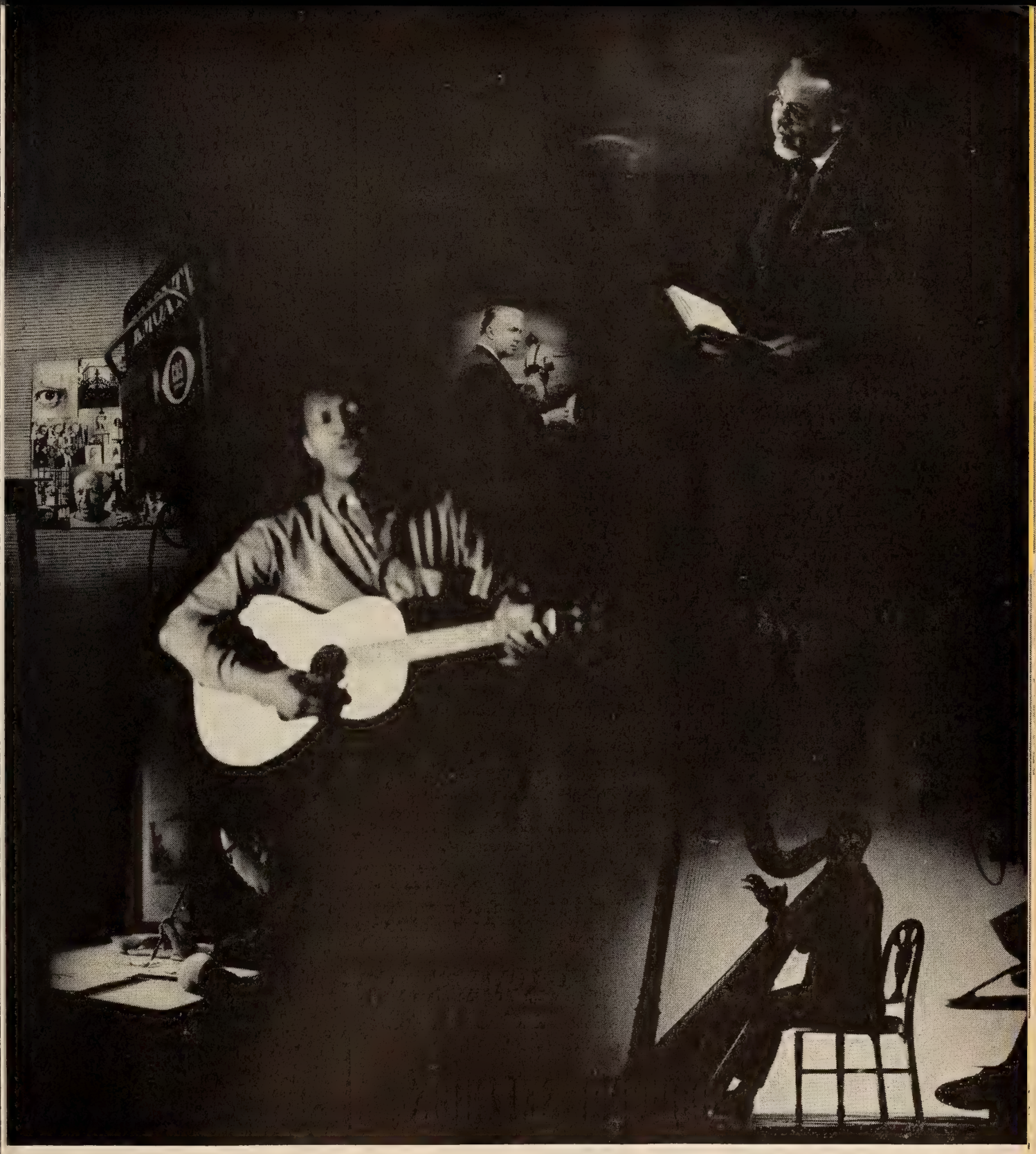
Multiple-catv system owner H&B American Corp. last week filed with the Securities & Exchange Commission to register $2,575,000 of 6% sinking fund debentures due 1973 and 12-year warrants to purchase 206,000 shares of common stock. The debentures and warrants will be offered in exchange for $2,575,294 of 3% outstanding 10-year notes due 1964.

The company is engaged almost totally in the catv industry. A few years ago it had highly diversified interests; H&B still retains a home barbeque equipment manufacturing division but has announced its intention of selling it. H&B operates 26 catv systems in Alabama, Arizona, California, Idaho, Iowa, Maine ,Montana, New Jersey, New Mexico, Washington and Canada. It plans to acquire eight other systems in New Jersey, Florida and California. H&B also furnishes tv signals to its own and other systems by means of microwave relay.

Monthly rates to subscribers vary from $3.50 to $7. Connection charges are $9.95 to $141. Most H&B subscribers receive five channels, though systems vary from three to seven channels.

The company showed gross operating income on its catv holdings of $1,312,-987 for the nine months ending April 30, 1961, but showed net loss of $89,-856. H&B stock is listed on the American Stock Exchange; it has shown a high of 6¾ and a low of 1⅝ in the first half of 1961.

Company officers and directors own 16% of the outstanding stock. David E. Bright is board chairman and president.



KALEIDOSCOPIC! Dixieland jazz, Picasso, glass blowing, photojournalism, set design, modern music—"Montage" has many faces. The range of subjects covered on this weekly public affairs program is inexhaustible, as "Montage" takes its viewers on expertly-guided tours of the fascinating world of the arts...with particular attention to the local scene. Sometimes startling, always entertaining, during its three years on the air "Montage" has won two annual awards from the Ohio State University Institute for Education by Radio-Television. Too, the series has won a devoted following among St. Louis audiences, who month after month, year after year, find their favorite television programs—information and entertainment—on CBS Owned **KMOX-TV**

CHANNEL 4, ST. LOUIS

KSET goes into publishing business

KSET El Paso, Tex., may be forgiven if it cares to boast about the extent of its coverage. The station has gone into the newspaper business with the establishment of its own publishing company.

The publishing business, too, has brought with it changes in KSET's rate card, which now lists a column for space rates. Available to KSET advertisers, too, is a package plan whereby they can get newspaper space in addition to radio time for a single price.

Currently KSET (the Sun Publishing Co.) prints the international *El Correo,* distributed in El Paso and Juarez, and one (*El Sol*) of five suburban shoppers it plans to have in operation soon.

Media reports...

13 for Mutual ▪ Thirteen new affiliates have joined Mutual, according to MBS stations vice president Charles W. Godwin. New affiliates are: WIVY Jacksonville, Fla.; WSTN St. Augustine, Fla.; WKID Champaign-Urbana, Ill.; KJUD St. Johns, Mich.; KDET Center, Tex.; KMIN Grants, N. M.; KYOR Blythe, KPRO Riverside, KROP Brawley and KREO Indio-Palm Springs, all in California, and KVNI Coeur D'Alene, KWAL Wallace and KSPT Sandpoint, all in Idaho.

Edison awards ▪ Nominations are open for the Thomas Alva Edison Foundation National Radio & Television Station Awards for Serving Youth in 1961. The awards give recognition to a local radio and tv station which have distinguished records of program service to youth. Each winning station receives an Edison scroll, and a $1,000 scholarship award to an outstanding local high school senior. Nominations are made by national civic organizations cooperating with the Edison Foundation.

Negro programming ▪ WWRL New York effective Monday, Oct. 2, will devote its full 24-hour broadcast day, Monday through Friday, to serve Negro audiences in metropolitan New York and New Jersey. Weekend programming will continue to serve Spanish, German, Czechoslovakian and Greek speaking New Yorkers.

Radiothon ▪ Thanks to the financial efforts of KORL Honolulu, the Hawaiian Little League team was able to participate in the Little League World Series at Williamsport, Pa. J. Akuhead Pupule started a radiothon on his early morning program, reaching the goal of $5,000 four hours later.

Colorcasting ▪ KBTV (TV) Denver, an ABC-TV affiliate, will begin telecasting in color today, Sept. 11, says president and owner, John C. Mullins. In addition to a six-night-a-week schedule of color movies, much local programming and extensive use of color on local commercials is planned. The station's color equipment is estimated at $100,000.

Editorializing award ▪ C. E. Peacock, news director of WWGP Sanford, N. C., was presented with a resolution which was unanimously passed by the Lee County board of commissioners. The citation praised him and the station for displaying a high degree of civic responsibility and initiative by presenting constructive criticism of issues facing the people through the use of on-air editorializing.

Award ▪ WTTG (TV) Washington has been named winner of the Mass Media Award by the 10 Washington area chapters of the American Assn. of University Women for its Shakespearean series, *An Age of Kings.* It was the first time since the award was established in 1952 that a series not locally produced was judged the winner.

Scholarship ▪ The Maryland-D.C. Broadcasters Assn. has established a $500 scholarship at American U., Washington, D. C., for a student to be selected on the basis of scholastic rating, interest in broadcasting and need. The announcement was made by Mrs. Virginia F. Pate, WASA Havre de Grace, Md., chairman of the group's education committee.

Station on wheels ▪ WWLP (TV) Springfield, Mass., has acquired a new mobile tv and video tape cruiser which it calls "a tv station on wheels." Built at a cost of $125,000, the new mobile unit is equipped with three tv cameras, portable video tape equipment, an audio and microwave relay, a 100-foot portable tower, lighting and audio equipment.

Advertisers honored ▪ WBAL-TV Baltimore, in a continuing effort to increase the quality of its programming, has awarded 18 special citations to advertisers who have sponsored informational, educational, cultural, religious and other programs which it feels serve the interests of the community.

Seven Sisters fund ▪ WIP Philadelphia has raised $5,270.41 for its "Seven Sisters" fund. The money will go to the seven Schaefer girls, whose mother died in childbirth and whose father was killed recently in an automobile accident.

It's official now: Wasilewski, exec vp

Vincent T. Wasilewski, 38, was named executive vice president of NAB last week. The announcement, widely reported earlier (BROADCASTING, Aug. 14, 28), was officially made by NAB President LeRoy Collins last Thursday.

At same time Gov. Collins announced the appointment of Robert D. Swezey as director of Tv Code Authority (see page 66).

Now vice president in charge of government affairs, Mr. Wasilewski has been with the NAB for 12 years. He was graduated from the U. of Illinois and joined NAB's legal staff in 1949. He became chief counsel in 1953, government relations manager in 1955 and a vice president last year. He holds a B.S. degree in political science and a Doctor of Jurisprudence degree. He is a member of the American Bar Assn., American Judicature Society and

FRED COE PRODUCING SELZNICK CLASSICS FOR COLOR TV!

Fred Coe joins the trend to Color TV with "Theater '62", a live series of full-hour dramatizations of David O. Selznick screen classics. Get the full story about the trend to Color today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900



Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

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POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

Swezey: The codes are affirmative, not negative

Robert D. Swezey, whose broadcast roots go back to the old Blue Network, is the new director of the NAB Code Authority—and he's got some ideas that he hopes may improve tv programming.

The new code director—named officially by NAB President LeRoy Collins last week but whose appointment had been reported for weeks before (BROADCASTING, Aug. 14)—feels that the NAB codes were established to accomplish an affirmative good, not just as a list of "shall nots."

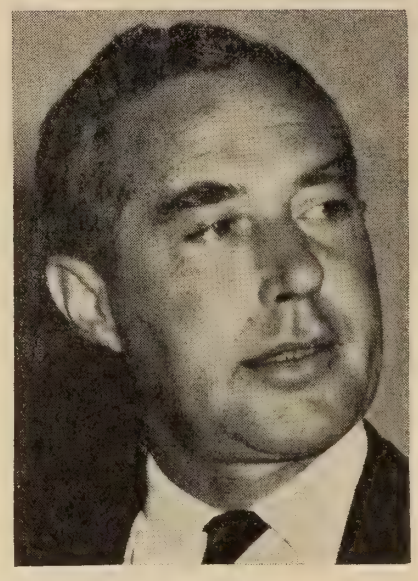
And he ought to know what he's talking about. Mr. Swezey, 54, a pioneer broadcaster who joined NBC in 1939 and who was general counsel of the Blue Network when it split off from NBC in 1942, helped write an earlier version of the radio code and the tv code. He was chairman of the NAB committees which drafted the two codes—the revised radio code at Atlantic City in 1947 and the tv code in Washington in 1952.

"The first thing I'm going to do," he said last week, "is to familiarize myself with all the details of the codes. After all a lot has happened since they were inaugurated, and I've been way from broadcasting for the last two years."

Mr. Swezey was executive vice president and general manager of the Mutual Broadcasting System in the post World War II days. From 1948 to 1960 he was executive vice president, general manager and part owner of WDSU-AM-TV New Orleans. He served as a special assistant to Secretary of Labor James P. Mitchell during the last year of the Eisenhower administration. At present he is a consultant and a director of a helicopter company.

After he reads all the code material, he explained, including minutes of the code review boards, he plans to meet individually with each member of the code staff. "After that," he said, "we'll have our big staff meeting and get to work."

The tv code staff at present numbers seven; Edward H. Bronson is director of Washington headquarters, with Harry Ward as assistant director and Peter Friend in charge of monitoring; Stockton Helffrich is director of the New York code office, with Warren Braren as assistant director; Frank Morris is assistant director in Los Angeles, with Jim Gillis as executive assistant. E. K. Hartenbower, KCMO-TV Kansas City, is chairman of the Tv Code Review Board.



The radio code, revised last year, is under the direction of Charles M. Stone, stationed in Washington. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

In discussing his philosophy, Mr. Swezey begged off being too concrete, because, as he said, "you've got to give me time to catch up."

His primary attitude, he explained, will be to try to make the code authority an affirmative structure, "not just against things."

"So many of the 'problems' are relatively minor. We tend to get lost in trivia," he explained.

"Of course," he added, "there are a lot of practical problems. But these can be handled in the light of intelligent self-interest. For instance take this outcry about violence on children's programming. Nobody wants to contaminate a child's mind; maybe we can work with broadcasters and advertisers to put something better, something finer on for the youngsters. After all, this stricture is in the codes now; children's programs should uplift as well as entertain."

This affirmative injunction is inherent throughout both codes. Mr. Swezey pointed out. It is his intention to try to approach code administration in this light, rather than in a negative way.

"Don't misunderstand me," he warned, "We're going to move slowly. We're going to try to find out precisely where the problems are. How bad is tv? If there are bad spots (and no one can deny there are some) we're going to find out where it is wrong.

"I don't want to sound like an apologist for the industry, but we've got to consider that tv is one of the mass media. After all, how good are the movies today? Newspapers? Not very, to be honest about it."

Mr. Swezey is a graduate of Harvard U. and its law school. He was an NAB board member and chairman of the tv board during his years in the industry.

His contract with NAB is for two years. Although his salary was not disclosed, it's understood to rank second to Gov. Collins'. The NAB president gets $75,000 a year plus an expense allowance. Mr. Swezey will report directly to Gov. Collins. The five-man code review boards will act on appeals. They will also recommend changes in the codes.

The new code director will assume his NAB office Oct. 15. He hopes to attend the NAB regional meetings in Salt Lake City and San Francisco.

In announcing the appointment, Gov. Collins said:

"We are particularly fortunate to obtain the services of Mr. Swezey. Nothing is more important to the future of broadcasting than a strong and effective self-regulating code operation, and I am confident he will bring to this work the competence, dedication and recognition which will enable it to achieve that stronger and more effective status."

the Federal Communications Bar Assn. He is an Air Force veteran of World War II.

Mr. Wasilewski will serve as chief administrative officer under Gov. Collins and will be his adviser on all matters and will act for the president in Gov. Collins' absence.

Gov. Collins said, in announcing the appointment:

". . . I am proud to have Mr. Wasilewski as our executive officer. His knowledge of the headquarters staff and his dedication in the work of NAB is outstanding. His conspicuous competence in the area of government relations, his intimate understanding of the broad range of practical problems confronting broadcasters, his fine leadership qualities—all will prove especially helpful in our future work."



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Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

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WRFD, Columbus — Worthington, Ohio
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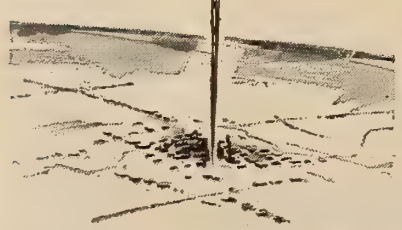


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Readying for Oct. 1 start

Indoctrination seminar for the sales staff of the new National Sales Division of RKO General Inc. was addressed by an array of speakers that included Thomas F. O'Neil (above), board chairman of General Tire & Rubber Co. (BROADCASTING, Aug. 28).

The new unit, which goes into operation Oct. 1, will be national sales representative for the RKO-General owned stations that include WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston, KHJ-AM-FM-TV Los Angeles, CKLW-AM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington and the Yankee Network.

RADIO NEWS

L. A. study shows constant service

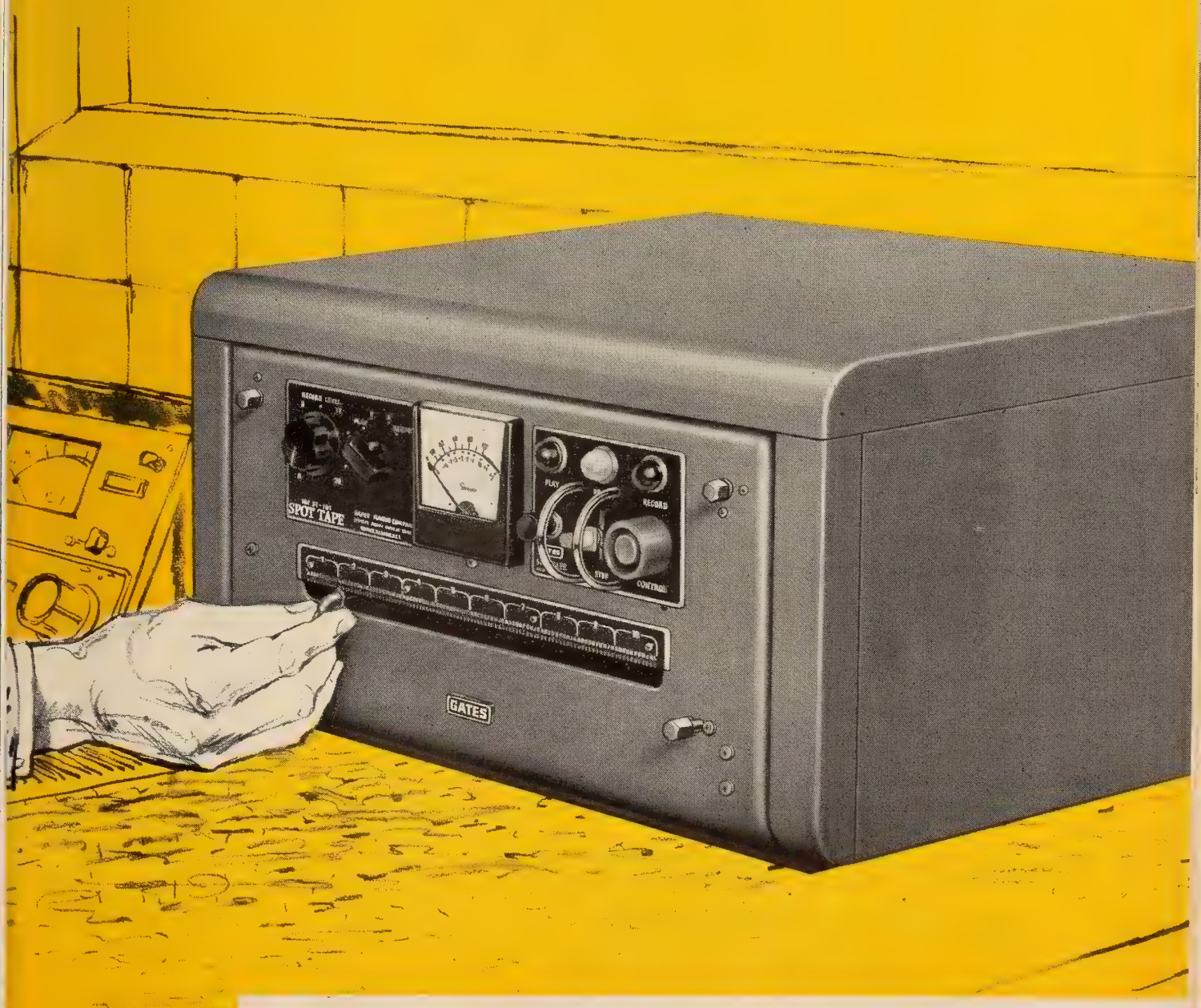
"There are but a few fleeting periods of not more than a few minutes when news is not available to radio listeners in Los Angeles County." So states Ernest Kreiling in an analysis of the news and public affairs programming of the county's 24 am radio stations prepared as a thesis in the Dept. of Telecommunications of the U. of Southern California.

On the average, these stations devote one-eighth of their time between 6 a.m. and midnight to news and public affairs programming, Mr. Kreiling reports. During the daytime hours, the five- and 10-minute periods without news are between 15 and 25 minutes after the hour, 25 to 15 minutes before the hour and 15 to five minutes before the hour. At most other times, news is available from a number of stations and at 5 and at 6 p.m. listeners can choose among 13 stations for news. The frequency and length of newscasts diminish after 7 p.m. "It remains for the listeners to determine for themselves whether this represents too little news, too much or just enough," he comments.

Public affairs programming represents only 1.3% of the 6 a.m.-midnight time during the week, in contrast to the 12.2% devoted to news and is distributed 64.2% weekdays, 35.8% weekends, a smaller concentration on weekends than might have been anticipated. The public affairs weekday programming comes mostly from KNX, CBS-owned Los Angeles station whose schedule includes *Story Line*, several hours of public affairs programming each afternoon, and KGFJ, independent station programmed for Negro listeners, which carries more than the average of this type of program. KGBS, also above average, airs most of its public affairs programming on weekends.

There is wide variation in the amount of time devoted to news and public affairs programming by the Los Angeles am stations, Mr. Kreiling reports. The three network stations allocate an average of 25.3% of their schedules to news, versus 10.1% for the independents, and 3.0% to public affairs, versus 1.1% for the non-network stations. The more powerful stations tend to devote more time to news and public affairs than the medium or low-powered stations, with individual variations within each group. Overall, 17 of the 24 stations fall below the average, which achieves its level largely through the network outlets and through KGBS, KGFJ, KFOX and KLAC.

REPORTED THE TRADE PRESS IN MARCH 1959: ***"A new working tool to make spot announcement handling as simple as push-button technology will permit."*** The attention was focused on the new Gates Spot Tape Recorder, soon to be called the greatest boon to broadcasters since the invention of the microphone. Now, two years later, more than 500 stations from coast to coast have one or more Spot Tape Recorders in operation. ■ Just look at the application: On *one* tape 13″ wide are 101 announcements up to 90 seconds duration each. You simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest, including automatic rewind and perfect cue for split-second airing of the next spot. ■ Let us tell you more about the *exclusive* Gates Spot Tape Recorder. Write today for Brochure No. 73 – yours for the asking.



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JACKSONVILLE CH. 12 CASE

Reopened to find if there were any off-the-record contacts with commissioners in original grant

Testimony in the FCC's reopened inquiry into whether its original grant of ch. 12 Jacksonville, Fla., had been influenced by off-the-record contacts with commissioners made the case "curiouser and curiouser" as Alice In Wonderland put it.

For example, a partner in a Jacksonville engineering firm gave a Jacksonville city commissioner $5,000 to pay a Tampa lawyer for services in gaining a grant for the city, one of the applicants for the channel. Yet the commissioner claimed he had never engaged that lawyer's services and has never reimbursed the engineer for the $5,000. So testified J. Dillon Kennedy, city commissioner in charge of utilities and the city's radio station WJAX.

The lawyer, Miles H. Draper, said the $5,000 fee was "to neutralize any political influence" exercised by one of the competing parties, Jacksonville Broadcasting Co. Mr. Draper said he had found no such influence. He roundly denied the suggestion of FCC Counsel Hilburt Slosberg that the $5,000 fee was paid so that he would exert influence on his friends at the FCC, notably former Commissioner Richard A. Mack, whom Mr. Draper referred to as "an old friend." Mr. Draper said he gave roughly half the fee to Harlan L. Kays Jr., a Washington, D. C., associate, for keeping him apprised of any developments in the case. When Mr. Slosberg asked if Mr. Draper couldn't have gotten the same information free from the FCC secretary's office, Mr. Draper said he probably could have. When asked if he preferred to pay Mr. Kays $2,500 for the service, Mr. Draper said he did.

Mr. Draper testified that he had discussed his testimony with Mr. Kays, slated to be a Friday witness, on Thursday. He said he told the Washington lawyer that FCC counsel was trying to learn why they were paid such a large fee for so little work. He volunteered: "You must understand that for a person to be able to walk into certain offices in the city of Washington, there are years of activity," and "not everyone can do this" and be well received and gain information.

Mrs. Annette E. Hutterly, chief of the FCC Minutes Div., testified to the agency history of the case. The hearing examiner's initial decision, issued April 4, 1955, favored Jacksonville Broadcasting Corp. Oral argument was held in February 1956 and on Aug. 29, 1956, the commission voted to grant the channel to Florida-Georgia Television Co. The vote: Commissioners Hyde, Mack, Lee and Doerfer voted to grant the channel to Florida-Georgia; Commissioner Craven abstained, and Commissioner Bartley and Chairman McConnaughey voted for Jacksonville Broadcasting.

Another Old Friend ▪ One of the issues before Chief Hearing Examiner James D. Cunningham is to determine whether any commissioner voted on the original grant who should have disqualified himself. Francis P. Conroy, a Jacksonville lawyer unconnected with any applicant, said he had been a friend of Commissioner Mack since high school days. Mr. Mack called him to ask his opinion of the three applicants before the final decision, Mr. Conroy said, but he was unable to give him any information. Mr. Conroy told Commissioner Mack he knew principals of two of the applicants, Florida-Georgia Tv and Jacksonville Broadcasting Corp., and that those companies had the reputation of being financially sound.

Mr. Kennedy, Jacksonville city commissioner, testified that he had told Mr. Draper he was "interested" in whether political influence was a factor in getting an FCC grant. He also told Mr. Draper of his interest in the city of Jacksonville getting ch. 12 in February 1955, Mr. Kennedy said. (An attorney representing the city at the hearing announced that Jacksonville no longer wished to be an applicant and was participating in the hearing at the request of the FCC.)

Mr. Kennedy claimed that at no time had he asked Mr. Draper to take any action in behalf of the city with the FCC and that when Mr. Draper billed him for $5,000 for services it came as a total surprise and that he had no idea why the fee was charged.

Mr. Kennedy said he did not answer Mr. Draper's request for $5,000 but went to "my best friend" George B. Hills, of the engineering firm representing Jacksonville's application, for advice. Mr. Hills advised Mr. Kennedy to pay and said he would put up the money, Mr. Kennedy testified. Examiner Cunningham asked Mr. Kennedy if Mr. Hills had been reimbursed; Mr. Kennedy said no and explained Mr. Hills had given the money to him as a gesture of friendship.

"Favorable & Sympathetic" ▪ Mr. Draper gave the engineering firm receipts for the $5,000 and sent a letter explaining that his fee was "in no way contingent on the result." Mr. Draper was paid after the decision which denied the city of Jacksonville. The lawyer's letter said, "We created a favorable and sympathetic response, but there was one factor which we were unable to overcome which I can only relate to you in person and not in a letter. We thought, for a time, we had overcome this factor but apparently we had not."

Questioned by Mr. Slosberg, Mr. Draper said the "favorable and sympathetic response" was created with the lawyer's friends at the White House and the Republican National Committee, not at the FCC. He said he had ascertained from Republican National Chairman Leonard Hall that tv grants were not influenced by politics and that no Jacksonville applicant had approached the committee. He said he got similar information from sources in the White House which he did not specify.

Mr. Draper said the "factor we were unable to overcome" was an FCC policy against granting licenses to municipalities because management was liable to change on the outcome of elec-

600 MINUTES OF COLOR TV COMMERCIALS PRODUCED BY J. WALTER THOMPSON

During 1959-60, J. Walter Thompson Company created and produced more than 600 minutes of Color TV commercials. The trend to Color is growing. Are you with it? Get the facts about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Crêpes a la Masson

OLD NEW ORLEANS FAVORITE

1 lb. Lump Crabmeat
1 lb. Cooked Shrimp
1 lb. Cooked Lobster Meat
½ cup Chopped Shallots
½ cup Chopped Mushrooms
½ lb. Butter
2 cups White Wine
1 cup Cream
4 Egg Yolks
Cognac
Favorite Pancake Recipe

Sauté shellfish ingredients with ¼ lb. butter for five minutes. Sauté shallots and mushrooms with ¼ lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambé-baste shellfish mixture with cognac and combine ½ of shallots and mushroom sauce. Prepare 12 crepes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.



Prepared at Masson's Beach House by Chef de Cuisine Ernest Masson

WWL-TV... new New Orleans Favorite

ENTERTAINMENT PLUS is the key to New Orleans television . . . and the ENTERTAINMENT PLUS station in New Orleans is WWL-TV.

Here are two outstanding SHOWS, each a PLUS, presented on WWL-TV. Each day of the week Hap Glaudi, the premiere sports authority in New Orleans, brings to sports fans throughout the WWL-TV viewing area sports reporting in depth. His highlights of the latest sports events and hard-hitting opinions about the sporting world grab the attention of every viewer.

Another ENTERTAINMENT PLUS feature of WWL-TV is its wonderful 6 p. m. programming. 6 p. m. on WWL-TV Monday through Friday means the most exciting series of programs in town. • Yancy Derringer on Monday continues to merit one of the strongest ratings in the area. • Tuesday finds the population watching Official Detective. • This Navy town watches Silent Service on Wednesday. • Arthur Jones, local big game hunter, presents his highly-rated Wild Cargo program each Thursday. • Last, but not least, is Man Without A Gun seen on Friday.

These are but a few of the ENTERTAINMENT PLUS FEATURES on WWL-TV. Get the complete story from Katz, and then sell your product on the ENTERTAINMENT PLUS station in New Orleans.

CBS **WWL-TV**
NEW ORLEANS

Represented Nationally by Katz



Examiner Cunningham
Re-opens case

tions, disrupting continuity of management.

Mr. Draper said he had introduced his Washington associate Mr. Kays to Commissioner Rosel H. Hyde and had attempted to introduce him to Commissioner Mack. He said he had not instructed Mr. Kays to approach either commissioner on the merits of the Jacksonville case.

Mr. Draper's testimony conflicted with that of Mr. Kennedy on whether the latter had retained the lawyer to perform services on behalf of the city of Jacksonville's tv application. Mr. Draper held there had been a definite commitment for him to look into "political influence" by other applicants in exchange for $5,000. He said Mr. Kennedy had met him at the Jacksonville depot in September 1955, told him to "go ahead" in behalf of the city's application and promised him $2,500 the following month, the balance by year's end.

According to testimony by both Mr. Draper and Mr. Kennedy, the city commissioner paid the lawyer $2,500 cash in March 1956, the money supplied by Mr. Hills, after several requests for payment by Mr. Draper. The Hills firm gave Mr. Draper a check for $2,500 in October 1956. Receipts for both payments were sent by Mr. Draper to the engineering firm.

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National Airlines seeks Supreme Court stay

National Airlines last week asked the U. S. Supreme Court to stay the FCC's order voiding its license for ch. 10 Miami and the request was immediately opposed by L. B. Wilson Inc., holder of an FCC permit to substitute for the present ch. 10 cp.

The request to the Supreme Court was filed by National Airlines after the U. S. Court of Appeals for the District of Columbia on Sept. 1 denied a request for a stay. This order was issued without a decision. The same court last July upheld the FCC's ruling voiding the 1957 grant of ch. 10 to National Airlines' subsidiary, Public Service Television Inc., and disqualifying all applicants except L. B. Wilson Inc. because they engaged in off-record talks with FCC commissioners. The commission, in issuing the new grant to L. B. Wilson Inc., specified that its first license term would be for four months. National Airlines has asked the Supreme Court to review this appeals court decision.

Pending a ruling on the stay request by a Supreme Court justice (the court is now in recess, but a single justice is available to act on motions and petitions), the FCC does not plan to act, it was ascertained. If the Supreme Court denies the stay, it is presumed the commission will then order National Airlines' WPST-TV Miami off the air so that L. B. Wilson can commence broadcasting. It is assumed that National Airlines will be given a couple of weeks grace. L. B. Wilson Inc. has built its station and is prepared to begin operating immediately after it receives the green light from the FCC.

FCC's plan could stunt fm growth—WHFS (FM)

The FCC's plan to revamp the fm spectrum may bring about the end of fm's growth, WHFS (FM) Bethesda, Md., cautioned in comments on that rulemaking (BROADCASTING, July 3).

The station offered a counterproposal which would establish different fm station classifications and new mileage separation standards. WHFS feels the FCC separation standards are unnecessarily high and will prevent the authorization of more than a few new stations except in sparsely populated areas. The station said its plan would clear up the existing cases of interference and, at the same time, expand coverage to areas now underserved. The WHFS plan specifies frequencies and power to be authorized in each classification of fm station.

Commenting on the same FCC proposal, Jampro Antenna Co. submitted an engineering statement favoring the use of directional fm antennas in certain applications.

A Word* About the Duluth-Superior Market

*or the Superior-Duluth Market, as the Case May Be, and It Is; or WMT's First Cousin Sounds Off.***

As THE WESTERMOST TERMINUS of the Great Lakes—St. Lawrence Seaway shipping route, Duluth-Superior is a major international market and port now in the midst of prosperous activity expected (even by non-WEBC'ers) to continue. This is hardly calculated to cause dancing in the streets of Manhattan, Chicago, and other hip megalopolises but it thrills us to the depths of our southermost terminus. We figure a little of the thrill may rub off on time buyers.

One Sieur DuLhut built a trading post hereabouts in 1678; people came to enjoy pelt pelf, scenery and skiing; before you knew it they were listening to WEBC. Meanwhile iron ore from the Mesabi flowed east, coal flowed west; grain flowed in all directions; the military built; flour mills bloomed, drydocks, paper mills and timber grew. We looked up one day and there was a $52 million weekly industrial payroll, which is nicer to meet coming than going.

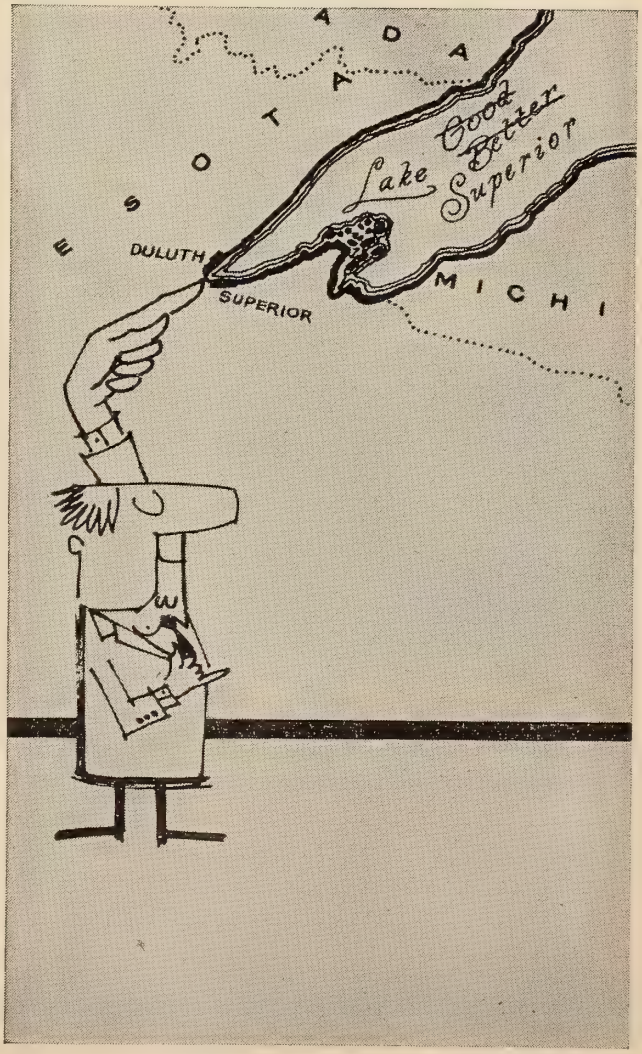
We never did understand how they count these things, but there are 294 wholesale establishments hereabouts doing more than $312 million worth of business a year. The farm market is responsible for another $9½ million. When it gets down to big numbers, though, we shine in the grain dept. During the Seaway's first season over 86 million tons of grain were exported.

We're the second market in Minnesota (those other Twins top us). Cross the river and we're the second market in Wisconsin (Milwaukee, you know). Makes us kind of proud: second in two different states. Not many metro markets can make that claim, especially on Lake Superior.

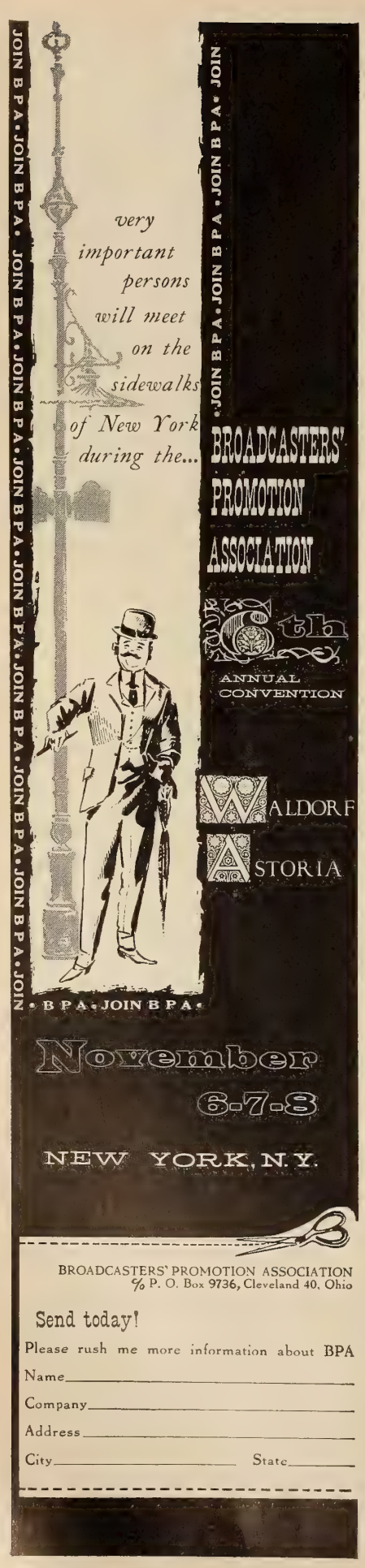
No advt. of this type would be complete without a few ratings pratings. We have the largest share of audience (Pulse, Nov. '60) weekday mornings, weekday afternoons, weekday average, and Sunday afternoon. Weekday evenings? Tied for first.

We became WMT's cousin recently, thanks to the exchange of some stuff you put on the tambourine, and the approval of the FCC. As far as we know it hasn't had any bad effects, and we think it looks nice in our sig.

WEBC
Duluth-Superior
Represented by The Katz Agency, Inc.
560 kc 5,000 watts
Affiliated with WMT AM & TV, Cedar Rapids—Waterloo; K-WMT, Ft. Dodge



*368, excluding sig.
**It sounds real on in the Duluth-Superior market, or the Superior-Duluth market, as the case may be, and it is.


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"We're getting the kind of superior performance and reliability that one might expect from short-hop studio-to-transmitter links," reports Carroll Secrist, KID-TV Chief Engineer. "The new TVM-1B equipment has been in operation since January 1961. A series of measurements recently made indicate: video signal-to-noise ratio (PP/RMS) . . . 64db; audio signal-to-noise ratio . . . greater than 65db. Propagational reliability, conservatively estimated at 99.9 percent, is approaching 99.99 percent."

RCA's new TVM-1B Microwave Relay equipment is designed for maximum performance with reliability and economy in transmission of television programs in black-and-white and color. This superiority of performance and reliability is being proved daily in over 700 TVM systems now in use.

A new RCA TVM-1B Microwave system for your installation may be counted on to accomplish impressive results. Be sure to consult your RCA representative on your microwave plans. Or write to RCA, Broadcast and Television Equipment, Department ZB-22, Building 15-5, Camden, N. J.

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63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

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No. 1

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Chicago's Quality Radio Group station

seeking a bill of particulars and has been promised time to prepare his case if the commission counsel springs any "surprises."

KWK is owned by A. M. Spheeris, president, and associates. They purchased the station in 1958 and also own WEMP-AM-FM Milwaukee.

TEXAS TAX PROBLEMS

Law exempts tv tape, film but would tax radio tapes

The Texas Assn. of Broadcasters is trying to get state officials to equalize sales tax provisions so that radio and tv are treated alike. TAB officials have asked the state comptroller to issue a ruling bringing radio broadcast tapes under the same ruling as television film, and the state attorney general to rule similarly. Failing this, Texas broadcasters plan to ask the legislature to amend the law.

The difference on payment of the sales tax between tv film or video tape and aural tape arises, TAB reported last week to its members, because the tax statute specifically exempted film and video tape.

This was discussed Aug. 31 by a group of TAB broadcasters and Robert S. Calvert, state comptroller.

In the broadcasters' group were Jim Hairgrove, president of TAB (KBRZ Freeport), Bonner McLane, TAB executive secretary; Bill Deason, KVET Austin, J. C. Kellam, KTBC-AM-TV Austin and attorney Ed Clark; Clyde Rembert, KRLD-AM-FM-TV Dallas and attorney Bob Clark, and TAB legal counsel Larry Jones.

In its report, TAB made these observations following the conference with the state tax officials:

For Television ▪ "1. There is no tax on your time sales; this is part of your service to the customer; 2. leased films and film shows will be taxed, but this tax is specifically set up to be paid by the lessor companies and is specifically banned from being passed on to you; 3. all raw film and/or video tapes purchased by you will be taxed to you by your supplier since you, under this law, are the ultimate consumer; 4. you may not pass on the tax to your customers under #3 above; 5. film and/or video tapes made for a customer where he, the customer, retains ownership—as in the case of a political candidate who has a series of commercials made by your station for his use on other stations—must be handled in one of two ways: a. if you break down your charges to him into services and film and/or video-tape cost, you must tax him for the film and/or video-tape materials charge you made; b. if you make a lump-sum charge to him and list it simply as film service production or some other similar 'service' charge, you do not have to charge the tax since you are performing a service, the bulk of which is due to your manpower and equipment, with the film and/or video tape representing only a minute portion of your charge; and also you have paid tax on it as the consumer.

"6. Where you do charge the sales tax to a buyer (example: a customer who wants a film print of his commercial to take with him and you charge him, breaking down the charge into film and service costs), you are allowed to tax the buyer, and this difference between what he, the buyer, pays and what tax you paid for the film originally, must then be reported and paid to the state; on the forms to be provided from the comptroller's office there will be a specific place for such credits to be listed and credited against your tax; basis for this reasoning is that the same item cannot be taxed twice under this law."

For Radio ▪ "1. All raw audio-tape purchased by you must have a sales tax charged to you and paid by you which cannot be passed on direct to the customer; 2. music libraries and other such rental-lease arrangements will be taxed on a "useage" basis—and you, the station, will have to pay the 2% tax on the monthly fee charged to you; 3. the same ruling on audio tapes resold to outsiders applies as in numbers 5 and 6 under television."

For Both ▪ "All equipment purchases from tubes to consoles will be taxed, and this tax will be charged to you by your supplier."

Landis resigns

James M. Landis, President Kennedy's adviser on regulatory agencies and an acknowledged draftsman of the White House's reorganization bills (the FCC's was defeated by the Congress), resigned as of Sept. 1, it became known last week. The White House announced his resignation at the same time Mr. Landis was named a co-respondent in a divorce suit filed by public relations consultant Joseph A. Todd. Mrs. Todd was Mr. Landis' secretary at the White House.

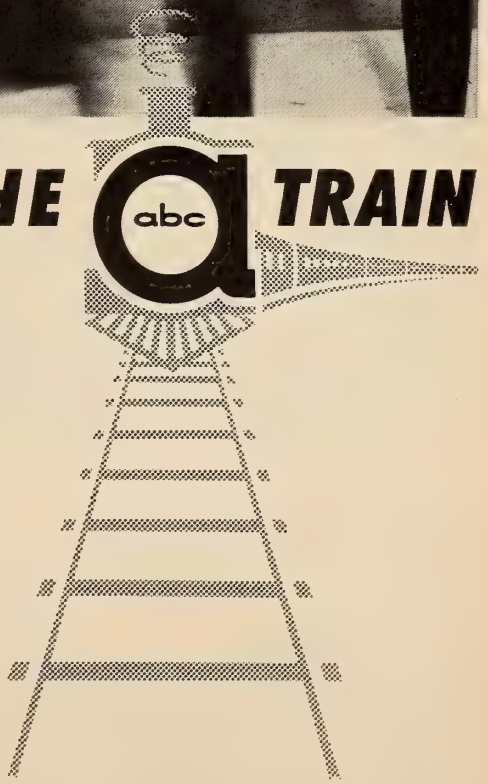
Medal for Kaye

Five resolutions have been introduced in Congress—four in the House, one in the Senate—calling on the President to issue a gold medal to entertainer Danny Kaye for "the humanitarian work" he has performed for the United Nations Children's Fund, including appearances on film and tv.



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KNOTT HOTELS

Uhf's urge reconsideration of drop-in plan

PETITIONS FIND FAULT WITH COMMISSIONS PROPOSAL

The have-nots (those who haven't vhf channels) were heard at the FCC last week in a dozen petitions for reconsideration of the FCC's announced plan to add vhf channels in 11 cities and delete single v's from eight intermixed markets (BROADCASTING, July 31).

The parties seeking a new audience had similar petitions denied when the commission announced the cities it planned to deintermix and add additional v's. In so doing, the commission had announced criteria it considered for cities meeting vhf drop-in requirements and last week's petitioners felt they were better qualified than the "haves."

Most unique of the petitions was that of ch. 67 WNOK-TV Columbia, which objected to FCC plans to delete ch. 10 (WIS-TV) from that market and make it all uhf (BROADCASTING, Sept. 4). WNOK-TV said that the better solution would be to add ch. 8 to Columbia instead of making the market all u. Such a move would comply with the FCC's announced criteria except that Columbia is not one of the nation's top 75 markets, WNOK-TV pointed out.

This criterion is "unlawful," WNOK-TV maintained, because the FCC failed to take into account the many factual and legally pertinent factors with respect to Columbia "which are at least as important as the unexplained and unjustified selections of communities on the basis of 'television economics' and ranking." The commission ignored these facts, the uhf outlet said: (1) even if ch. 10 is shifted a u still cannot compete in Columbia because of 10 surrounding vhf signals; (2) the importance of Columbia as the state capital; (3) that it is the largest city in the state, and (4) a 1960 resolution by the state assembly asking that a second vhf be assigned to Columbia.

Cardinal Point ▪ Ch. 49 WAKR-TV Akron, Ohio, charged that the FCC overlooked a "cardinal point" in dismissing the station's petition to assign ch. 12 there. Akron is "unique" among the top 75 markets in that it is the only city in that group which could utilize a vhf and meet all of the FCC's announced criteria, WAKR-TV said. Of the top 75 markets, 62 have at least one vhf; five fail to meet the announced reduced mileage separations (120 mile co-channel, 40 mile adjacent), and in five others a vhf would have an adverse effect upon established u's, the petitioner said.

San Bernardino-Riverside, Calif., would conflict with international agreements and Canton, Ohio, has never had an operating uhf. Thus, WAKR-TV said, Akron is unique and should get ch. 12. The station said it has continued operations in spite of heavy losses because each year it hoped the FCC would recognize WAKR-TV's "inequitable allocation and rectify" the situation.

The following uhf stations or individuals also sought reconsideration of the FCC's denial of petitions which would:

- Assign ch. 8 to Milwaukee—requested by ch. 18 WXIX-TV. WXIX-TV said that limiting drop-ins to markets which have only two v's (Milwaukee has three operating, plus WXIX-TV) is gearing tv to a "three-network economy" which has failed to adequately meet the needs of the public.
- Add ch. 5 to Toledo, Ohio—requested by KUTV (TV) Salt Lake City which said it planned to apply for the vhf in Toledo. This would require shifting ch. 12 (WICU-TV) from Erie, Pa., which was proposed in the rulemaking, to Cleveland for ch. 5 (WEWS [TV]).
- Assign ch. 5 to Jackson, Miss.—requested by John M. McLendon.
- Shift ch. 11 from Alpena to Saginaw-Flint-Bay City, all Michigan—requested by Lake Huron Broadcasting Co., licensee of ch. 57 WKNX-TV Saginaw and ch. 11 WLPA (TV) Alpena.
- Assign ch. 3 to Portland, Me.—requested by Leon P. Gorman.

Ch. 10 KLFY-TV Lafayette, La., objected to the proposed assignment of ch. 11 to Baton Rouge, La., at less than the normal adiacent channel separations. WVUE (TV) New Orleans, operating temporarily on ch. 13, asked for reconsideration of the FCC's failure to designate New Orleans as qualifying for a short separation. WVUE is the sole remaining applicant for ch. 12 there but has been able to find a transmitter site only 161.88 miles from ch. 12 WJTV (TV) Jackson.

The commission has finalized rulemaking adding ch. 13 to Grand Rapids, Mich., which requires ch. 13 WWTV (TV) Cadillac, Mich., to shift to ch. 9. WWTV said such a "severe modification" of its license should not be required if there is a possibility it is not necessary. If present mileage separations are not maintained, then WWTV said it would not have to shift to ch. 9 at an expense of $146,140. Therefore, the station said, FCC should specify a site for the ch. 13 Grand Rapids operation.

The deadline for commenting on rulemaking which would delete single



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1961-62 BROADCASTING YEARBOOK

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vhf channels from Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala., has been extended from Oct. 2 to Dec. 4 with replies due Jan. 8, 1962 (BROADCASTING, Sept. 4). And last week, the FCC made the same dates applicable for comments on companion rulemaking to drop-in vhfs in Oklahoma City, Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.

In another deintermixture hassle, William L. Putnam, owner of three New England uhf stations (WWLP [TV] Springfield, WRLP [TV] Greenfield and WWOR [TV] Worcester, all Massachusetts), charged that WTIC-TV ch. 3 Hartford, slated to be converted to uhf, "falsely reported" over its facilities that 250,000 people would lose tv service if ch. 3 is deleted. Mr. Putnam said he would present WWLP's financial statements at that time if Mr. DeWitt would reveal those of WTIC-TV.

Mr. Putnam said WTIC-TV replied that the offer was "unacceptable" and that WTIC-TV's only reference to deintermixture had been on a newscast, not an editorial. Mr. Putnam called this "irresponsible journalism" and wrote the FCC to suggest that such broadcasts might be grounds for disqualification of further WTIC-TV pleadings.

A WTIC-TV spokesman said a reply to Mr. Putnam's charges is being prepared.

Plans to ease program form drudgery

COMMENTS POUR IN TO FCC DESPITE NEW DEADLINES

Although the deadline for filing comments in the FCC's revised program reporting and logging rulemaking has been extended to Oct. 2 (BROADCASTING, Aug. 21), interested parties continued last week to submit their views early.

Station Representatives Assn. filed a 62-page document which painstakingly discussed each of the proposed questions and submitted proposed amendments applying the criteria of relevance, clarity and ease of execution for applicants. SRA said that it has attempted to show the commission that much duplication can be avoided, that several questions which yield information of only marginal utility to the FCC but which are extremely burdensome to the respondent can be deleted entirely.

"We make these proposals in the earnest belief that they will reduce the very heavy burden of the original questionnaire without sacrifice of information needed by the commission properly to discharge its responsibilities," SRA said. On an overall basis, the association said, it does not question the FCC's authority to ask for programming information which is reasonably related to the operation of a station in the public interest.

SRA said that the requirement that any announcement which refers to the name of any business must be classified as commercial is "unduly rigid." Data obtained from estimates of population, principal types of business and other area classifications will not serve a useful purpose and should be deleted, SRA said.

The Texas Assn. of Broadcasters joined SRA in a request that the FCC not exclude religious music from a religious programming classification as the proposed forms would do. Also, TAB said, station promotions actually are a public service and should not be catalogued as commercial spots.

Asking an applicant to compare its past vs. future programming places a burden on him which properly should rest with the FCC, the Texas association said. "We would like to suggest that the FCC, in keeping with its authority, attempt to help broadcasters better serve the public with fewer burdensome reports and details rather than continuing to increase the number of reports and unnecessary forms," the association stated in hitting as "almost impossible" some of the other questions.

Literal Restrictions ▪ The Tennessee Assn. of Broadcasters said that the form, "would—through literal interpretation—restrict the broadcasters to an extent that would destroy much of the inspiration that has given the operators of radio and tv stations the initiative to provide the public with its finest hours of listening and viewing." The Tennessee broadcasters expressed greatest concern over the requirements that stations properly serve minority interests and controversial issues. "More often than not minority interests are on the other end of the controversy—interest that may be infinitesimal in the eyes of the public at large," the broadcasters said.

Through the imposition of narrowly conceived forms, the FCC would impose rigid controls on programming amounting to government censorship, the Washington State Assn. of Broadcasters charged in comments filed last week. By threatening revocation, the commission can intimidate broadcasters to conform to government imposed standards of programming, WSAB continued.

KPST Preston, Idaho, as did the comments of the state associations, hit the companion logging requirements as a further drain on stations financially and a burden impossible for small stations to bear.

1
OCT. 1961

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Celler sports bill okayed in subcommittee

BUT LITTLE CHANCE FOR FINAL ACTION THIS SESSION

The House Antitrust Subcommittee last week approved legislation that would validate the package television contract negotiated last spring by the National Football League and CBS-TV, and others like it. The NFL contract was voided by a federal court on antitrust grounds in July (BROADCASTING, July 24).

Approval of the bill came despite strong opposition from the Justice Dept. and the NAB (BROADCASTING, Sept. 4). But the subcommittee added a section in an effort to meet some of their objections.

The new provision would prohibit blackouts of pro football games except for agreements among the clubs and the network involved not to telecast another game into the home area of a team when it is playing at home.

The subcommittee adopted another amendment, requested by the National Collegiate Athletic Assn., to protect the gate at college football games. The amendment specifies that a package tv contract may not permit the telecasting of a pro game into a college town on those Saturday afternoons, during the regular football season, when the team is playing at home.

The bill, which applies to professional baseball, basketball and hockey, as well as football, was reintroduced, with the amendments, as a new bill (HR 9096) Thursday, by Subcommittee Chairman Emanuel Celler (D-N.Y.), original sponsor of the legislation.

Senate Bill Pending ▪ A similar Senate bill (S 2427), introduced by Sen. Estes Kefauver (D-Tenn.), is now before the Senate Judiciary Committee. The chance of any sports tv legislation being enacted in this session, however, is diminishing, as Congress appears headed for adjournment within the next two weeks.

The subcommittee action followed a public appeal by ABC, which has a contract with the American Football League, for enactment of the Celler bill.

Thomas W. Moore, ABC vice president in charge of network programming, said the court decision voiding the NFL-CBS-TV pact endagers ABC's ability to mnaitain its agreement with the AFL.

He noted that NBC is now able to get back into the NFL tv picture, picking up the rights to two of the league's teams. CBS, reverting to last year's contract, will televise the games of 11 teams, while the remaining team, Cleveland, is tied up with Sports Network Inc. "We're hurt by the fact that NFL teams are once more in a two-station market," Mr. Moore said, "and our chances of successfully presenting the AFL games under such a situation are hurt. I don't believe that three games on television on a Sunday afternoon would be feasible, and that is what is happening in some areas."

Unless legislation is passed to enable the NFL to sign a package contract with CBS, he said, "our ability to pay and continue television of AFL games in 1962 is almost impossible." The league's eight members will get about $200,000 each from the network this year.

FCC sets new rulemaking on ch 2 Springfield

Following a mandate from the U. S. Court of Appeals in Washington, the FCC last week decided to institute a new rulemaking proceeding looking toward shifting ch. 2 from Springfield, Ill., to St. Louis. Comments are due Oct. 16.

Actually, ch. 2 has been in St. Louis since 1957 with former ch. 36 KTVI (TV) operating on the facility under special authorization. The shift and subsequent assignment of the vhf facility to KTVI were the subject of ex parte hearings both by the House Legislative Oversight Subcommittee and the FCC.

Following the rehearing, the commission proposed to reopen the original rulemaking record to give interested parties an opportunity to reply to representations not made on the public record. In returning the case to the commission, however, the court ruled that this would not be sufficient and that the agency must start fresh with a brand new proceeding (BROADCASTING, July 31).

KTVI will be permitted to continue operating on ch. 2 in St. Louis during the pending rulemaking seeking a final disposition of the channel. It was shifted from Springfield in the very first group of deintermixture actions.

Still seeking ch. 2 for Springfield is Sangamon Valley Telecasting Corp., an original but losing applicant for the facility in the Illinois city. The winning applicant, WMAY Springfield, consented to the deletion and was assigned a uhf channel instead, which since has been deleted.

White House vetoes Hill satellite plea

The White House politely turned aside last week a suggestion from 35 congressmen that a decision on ownership and control of the U.S. communications satellite system be deferred until the system is fully operational.

A White House memorandum, sent to Rep. Emanuel Celler (D-N.Y.), said such a delay "is not possible" since "development of a fully operational system will probably require a decade or more."

Rep. Celler is the leader of a group of 31 House members and three senators who wrote the President last month urging the delay and recommending also that ownership of the system be opened to all communications carriers, domestic as well as international, and to equipment manufacturers (AT DEADLINE, Aug. 28).

The FCC, in accordance with a presidential policy statement, has set up an *ad hoc* committee of 10 international common carriers to develop a plan for private ownership of the satellite system.

The memorandum was sent to Rep. Celler by Lawrence F. O'Brien, special assistant to the President for congressional relations. In an accompanying letter, he said the congressmen's statement had been directed to executive department officials involved in communications satellite policy.

Although the memorandum said a decision on ownership could not be delayed until the system is operational, it agrees with the congressmen's view that a decision should not be made "at this time and that present commitments

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should not be allowed to delay the system's development."

It also notes that the system is still in the preliminary stages—"both as to technology and as to ownership." And it adds that if the *ad hoc* committee does not devise a satisfactory plan, "a different approach will have to be taken."

Meanwhile, the memorandum said, the consultation with Congress, interested parties in this country and with foreign nations, which has been underway, will continue.

TRANSLATOR COMMENT

Some are for, some against proposed FCC rulemaking

Comments received by the FCC last week were about evenly divided for and against pending rulemaking which would place rigid restrictions on the use of vhf translators by tv stations to extend their coverage area. Deadline for comments has been extended from this Friday (Sept. 15) to Oct. 20.

NAB, generally speaking, favored the rulemaking but recommended that a strict prohibition be included to prohibit a translator from duplicating the programming of a second station already serving the same area. The association said that the FCC should require translator applicants to specify their programming plans to make sure no duplication would result. The only justification for allowing translators in areas already served by a tv station would be to provide additional programming choices, NAB said.

Multiple-station owners Westinghouse Broadcasting Co. and Triangle Publications Inc. took an opposite view from NAB. WBC said the rules would be unfair to licensees in mountainous terrain as opposed to stations in flat terrain. Stations should be entitled to make further capital investments to overcome handicaps created by terrain factors, Westinghouse said.

Triangle felt the proposed rules are "unduly restrictive" and exceed the limits needed to prevent misuse of vhf translators owned by mother stations. Duplication of existing stations should not be a factor considered, Triangle maintained, in granting translators so that a station could fill in white areas in its predicted coverage area.

The beach resort cities of Rehoboth and Lewes, Del., said that stations should be permitted to construct vhf translators which would extend their signals beyond the normal coverage area. Rehoboth-Lewes pointed out that WTOP-TV Washington has filed for a vhf translator to serve the beach areas and that this would be the best way for the permanent and summer residents to get satisfactory tv service.

Ch. 13 WLVA-TV Lynchburg, Va., also registered opposition to the proposed rules which would prevent that station from securing a vhf translator to serve Roanoke with its ABC programs. WLVA-TV pointed out that a natural mountain range shields Roanoke, which is within its normal coverage area, from its signal and that the only solution is a vhf translator.

WORA-TV Mayaguez, P. R., in favoring the proposal, charged that WAPA-TV San Juan has "tried to . . . corrupt the existing rules" through the use of vhf translators. Uhf KMJ-TV Fresno, Calif., KVOA-TV Tucson, Ariz., and the Staunton, Va., Video Corp. also favored the proposed rules.

Money not everything, Tedescos tell FCC

Victor and Nicholas Tedesco last week told the FCC that "trafficking" consists of operating and trading in stations with the sole aim of turning a profit, without consideration of the public interest. The brothers contended that although they have bought and sold several stations in the past 13 years, they have always run them with community welfare as a paramount consideration.

The Tedescos' application to buy WMIN Minneapolis from William F. Johns was set for hearing in July by the FCC on charges of possible trafficking (BROADCASTING, July 31). As evidence of their public service the Tedescos attached to their pleading for FCC grant-without-hearing some 100 letters of gratitude from civic and charitable organizations thanking Tedesco stations for airing announcements and promoting worthy causes.

Tedesco Inc. currently owns KWKY Des Moines, WIXK New Richmond, Wis., KFNF Shenandoah, Iowa and KCUE Red Wing, Minn. (sale to a third party is pending FCC approval). The company also has applied to buy KBLO Hot Springs, Ark., WRNE Wisconsin Rapids, Wis., and a new am station in Chisholm, Wis.

FCC stands pat on Florida ch. 6 case

Refusing to heed charges of "deliberate submission of seriously misleading information," the FCC last week declined to reopen the record or defer final decision in the grant of ch. 6 Perrine-South Miami, Fla., to South Florida Amusement Co. The charges were made by Coral Tv Corp., one of the losing applicants (BROADCASTING, May 8). On March 15, 1961, the commission directed its staff to prepare a document to make the South Florida grant final.

Coral claimed South Florida had deliberately concealed program logs of WBUF-TV Buffalo, N. Y., a station South Florida principals operated several years ago.

Commissioner John S. Cross dissented.

Rep. Gross criticizes Pogo primer on tv

The Health, Education and Welfare Dept.'s well-publicized *Pogo's Primer for Parents (Tv Division)* (BROADCASTING, Aug. 28), drew a sour notice from Rep. H. R. Gross (R-Iowa), on the floor of the House. He called the publication, with illustrations and text by cartoonist Walt Kelly, "idiotic." If that's all HEW's Children's Bureau has to do, Rep. Gross said, "it's time for a housecleaning."

The booklet was defended, however, by Rep. Iris F. Blitch (D-Ga.), whose district includes the great Okefenokee Swamp (home to Pogo and his friends). She said if Rep. Gross didn't want the 50 copies of the booklet to which he was entitled, she would be glad to have them. And television producers, she added, would be well advised to star Pogo in a television program. They "could create nothing so entertaining and so good for the morals of young and old as a Pogo program," she said.

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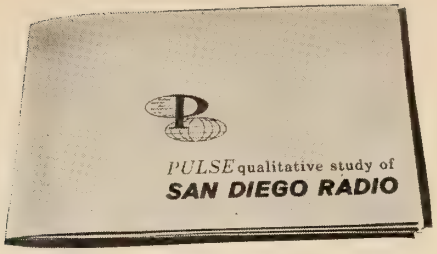
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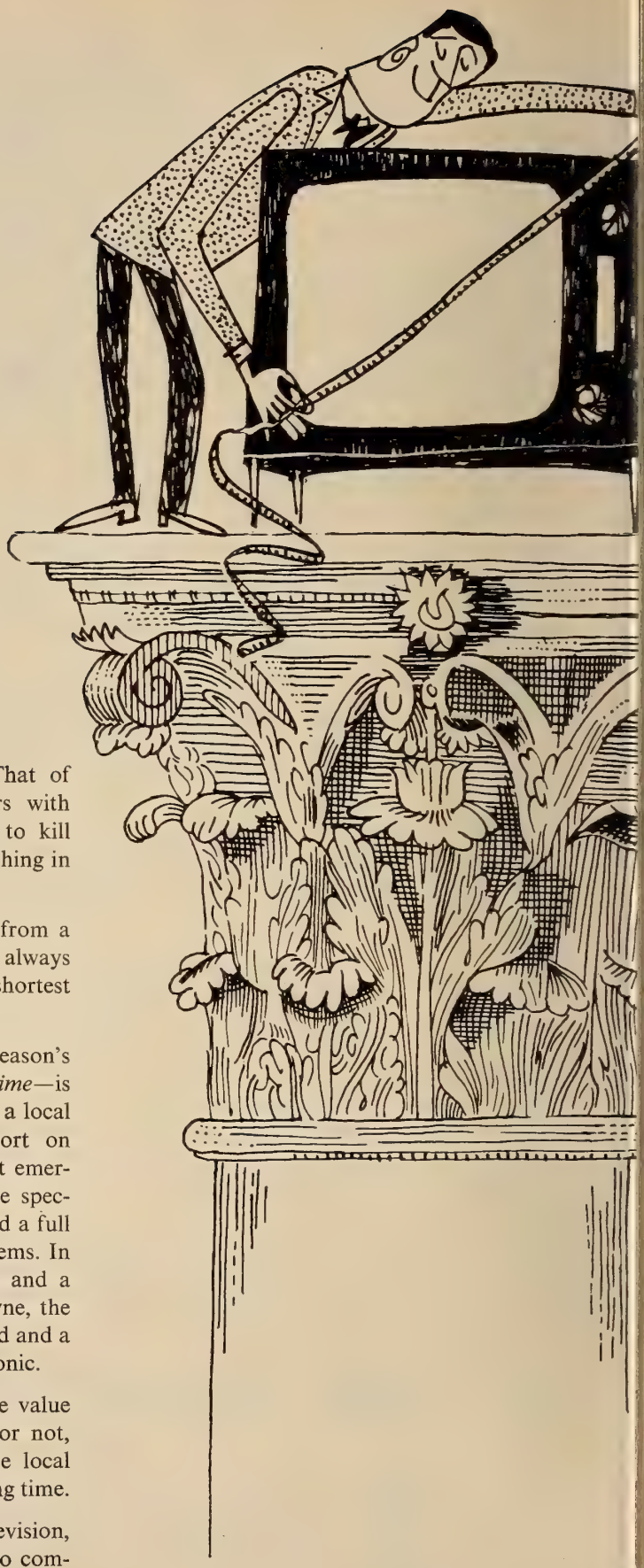
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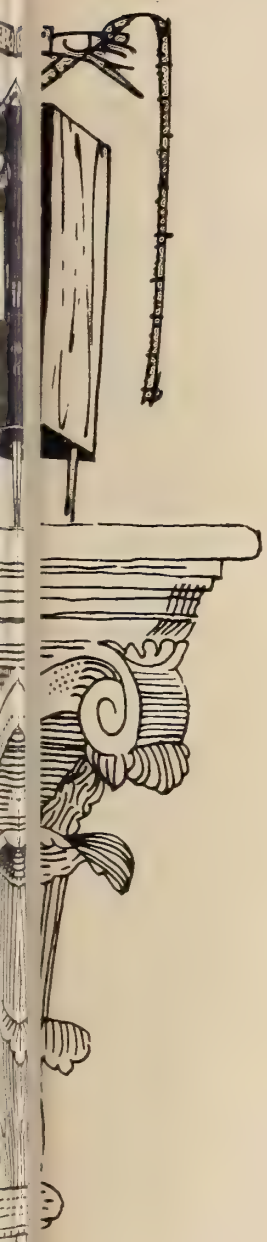
A look back at highlights of the past season's local affairs programming—*in prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

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STATIONS

FCC LAXITY ON RACE NEWS CHARGED

Senate rackets investigators differ on FCC's duty

Senate rackets investigators, whose gambling inquiry has been making headlines, last week criticized the FCC's policy on the broadcasting of horse-race information.

But since the criticism was based on conflicting points of view, it probably won't help the commission revise its policy. Sen. John L. McClellan (D-Ark.), chairman of the Permanent Investigations Subcommittee, indicated he feels the FCC isn't tough enough; Sens. Karl E. Mundt (R-S. D.) and Carl T. Curtis (R-Neb.) fear commission policing of horse race news presents the danger of censorship.

At the same hearing, a subcommittee staff member testified that his check of radio stations between New York and Virginia found 17 stations which broadcast horse race news fast enough to satisfy bookies—or did until recently.

Dee W. Pincock, the FCC's assistant general counsel, told the subcommittee the commission has no set rules on the broadcasting of horse-race information. But, he added, if a station carries information "too specialized to be of general news interest," the commission investigates to determine whether the news could be of interest to gamblers.

Complaints Only ▪ He also said the commission acts only on complaints—and has received only seven of this type since Jan. 1, 1957.

Sen. McClellan said he couldn't understand why the commission doesn't promulgate a hard and fast rule on horse-race information—one stations could be required to follow. He was not impressed by Mr. Pincock's assertion that the FCC considers each case on its merits, taking into account a variety of factors.

Sen. McClellan also was critical of the FCC's practice of monitoring a station after first giving notice that it is the object of a complaint. "That's like warning a place you're going to raid it," he said.

But Sens. Curtis and Mundt thought Congress should state in legislation precisely what is legal instead of relying on the judgment of commission members as to what constitutes proper programming.

"I have grave doubts that we can cure the problem [of horse-race gambling] by attacking it at the [point of] dissemination of information," Sen. Mundt said. "That's close to censorship."

But he scolded FCC Chairman Newton N. Minow for not paying as much attention to "real life crime" as to crime on tv. He was referring to what he regards as laxity by the FCC in examining the qualifications of applicants for special service radio stations.

Irwin Langenbacher, the staff investigator who made the survey of race-result broadcasting by east coast stations, said 17 broadcast results 15 to 30 minutes after a race. Previous testimony indicated that results information within 30 minutes of a race is helpful to gamblers.

Stations identified by Mr. Langenbacher as making such broadcasts are: WAQE Towson, Md.; WJLK Asbury Park, N. J.; WTEL and WCAM, both Camden, N. J.; WILM Wilmington, Del., and WABW Annapolis, Md. He said WTEL officials told him Wednesday they were dropping race results that day because of "a lessening in public interest." He said the Annapolis station discontinued spot horse race news six months ago.

Two other stations—WHEC and WBBF, both Rochester, N. Y.—also were mentioned in the hearing. Sen. McClellan disclosed that a Rochester high school teacher had written to FCC Chairman Minow, complaining that the horse-race information carried by the two stations were apparently inciting some of her students from wealthy families to gamble.

Mr. Pincock said both stations dropped the programs when the FCC notified them of the complaint.

CBS wants holdup on certain fm cases

CBS asked the FCC last week to suspend all hearings and grants on fm applications which are contrary to proposed new fm rules pending final disposition of that rulemaking (BROADCASTING, July 3). The network pointed out that it presently is protesting three fm applications (Des Plaines, Ill.; Palo Alto, Calif., and San Jose, Calif.) which have been set for hearing and all of which, if granted, would be prohibited under the proposed rules.

There are about 10 fm applications so affected, CBS said, and no worthwhile purpose would be served by causing the parties and government to spend the time and money involved prior to a final disposition of the rulemaking. The tenor of the FCC's proposal "clearly indicates a serious doubt . . . that the rules presently in force and effect promote the public interest," the network said. Comments in the rulemaking presently are due Nov. 10 with replies to be filed by Dec. 11.

Meyner hits again at WNTA-TV sale

Rampaging Robert Meyner, governor of New Jersey, threw a follow-up punch last week at the proposed sale of WNTA-TV Newark-New York to educational interests. In a petition co-signed by some two dozen New Jersey officeholders, Gov. Meyner said the sale violates the Communications Act, the Sherman Antitrust Act and the Constitution of the United States. Last July in response to the FCC's inquiry into methods to bring an educational tv channel to New York and Los Angeles, the governor accused the FCC of employing "obviously questionable tactics" (BROADCASTING, July 10). Last week he threatened to take the sale to court if the FCC approves it.

The contract between National Telefilm Assoc. and Educational Television for the Metropolitan Area Inc. specifies the deal must be completed by Dec. 1. Litigation could delay and thereby thwart consummation.

Gov. Meyner told the FCC that WNTA-TV has only $500,000 in real assets and that the $6.2 million sale price constitutes trafficking and "an obvious fraud upon the viewing public."

The three tv networks (which own New York stations) are putting up $500,000 each toward the purchase price and independents, WOR-TV and WNEW-TV, $250,000 each. Although this arrangement reportedly met the approval of the Justice Dept., Gov. Meyner brands it a violation of antitrust laws.

The sale violates the Constitution, according to Gov. Meyner, by allowing control of ch. 13 to fall into the hands of the Board of Regents of New York, Each state should have control of its own educational activities, according to the Constitution, he stated.

Gov. Meyner repeated his July charges that the sale is a base attempt to deprive New Jersey of its only commercial vhf outlet. The Communications Act, he said assures equitable distribution of facilities.

Gov. Meyner also questioned the financial qualifications of the New York educational group to operate the station.

KGMS sale to Capitol hit by Broadcast Bureau

The $600,000 sale of KGMS Sacramento, Calif., to Capitol Broadcasting Co. should not be approved because of excessive overlap of three stations which would be commonly owned and for the failure of Capitol to determine the Sacramento programming needs.

So recommended the FCC's Broadcast Bureau in proposed findings to a hearing examiner. Capitol principals A. J. Kirsik (51.1%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%) also have interests in KFAX San Francisco and KFIV Modesto, Calif.

The bureau said that approval of the sale would not be in the public interest since 102,866 persons residing in an area of 3,644 sq. miles would receive primary service from two or more of the commonly-owned stations. Also, the bureau charged, Capitol made a "meager showing" of its programming plans for KGMS during a July hearing on the transfer and demonstrated an unfamiliarity with the needs of Sacramento.

Examiner postpones hearing on KWTX-TV

Edward Kenehan, counsel for The LBJ Co., last week asked Hearing Examiner Asher H. Ende to postpone a hearing scheduled by the FCC on increase of power and antenna height for LBJ Co.'s KWTX-TV Waco, Tex., until the commission passes on the station's request for reconsideration.

Mr. Kenehan pointed out the FCC set the application for hearing on a 4-3 vote (BROADCASTING, July 31) and said he thought the petition would persuade one or more commissioner to change his vote. He said "We feel we can establish conclusively that there is no control of KWTX-TV by KTBC-TV Austin." The FCC set as a hearing issue whether the increased power of KWTX-TV would cause a duopoly situation by overlapping the Austin station's coverage area. The LBJ Co. (of which Mrs. Lyndon B. [Lady Bird] Johnson is board chairman and president) owns 29% of KWTX-TV and controls KTBC-TV. The company has applied to sell KRGV-TV Weslaco, Tex.

Examiner Ende said he would postpone the hearing until after the commission acts on the LBJ Co. petition for reconsideration.

Kennedy backs FTC plan for injunctive power

The Federal Trade Commission, which is in an uphill fight to gain new cease-and-desist powers from Congress, has received a helping hand from President Kennedy.

He wrote a letter to House Commerce Committee Chairman Oren Harris (D-Ark.) stating that the FTC needs the new authority to do a more effective job of protecting the small businessman.

At issue are several House bills which would enable the FTC to call a temporary halt to trade practices challenged by the FTC as unfair while such cases are still pending before the agency.

The Kennedy letter was dispatched after Commerce Committee members, during a hearing last month, criticized the bills on the ground they do not provide enough protection for companies against which the FTC might act (BROADCASTING, Aug. 28).

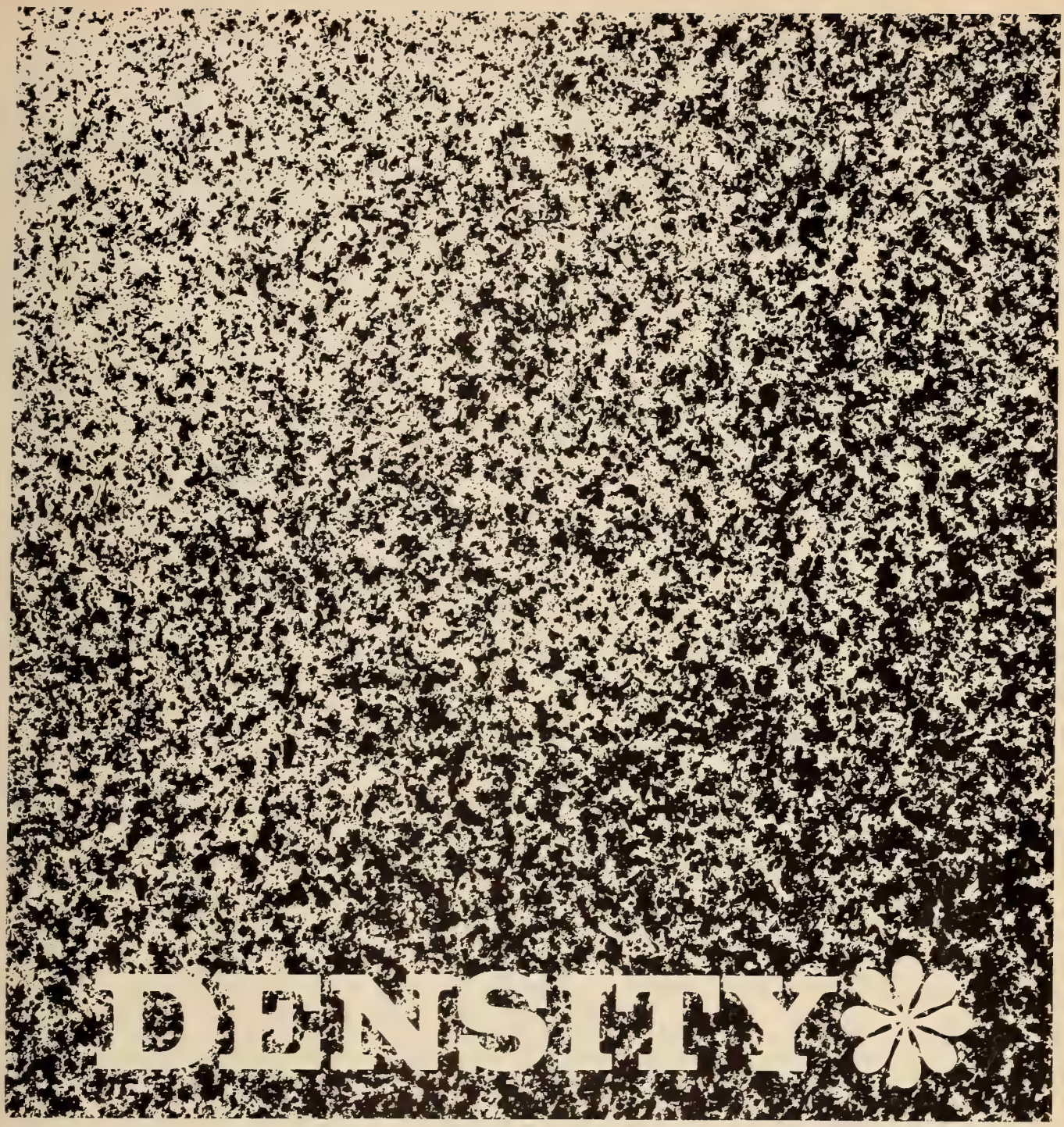
The President gave the bills his "strong support," noting the FTC has no power to halt illegal practices until a case has been completed. "As a consequence," he added, "small businessmen who are so often the target of discriminatory and monopolistic activities are often irreparably injured or destroyed long before the lengthy process of adjudication has been completed."

KERO-TV wins concession

KERO-TV Bakersfield, Calif., won a concession from the FCC last week in a battle to prevent a shift of the station from ch. 10 to ch. 23 or 45 in the FCC's proposed deintermixture of that market. KERO-TV several months ago petitioned the FCC to make available to it financial figures on Bakersfield uhf stations referred to by Broadcast Bureau attorneys. The FCC, last week, said KERO-TV may inspect revenue figures but not other financial form replies or underlying workpapers.

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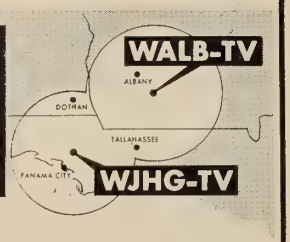


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A MIRAGE, SAYS WCKT

FCC erred on ch. 7 reversal, charges Miami applicant

Charging that the FCC has "purported to grant a mirage . . . as unlawful as it is contrary to the public interest," WCKT (TV) Miami (ch. 7) last week petitioned the commission to reconsider its decision vacating the grant to Biscayne Tv Corp., the WCKT licensee (BROADCASTING, July 31).

In its July decision, the FCC disqualified WCKT, East Coast Tv Corp. and South Florida Tv Corp. and awarded ch. 7 to the remaining applicant, Sunbeam Tv Corp. Sunbeam was the only applicant the FCC did not find guilty of off-the-record contacts with and attempts to influence the commission. The decision, however, will not become effective until further order.

WCKT said last week the commission grant to Sunbeam is unlawful because: (1) the decision is not a valid revocation of WCKT's permit, since the station was denied due process; (2) character qualifications cannot be isolated from all other factors in reaching a comparative decision; (3) WCKT cannot be denied or Sunbeam granted on any basis since only two commissioners who voted in the July decision heard the original oral argument on the merits.

(4) Sunbeam deliberately concealed material facts from the commission "which reflects so adversely on its character as to require comparative evaluation of its qualifications to operate the station it seeks; (5) the decision is inherently deficient in that facts of vital decisional significance were omitted and the conclusions were not supported by the record as a whole, and (6) assuming for the sake of argument that the decision is legally sound, the disqualification of WCKT is arbitrary and capricious.

Isolated Acts ▪ The FCC, WCKT said, has decided certain "isolated acts" involving WCKT principals are to be controlling in a determination of the applicant's character. WCKT argued that it is entitled to a full hearing on its character qualifications and that the commission erred in its decision. "The commission's July 26 decision would deny Biscayne (WCKT) rights which are not denied to those convicted of criminal violations, to communists or to those who have sworn falsely or otherwise made misrepresentations to the commission," the applicant stated.

Further, WCKT continued, the Sunbeam application has been abandoned and no longer resembles the original application. Of the 11 original Sunbeam officers and directors, only one (Sidney D. Ansin) remains and he no longer is president, WCKT said. Sunbeam has made no effort to relate the true facts to the commission, the petitioner charged.

On the present record, the commission cannot find that Sunbeam is financially or technically qualified, WCKT maintained, and pointed out that Sunbeam's proposed antenna site is now a housing development.

The Miami ch. 10 case (in which the FCC voided a grant to National Airlines [WPST-TV] and disqualified two of three remaining applicants) had an "unfairly damning effect . . ." upon this proceeding with vital distinguishing characteristics wholly ignored to the gross prejudice of WCKT, the Biscayne argued. "The tarring of Biscayne with the brush of ch. 10 not only is violative of due process; it is unconscionable from the standpoint of the penalty assessed for the conduct involved."

Biscayne asked that the July decision be vacated "as incomplete, unsupported by the record as a whole and arbitrary" and that a new evidentiary hearing be conducted, preferably before the commission *en banc*.

Hill group probing runaway production

A House subcommittee began an inquiry late last week to determine whether public hearings are warranted on runaway film productions, and imports of musical movie sound tracks and television commercials.

Rep. John H. Dent (D-Pa.), chairman of the House Subcommittee on the Impact of Imports and Exports on American Employment, was scheduled to begin two days of talks Friday with officials of the movie industry and affected unions.

The production of U. S. movies and musical sound tracks abroad has long been a sore point with American actors and musicians.

Unions ask FCC to stay Rochester tv shifts

Two labor organizations last week asked the FCC to reconsider and stay the agency's approval of a realignment of tv station ownership in Rochester, N. Y. (BROADCASTING, Aug. 7). Petitioning for reconsideration were the National Assn. of Broadcast Employes & Technicians and the American Federation of Tv & Radio Artists.

The commission approved without a hearing (and in so doing dismissed protests by NABET and AFTRA) a $6.5 million deal whereby ch. 10 Rochester sharetimers WVET-TV (Veterans Broadcasting Co.) and WHEC-TV (owned by Gannett newspapers) pur-



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chased ch. 5 WROC-TV. WVET-TV then was to release its rights to ch. 10 and operate on ch. 8, in lieu of ch. 5 which has been shifted to Syracuse, N. Y.

NABET-AFTRA charged that the three parties involved entered into an agreement proposing to abrogate contractural rights of the two unions without prior consultation with the labor groups. Since approval of the transaction, they said, an official of one of the stations has told NABET that the broadcasters now would be even less disposed to make concessions to NABET.

The FCC erred in dimissing the earlier protests on the grounds the union-stations controversy is a private matter and not subject to FCC jurisdiction, the latest petition argued. NABET and AFTRA also again attacked an alleged concentration of control over mass media in the Rochester area by Gannett. Commissioners Newton Minow and Robert Bartley dissented to the sale approval on the concentration issue.

PROGRAMMING

MGM-TV SETS LIVE, TAPED TV SERIES

Anger signed to issue two new programs to start in 1962

MGM-TV has joined the growing list of major tv-film-series producers moving into live and tape production.

The company said last week it has arranged with Harry Anger to develop and produce two new properties for tv: *Crazy Club,* a comedy revue to be made as a series of either half-hour or one-hour shows, and *You Don't Say,* a half-hour audience participation game show, to be produced live or on tape in New York. Both properties will be ready for network tv presentation by January 1962.

A typical *Crazy Club* program will consist of a group of three- to five-minute comedy acts linked together by a name host. The game show will offer prizes and feature two or three professional personalities as well as members of the audience. No casts have been chosen for either program.

Mr. Anger, who until about six months ago was vice president in charge of television for General Artists Corp., and formerly was executive producer of the *Perry Como Show,* created the new programs and will be in charge of production. He will not be on the MGM-TV staff, but will have office space in the company's New York headquarters.

MGM-TV is financing the programs and subsequently will be the selling agent for them. If taped, they probably will be produced at the MGM Telestudios, now being used to tape commercials. MGM-TV bought the video tape studios from National Telefilm Assoc. last May.

MGM-TV, which will have four filmed series (*National Velvet, Cain's 100,* and *Dr. Kildare* on NBC-TV, and *Father of the Bride* on CBS-TV) on the networks this season, said the move into the live and tape production field is part of its general diversification plans.

Earlier two other major producers of filmed tv series also announced diversification in the same direction. Screen Gems Inc., New York, said it had retained Herbert Sussan Enterprises, New York, to develop 1-hour and 1½-hour live and tape tv projects for this season, and that it had entered a co-production agreement with Aladan Productions, New York, headed by Dan Enright and Alfred Crown, to develop live dramatic and panel shows (BROADCASTING, Feb. 20, 27). Last month Four Star Television, Hollywood, acquired Heatter Quigley Enterprises and Heatter Quigley Productions Inc., New York, to create taped and live programs for both daytime and nighttime scheduling (BROADCASTING, Sept. 4).

MGM-TV, which has been busily expanding its international sales operation of late, made a move on the domestic front last week. The company announced the opening of a Chicago sales office and the appointment of Ed Montanus as central division tv sales manager.

Mr. Montanus, who was central division manager for NBC Films and its predecessor company, California National Productions, for the past six years, will head MGM-TV's first Chicago office, which will be in the Prudential Bldg.

MGM-TV previously had serviced midwest clients from New York headquarters. The company also maintains sales offices in Toronto, Hollywood and Paris.

The expansion of MGM-TV's sales operations is in keeping with the company's generally improved tv prospects for the coming season. The film company is currently syndicating its first package of 30 post-'48 motion picture features and will probably soon market a second post-'48 package of films. Also for the first time, MGM-TV has several off-network rerun shows which it will likely put into syndication.

Trans-Lux stock registered with SEC

Trans-Lux Corp., which produces and distributes tv series among numerous other activities, filed with the Securities & Exchange Commission last week to offer the public 250,000 shares of common stock. Another 100,000 shares to be sold by Harry Brandt, a principal in Trans-Lux, were also registered.

Trans-Lux listed tv series for which it is negotiating, either to produce or distribute—366 2½-minute weather shorts, 104 5-minute children's programs about "a certain well publicized chimpanzee personality," and 26 half-hour programs, tentatively titled *Personality Profile,* about unusual avocations of celebrities.

In addition to the tv series, Trans-Lux produces vertical broad type news ticker projection equipment, which it leases, closed-circuit tv systems for stock market quotations and operates nine movie theatres, all of which it leases. Its tv series currently in distribution include *Felix the Cat* (cartoon series), educational and informational programs (some in collaboration with the *Encyclopaedia Britannica*). For the year ended Dec. 31, 1960 Trans-Lux showed gross operating income of $6,490,091, an operating profit of $982,905 and net income of $502,217 or 86¢ per share of common outstanding stock.

Tv film distributor files for stock sale

A distributor of British feature films to television with additional tv-series interests is expanding and last week filed with the Securities & Exchange Commission to register 150,000 shares of com mon stock for public sale.

Programs for Television Inc. (PTI), New York, has a library of 38 J. Arthur Rank movies, 25 of which have been shown theatrically in the U.S. It has leased some of the features to NBC for national showing and some on a regional basis to Lone Star Beer and Gordon Potato Chips. PTI has distribution rights to the tv series, *Main Event,* which features boxing matches introduced by film personalities; the company financed production of this series at a cost of $487,500. At the end of May, 27 half-hour segments were complete and 12 more were in production. PTI also distributes 78 15-minute episodes of *Art Linkletter & The Kids* on a 40%-of-profits arrangement.

PTI purchased exclusive distribution rights to the 38 films for $1 million. Pay tv rights are not included. It holds the franchise on 35 of the films through April 1967, with shorter terms on the

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Proceeds of the stock issue will be applied to certain loans and the balance used to finance production of more tv series, according to the registration statement.

For the year ended May 31, 1961, PTI grossed $1,183,671 from distribution and time income for a net income of $44,929 or 18c per share of common stock. Common stock is held primarily by Leonard Loewinthan, president; Everett Rosenthal, executive vice president, and Samuel Schulman, a director, 29% each. In addition to certain indebtedness the company has 250,000 shares of common stock outstanding. Mr. Loewinthan drew a salary of $38,526 in fiscal 1960 and Mr. Rosenthal earned $33,564. Both officers have agreed that for a one year period beginning Sept. 1, 1961, they will not draw more than $30,000 salary each.

SAG VS. TALENT AGENT

Union says no more waivers for television production

Screen Actors Guild has notified talent agents that from the first of next year they can no longer act as producers of theatrical or tv films and at the same time continue to represent performers belonging to SAG.

After Dec. 31, 1961, SAG stated Thursday in submitting to the Artist's Managers Guild its demands for a new contract to replace the one expiring on that date, the talent union will no longer grant or renew waivers of its talent agency regulations permitting an agent to be a producer as well. Agents presently holding production waivers will be allowed a six-month extension from Jan. 1, 1962, to terminate their production activities, but after that date if the agent continues its production activities, its agency franchise from SAG will automatically be surrendered, the talent union said.

"Since 1952," the SAG proposal opens, "MCA Artists Ltd. and a number of other agents have been granted waivers of those provisions of the agency regulations which prohibit production activities. These waivers, granted in the early days of television film production, were designed to encourage and promote tv film production and employment in a depressed motion picture industry. In more recent years, additional waivers were granted agents because failure to do so would have been discriminatory. This policy cannot be continued, for it inevitably opens wide the door to such waivers to any and all applicants without limit. None of the waivers granted by the guild were designed or intended to be permanent. The waivers have served their purpose; the reasons for their creation no longer exist."

Although MCA, through its ownership of Revue Productions, has been the largest and most consistent talent agency to take advantage of the SAG production waiver, it is by no means the only agency do so, a SAG spokesman explained. He listed Famous Artists (Charles Feldman), Mitchell J. Hamilbury, Frank Cooper, Art Rush, James J. Saphier, Ashley-Steiner Corp., General Artists Corp., John E. Gibbs & Co., Lester Salkow, Jerome Hellman Assoc. and Orsatti Co., as using or having used these waivers. He added that some of these agencies have not been in production for several years and some never entered production or got beyond the stage of making a pilot which was not sold and never became a series.

The new contract provisions proposed by SAG would also forbid an agent from financing or guaranteeing the financing of any motion picture production for either theatre or tv exhibition. Package show representation, says SAG, "shall not include casting, negotiating or drafting actor employment contracts, acting as payroll department, handling of claims or disputes under actors' collective bargaining agreements or similar services."

Performers shall not pay commissions on tv residual or commercial reuse fees which would reduce their net compensation below SAG minimums, nor on payments made to actors for meal penalties, rest period violations, travel or living expenses, interest on delinquent payments or penalties for late payments, SAG proposes. Nor shall commission be payable on money collected by SAG and distributed to actors for the release of theatrical motion picture to television.

Are specials only for special viewers?

A tv program that's a "special" in format may not be special at all in attracting a mass audience. In fact there's statistical evidence now that an informational special (which is usually low-rated even when presented as a regular network program) brings the entire index down when lumped with its entertainment counterpart.

Specifically, a new Nielsen study of the 96 network tv specials of all types telecast from October 1960 to April 1961 finds:

Specials of all types last season got a Nielsen average audience of 17.2 compared to an average audience of 18.6 for regular programs. Without news and documentary programs included, however, specials last season gained a 19.6 average audience. The study also showed that specials had little or no variation in ratings from month-to-month; the range in ratings for specials was greater, some receiving an average audience rating of over 25.0 and some a rating under 15.0 with no middle ground for this program type.

The Nielsen study during this same period last season also measured popularity of the various types of shows and touched on audiences of pre-empted programs. It showed:

Variety shows were the most popular type of specials last season, followed by general drama and documentaries. Regular programming follows this same pattern of program popularity.

The rating of the pre-empted shows has a direct effect upon the ratings of the special that's doing the pre-empting. In addition the performance of the special and the performance of the program usually filling the time slot show a high degree of similarity.

KIVA (TV) polls viewers for program preferences

The management of KIVA (TV) Yuma, Ariz., thinks it knows what its audience wants in prime television fare this season and that the chances for carrying it are good.

In a recent survey, KIVA distributed

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Investor-owned electric light and power companies are already operating 5 atomic electric plants. They are spread across the country from New England to California. Still more are to come.

These new atomic plants result from research and development programs carried on by the investor-owned electric power industry—many independent companies that plan and function on a nationwide scale. Many companies work together in operating each of the plants, so that all can learn more about the best ways of turning atomic energy into electric power.

But the investor-owned electric light and power companies realize that atomic electric power, even in today's useful stage, is by no means the ultimate answer to America's future need for electricity.

They are studying techniques for producing and distributing power even newer than today's methods. For example:

The thermoelectric generator—provides current through heated semi-conductor metals.

Magnetohydrodynamics—generates current when fiery fuel shoots through a magnet.

The fuel cell—produces electricity from low-cost fuels.

Ever higher-voltage transmission—new lines and facilities for greater capacity than even today's electric "expressways."

Each method may some day play a part in supplying the tremendous amount of additional power America will need for new homes, new jobs and new businesses.

It is only natural that the more than 300 investor-owned electric companies explore every possible source of greater electric strength for the nation. *Power is their responsibility.* Their skill and resources have made this the world's greatest electric nation. They can supply all the additional electric power Americans will call for.

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KMOX keeps building on 'At Your Service'

At Your Service, an all-discussion-and-information program which KMOX St. Louis started a year and a half ago, now occupies 37 hours of the station's broadcast week and is still growing.

The newest feature to be added is "Ask the Clergy," in which religious leaders of all faiths answer telephone questions from listeners. The show is presented during prime weekday time.

Another feature with a similar audience-questions format, which the station says to be markedly successful, is "Ask Your Doctor," in which questions from listeners are answered in different fields of medicine each day by American Medical Assn. specialists in those fields. Still another is "Sounding Board," on which listeners get a chance to talk to a variety of guests ranging from Eleanor Roosevelt and Arnold Toynbee to Charles Taft and Jackie Robinson. Hosts for this feature are Jack Buck and Professor Roy McCarthy.

News, public affairs and editorial comment also are included in *At Your Service.* The program starts at noon with 15 minutes of hard news broadcast by Rex Davis, KMOX's news director. At 12:15 "Strictly Editorial" follows, with Mr. Davis reading and commenting on editorials from newspapers throughout the country. This is followed by "Open Line," where listeners phone in questions and comments.

Also presented at intervals during the day's seven hours of *At Your Service* are varied features including sports and comedy sketches.

KMOX says that representatives from stations as far away as Canada have visited to observe the program first-hand, as well as representatives from more than a dozen American cities. The station says it has also received inquiries from Germany, Japan, Mexico and the Netherlands Antilles.

proposed program schedules for the 1961-62 season to viewers who were asked to select the shows they prefer. KIVA, which is in a single station market, schedules programs from all three networks in efforts to comply with preferences as shown by the survey.

Leading the viewers' choices are *Bonanza, Real McCoys, Wagon Train, Untouchables* and *77 Sunset Strip.* All but *Wagon Train* already are shown on KIVA.

Program notes...

Add and switch ▪ When WOR-TV New York adds a new film series, *International Preview,* to its weekly schedule Sept. 26, *The Big Preview,* a carry-over film feature, will move from Tue., 9-11 p.m. NYT, to Sunday, same time. *International Preview,* a series of award-winning foreign films, will be presented in the Tuesday time slot.

State Dept. film ▪ The employment division of the U. S. Dept. of State this week is sending to all television stations a one-minute public-affairs film dealing with the recruitment of clerical and secretarial help for U. S. embassies and consulates abroad. The film is the first tv venture undertaken by the State Dept.'s employment division.

Fallout protection ▪ The Office of Civil & Defense Mobilization, Battle Creek, Mich., has begun distribution to all tv stations of its *Television Package No. 5.* Consisting of six releases, the package is distributed with the intention that the stations present the releases one-a-month, over a six month period. "The Sky is Falling," first release, consists of (1) Letter to the program director. (2) One-minute animated color film spot. (3) Two 2x2 slides (duplicates). (4) Slide copy.

Continental returns ▪ Renzo Cesana (The Continental) returned to television with an early afternoon talk show aimed at glorifying women when KTLA (TV) Los Angeles premiered *Ladies! The Continental,* last month. During the early years of network tv, Renzo, as The Continental, was said to have charmed female viewers from coast-to-coast with his charm and sensitivity. Now, instead of inviting his female viewers to visit him by television or in his apartment to talk of love, he will present female guests in person to discuss subjects more temporal.

Officials' view ▪ At long last the football official will have a chance to present his side of various gridiron issues with the emergence of *The Official Point of View,* a new 15 minute show, premiering on WFAA-TV Dallas Saturday, Sept. 16 prior to the first NCAA football telecast. The discussion program will be carried on a nine-station Texas network including KLTV (TV) Tyler; KSYD-TV Wichita Falls; KVII (TV) Amarillo; KTAR-TV Houston; KBMT (TV) Beaumont; KGBT-TV Harlingen; WOAI-TV San Antonio; KTBC-TV Austin.

Turns co-ed ▪ *Follow-Up,* a nightly news feature of WNBF-TV Bingham-



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And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

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ton, N. Y., and a segment of the station's concept of total news reporting, is now being produced on the campus of Cornell U. Working with the Cornell News Bureau, the station video-tapes five-minute programs in which professors from various fields present their commentary on national and world events and explain the significance of the people, places and events currently in the news.

Hour of news ▪ What is reported to be the first daily one-hour television news program in the Los Angeles area will premiere on KNXT (TV), Oct. 2. *The Big News* will be presented Monday through Friday at 6:30 p.m., PDT, with CBS-TV's 15-minute *Douglas Edwards with the News* concluding the hour. Features include special events, human interest, sports, weather, and special reports.

Mission accomplished ▪ Gotham Recording Corp., New York, has completed the first 13 programs of its radio series, *The World of Folk Music,* with Burl Ives. Produced for the Social Security Administration, the show will be distributed through more than 600 Social Security offices around the country. Theodore Bikel, The Limeliters, Josh White and Oscar Brand are among those appearing with Mr. Ives in the series. Production of another 13 programs will be started soon.

Promotion plan ▪ Ziv-UA, New York, has announced a new retail merchandising plan for advertisers of its syndicated *Everglades* series. The plan includes visual aids for retailers, with notice and details of the firm's sponsorship of the show, 30 display pieces, signs and tags and badges for store managers and clerks.

New documentary ▪ *Perspective on Greatness,* a new, hour-long documentary series of 13 shows, will debut on WOR-TV New York this fall. The series, which will profile a different famous figure each week, is produced by Hearst Metrotone Productions, using the Hearst film files.

Syndicated radio show ▪ A new syndicated radio feature entitled *Out of the Mouths of Babes,* is being produced by Troubadour Productions Inc., New York. The three-to-five-minute programs will be available in packages of either five or 10 shows per week. The shows feature interviews with young children and their reactions to unusual and humorous subjects.

Paar in Berlin ▪ Jack Paar, currently on business-vacation trip in Europe, will tape three full-hour segments of his NBC-TV show in Berlin (to be broadcast during the Paar shows of Sept. 12, 13 and 14).

Another for 1962-63 ▪ MGM-TV and BBC-TV are planning to co-produce a series of 39 half-hour adventure programs called *Zero One.* The series, which is targeted for the 1962-63 season, is scheduled to be filmed in MGM's Elstree Studios in England beginning this fall. The programs will deal with a fictional security organization that protects all major airlines. The two tv companies hope to show the series in both England and the U.S.

Peace Corps closeup ▪ NBC-TV will offer a look at a Peace Corps group preparing for and beginning an assignment in Tanganyika, British East Africa, in an NBC News special colorcast Dec. 15 (Fri. 9:30-10:30 p.m. EST). The report is one of three news specials which will be sponsored by the Elgin National Watch Co., Elgin, Illinois.

Morning room ▪ NBC-TV has scheduled *Make Room for Daddy* for a Saturday morning showing in addition to the situation comedy's Monday-through-Friday afternoon editions. Starting Sept. 30, repeat episodes from the original *Make Room for Daddy* nighttime series will be seen in the 11:30 a.m.-12 noon slot on Saturdays. Sponsors will be Chunky Chocolate Corp., through J. Walter Thompson, and Eldon Industries Inc., through Kenyon & Eckhardt.

Christmas in Sept. ▪ The *Jo Stafford Show Specials,* a series of hour-long programs which Independent Television Corp. is producing in Europe for possible syndication in this country, finished taping its Christmas show on Friday Sept. 1. The program was staged in London's Westminster Abbey and featured Miss Stafford performing with the Westminster Choir. It's said to be the first time commercial tv cameras were ever permitted inside the famous Abbey.

Sideline rooters ▪ The League of Women Voters of the U.S., Washington, D.C., has sent a memorandum to all local and state league presidents urging them to help get NBC-TV's new *Continental Classroom* course in American government "off to a flying start." The league's major objectives are: Encourage stations to carry the course; help interest colleges and universities to offer it for credit; get people to enroll in the course, to listen to all lectures, or to listen to certain selected lectures, and form discussion groups or other activities to make the course "more meaningful." The program will start Sept. 25 (Mon.-Fri. 6:30-7 a.m. local time).

Eye on fashion ▪ WNBC-TV New York presented the latest fashion creations of Italy and France, together with their American line-by-line counterparts, on *Fashion is News: Dateline Rome,* Sept. 10 (11:15-11:45 p.m. EDT). Sponsored by Alitalia Airlines and produced in

TvQ's top ten for August by income

Rank	Program	Total Audience TvQ*	Income Groups Less than $5,000 TvQ*	$5,000-$7,999 TvQ*	$8,000 + TvQ*
1	Bonanza (NBC)	50	57	44	41
2	Real McCoys (ABC)	45	50	42	32
3	My Three Sons (ABC)	43	43	43	43
4	Gunsmoke (CBS)	42	48	37	32
4	Wagon Train (NBC)	42	50	35	32
6	Flintstones (ABC)	41	41	45	34
7	Perry Mason (CBS)	40	42	37	40
8	Rawhide (CBS)	38	44	30	34
9	Route 66 (CBS)	37	43	31	29
10	Candid Camera (CBS)	35	36	34	35
10	CBS Reports (CBS)	35	35	35	37
10	Checkmate (CBS)	35	38	33	29
10	Father Knows Best (CBS)	35	36	34	36
10	Rifleman (ABC)	35	41	29	28
10	Robert Taylor—Detectives (ABC)	35	36	35	29
10	Thriller (NBC)	35	36	34	33
10	Untouchables (ABC)	35	36	34	30
10	Walt Disney Presents (ABC)	35	35	35	33

*Percentage of viewers familiar with a show who consider it "one of my favorites."

cooperation with Macy's, the show will be repeated Sept. 15 (7-7:30 p.m.).

Exclusive rights ▪ CBS-TV has obtained exclusive rights to broadcast the 1962 World Amateur Ice Hockey Championship. The tournament will be held in Denver and Colorado Springs March 8-18, 1962.

School documentary ▪ KGO-TV San Francisco's *Expedition-California* series has been selected for in-school instructional programming on KQED (TV), educational station in that city. It is the first locally-produced commercial series to be used for such a purpose. The program will be run twice weekly on KQED starting in February 1962. KGO-TV has offered it to KVIE (TV) Sacramento, an etv outlet for that part of the state.

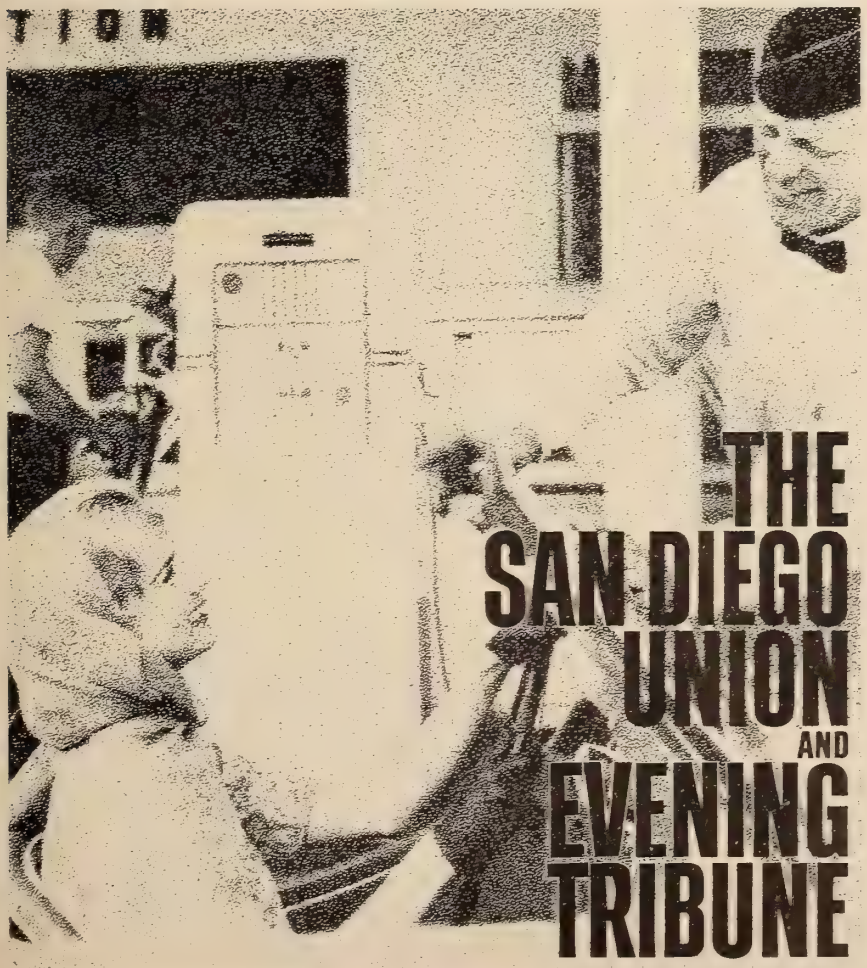
Receives award ▪ KHOU-TV Houston-Galveston, a Corinthian station, was awarded the Texas Bar Assn.'s annual journalism award for its public affairs documentary, "So You're About to Have an Accident." The program deals with the rights of citizens involved in traffic accidents as related to police, ambulance, court, hospital and insurance interests. The program was prepared by Bob Levy, staff news writer at KHOU-TV.

Pulse says influence of N.Y. critics declines

The Pulse Inc. has handed bad news to New York's tv columnists: A study which would seem to indicate the writers' popularity and influence are on the wane.

Pulse, in a report on a study in Metropolitan New York last May, revealed that of the 75% of viewers who read the columnists' news and reviews of tv programs, only 28% do so regularly. This is a considerable decline from the 50% found in a similar Pulse study in 1958.

Laurence Roslow, Pulse associate di-



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO!

Gasoline service station sales in San Diego County reached $95,482,000 last year — a total which placed the market 2nd in California, 13th in the entire nation.* Two metropolitan newspapers — **The San Diego Union** and **Evening Tribune** — help to accelerate sales. Combined daily circulation exceeds 200,000 (228,437 ABC 9/30/60). Family readership (evening-and-Sunday combination) is 83%, according to Facts Consolidated.

"The Ring of Truth" Copley Newspapers

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rector, also noted a decline in the degree of reader influence among the area's tv critics. He said that three years ago 54% of respondents admitted that reviews governed their viewing choices. But only 30% acknowledged similar reliance in the new study. And even this group, he said, takes the columnists' advice with half the regularity (11% in 1961 vs. 22.7% in 1958). Only in the area of reviews of tv specials has a high level of viewer interest been maintained over the three-year period—54% in 1961 vs. 54.7% in 1958.

NET shows scheduled for prime-time tv

The National Educational Television & Radio Center, New York, announced last week that its 52 tv station affiliates have agreed to carry various outstanding NET programs in prime time on Monday, Wednesday, and Friday.

John F. White, NETRC president, noted that this is the first time stations have set aside prime time periods for exceptional NET series, chosen from the 10 hours of programs each station receives weekly from the center. In the past, stations used the programs at their discretion.

On Monday evenings, stations will present documentaries, including the *Intertel* series (shows from Britain, the United States, Canada and France) and *Prospects of Mankind,* a discussion series, with Mrs. Eleanor Roosevelt as moderator and hostess. On Wednesday evenings, stations will carry "Significant Persons" programs (examples: Richard Rodgers comparing his experiences in working with Lorenz Hart and Oscar Hammerstein II, and Edward Albee reacting to a rehearsal of a scene from one of his plays). NET stations will telecast *Festival of the Arts,* productions of operas, dramas and concerts, on Friday evenings. Humble Oil & Refining Corp. is underwriting the national distribution of the *Festival* series at a cost of more than $200,000.

Mr. White voiced the belief that the prime time project is "an important step toward the long range goal—a live network of interconnected educational stations."

Most NET programs are produced on tape.

Sillerman's new shop

Michael M. Sillerman, who resigned recently as executive vice president in charge of sales at Programs for Television Inc., New York, has formed a specialized program and sales consultancy business. His office will be at 1270 Ave. of the Americas, New York, N. Y. Telephone is Circle 7-7660.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 11-15, 18-20 (10:30-11 a.m.) **Play Your Hunch,** part.
Sept. 11-15, 18-20 (11-11:30 a.m.) **The Price Is Right,** part.
Sept. 11-15, 18-20 (12:30-12:55 p.m.) **It Could Be You,** part.
Sept. 11-15, 18-20 (2-2:30 p.m.) **The Jan Murray Show,** part.
Sept. 11-15, 18-20 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.
Sept. 11, 18 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.
Sept. 13, 18 (8:30-9 p.m.) **The Price is Right,** Lever through Ogilvy, Benson & Mather, Speidel throgh Norman Craig & Kummel.
Sept. 13, 20 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.
Sept. 14 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.
Sept. 15 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.
Sept. 15 (9:30-10 p.m.) **Westinghouse Preview Theatre—The Benny Goodman Show,** Westinghouse through McCann-Erickson.
Sept. 16 (9:30-10 a.m.) **Pip The Piper** General Mills through Dancer-Fitzgerald-Sample.
Sept. 16 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
Sept. 16 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
Sept. 16 (7:30 8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.
Sept. 17 (6-6:30 p.m.) **Meet The Press,** Co-op.
Sept. 17 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.
Sept. 17 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Mr. Sillerman helped organize PTI in June 1960. In 1953, he helped form Television Programs of America, where he served as executive vice president. He also has been a vice president of the Biow Co. and president of the Keystone Broadcasting System. Mr. Sillerman stated he will soon announce the specific plans of his new organization as well as details about clients and campaigns.

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

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Four Star to produce educational films

Four Star Television, extending scope of its activity to include the production of educational films, has negotiated an alliance with National Astro Laboratories, Pasadena. The television production company will have an integrated interest with one of the country's leading measurement standards laboratories, Four Star President Dick Powell announced Sept. 6.

He revealed that Executive Vice President Thomas J. McDermott had been researching the educational field for more than a year before Four Star decided definitely to engage in production for that market.

National Astro Laboratories is currently developing technical training "packaged programs" for all branches of the military service and prime contractors to the military. NAL President Michael Rothbart, at conclusion of the negotiations, declared that "Four Star's reputation for quality production, personnel and facilities, in every way highly qualifies them to engage in the business of producing the high level type of film needed as part of the technical training package called for in all stages of our missile development program."

New tv film process to feature the Marxes

A half-hour film comedy series, tentatively titled *The Marx Brothers,* will be produced in the new Tri-Cinemation process for the 1962-63 season, Jerome Hyams, vice president and general manager of Screen Gems, announced last week.

Through this new animated art form, to which Screen Gems has exclusive rights, Groucho, Chico and Harpo Marx will be represented visually by life-like figures that will move and look like the Marx brothers themselves. SG is preparing the series for network presentation. Actual production will be by DHB Inc., with which SG concluded a co-production agreement several weeks ago (BROADCASTING, Sept. 4).

Networks extend G-T shows

Goodson-Todman Productions Inc., New York, reports that options on two of its tv game shows have been extended by the networks. The programs are *Say When* and *Number Please.*

NBC-TV's *Say When,* which started in January, is seen Monday through Friday, 10-10:30 a.m. ABC-TV's *Number Please,* which started in July, is currently in the Monday through Friday, 12:30-1 p.m. period, but will shift to 2-2:30 p.m. Oct. 2.



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Markets paying more for quality film—Reed

Official Films Inc., New York, finds in an analysis that medium-size television markets currently are paying better prices than ever for quality syndicated programs. Seymour Reed, president, reports price increases range 5-15%, depending on market size.

Mr. Reed, in releasing OF's analysis last week, explained the price rise as the result of two factors—a dearth of quality syndicated programs attributable to a general reduction in program production, and "the rock-bottom prices these markets had been paying, which were not at all realistic." He said the differential being paid by medium-size markets will help to stabilize the syndication industry.

Official last week also reported that 12 new stations have bought its *Peter Gunn, Mr. Lucky, Yancy Derringer* and *Wire Service* off-network series, raising the number of total markets sold on these programs to 43. Latest stations to sign are: KIRO-TV Seattle; KMBC-TV Kansas City; KCPX-TV Salt Lake City; KTRK-TV Houston; KONO-TV San Antonio; WKRG-TV Mobile; WBRZ (TV) Baton Rouge; KFRE-TV Fresno; KERO-TV Bakersfield; WSJS-TV Winston-Salem; KPTV (TV) Portland, Ore., and WLBT (TV) Jackson, Miss.



'Zoorama' goes national

Zoorama, a series featuring the San Diego Zoo, will get national television exposure this fall with the addition of 11 stations worked out through the facilities of CBS Films.

Joining KFMB-TV San Diego (originating station and creator of the series in 1955) are stations in Miami, New York, Hartford, Schenectady, Norfolk, Denver, Salt Lake City, Phoenix, Los Angeles, Seattle and Portland, Ore.

In the photo, George Whitney, vice president and general manager of KFMB-TV holds a certificate of recognition presented by the San Diego Convention and Tourist Bureau for outstanding local television achievement on *Zoorama.* At left is Howard Chernoff, president of the convention bureau and of the San Diego Zoo and formerly manager of KFMB.

EQUIPMENT & ENGINEERING

Jerrold buys TACO for $2.7 million

Jerrold Electronics Corp., Philadelphia, has acquired Technical Appliance Corp., Sherburne, N. Y., for $2.7 million. The acquisition, Jerrold's second major one of the year, was announced in New York last week.

TACO's 1960 sales were approximately $3 million. It manufactures radio and tv antennas for consumer, industrial and military use.

In February, Jerrold joined with the Harman-Kardon Inc., Plainview, L. I., through the exchange of stock at a ratio of one share of Jerrold for 1.8 shares of Harman-Kardon stock. For the fiscal year ended Feb. 28, Jerrold reported gross income of approximately $12 million, including operating revenues from sales and services for Harman-Kardon during the fiscal year 1960-61.

Sidney Harman, president of Jerrold Electronics, said the $2.7 million for TACO will be paid over the next four years in installments. He emphasized the 27-year-old antenna manufacturer has never failed to report a profit to stockholders.

Present TACO management will remain intact, Mr. Harman said. Herbert H. Brown is president, and Tore Lundahl is executive vice president. Both are founders of the company.

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CBS shuts down semi-conductor plant

CBS Electronics has discontinued its semiconductor operations, it was disclosed last week along with the revelation that it has reached agreement on terms for Raytheon to purchase the real estate, physical facilities and certain inventories at the Lowell, Mass., plant.

The CBS Electronics Division of CBS Inc. also has set up a special personnel unit to assist employes in finding new positions. There are an estimated 600 factory and 250 white collar people involved. Raytheon also will assist the employes in finding jobs at its own plants nearby. When CBS Electronics closed its Danvers, Mass., operation last June, the division set up a special personnel unit that placed all of the people affected. Raytheon will start operating the Lowell facilities after the purchase is consummated (at about mid-October). Currently CBS Electronics is primarily in defense work.

Technical topics . . .

New microwave series ▪ Collins Radio Co., Cedar Rapids, Iowa, has announced a new series of microwave transmitters and receivers for video relaying over long, multi-hop distances, as well as for wideband data transmission and high density communications. The systems operate in the 6-8,000 mc and the 11-15,000 mc bands. Transmitter outputs in the 6-8 kmc band are 100 milli-

watts and 1 w; in the 11-15 kmc, 50 milliwatts and 500 milliwatts. The new receiver has a baseband frequency response of plus or minus .5 db, and covers the range from 50 cps to 8 mc. Providing ideal color tv transmission characteristics is a delay equalization circuit in the receiver, correcting phase differential in the video signals.

Curriculum guide ▪ RCA's Communications Products Dept. has published a curriculum guide to assist administrators of secondary schools in establishing electronics training programs. The book may be obtained from RCA electronic training products distributors or by writing to RCA Audio Products, Meadow Lands, Pa. Price is $2.

Small stereo recorder ▪ A compact, lightweight stereo tape recorder and playback system which can record from any source, add to existing recordings and play stereo tapes has been developed by Pentron Electronics, Chicago. The "Pentron 880" weighs 28 pounds and sells for $369.95 with microphone, connecting cables, a reel of blank tape and a take-up reel.

Equalizer ▪ A phase and gain equalizer, Model VCE1, for use in video circuits to correct for differential phase and gain errors in color tv systems or sync compression and white stretching in monochrome circuits is now available from American Microwave & Television Corp., San Carlos, Calif., at a cost of $185.

Compact unit ▪ A new microphone, for use by "man-in-the-street" radio-tv interviewers, was introduced last week by RCA. In use, the compact unit attaches by cable to a telephone line for feeding the program to the studio. A miniature earphone plug enables the announcer both to hear telephone cues from the studio and to monitor the microphone's output.

INTERNATIONAL

ITC in ten months profits $1.1 million

During the 10-month period ending April 30, 1961, Independent Television Corp. earned a net profit (after amortization and taxes) of $1,118,682.50. The British tv film production company did not disclose its net earnings or gross income for the period.

The profit figures were included in a financial report ITC made to its parent company, Associated TeleVision Ltd. in London. The report covered a 10-month period, rather than 12 months, so that ITC's fiscal year will correspond to ATV's fiscal year of May 1-April 30.

The financial audit was the first one ITC has ever made public. The company was taken over by ATV early last year. Among its properties are *Best of The Post: Broken Arrow, Jeff's Collie, Brave Stallion, Interpol Calling* and *Danger Man.*

Among other disclosures in the report: gross sales through April 30, 1961 of all ITC properties total $50,216,760.06, and net profits in May and June 1961 exceeded net profits of the corresponding months of 1960 by 21.7%. The company said it could not translate the percentage of increase during the two month period into dollar and cents figures, and said the gross sales figures do not include sales made on its two new television series, *Supercar* and *Whiplash.*

Ontario premier opposes cameras in courtrooms

Ontario Premier Leslie Frost declared himself very much opposed to television or press photographers being allowed in Ontario courts. He stated at Toronto on Aug. 31 that "it could be a very great mistake in the British system of justice. In my view the inquisitions conducted on television in the U. S. are a travesty."

Television and press cameras were permitted in a suburban Toronto courtroom late in August, and a tv camera was permitted to film proceedings in a judicial inquiry in Mimico, suburban Toronto, earlier this summer.

The premier gave no indication that he intends to take any action as a result of these two precedent-setting cases. Ontario Attorney General Kelso Roberts has turned the whole question over to his advisory committee.

NBC converter to help exchanges

Television standards converter, which adapts tv tapes made abroad to U. S. standards, has been placed into operation by NBC, William H. Trevarthen, vice president, operations and engineering, announced last week. The converter, he said, will "open up South American and European markets to U. S. television and vice versa."

CBS-TV has adopted the use of a



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similar converter and ABC-TV reported last spring it hopes to place such a device into operation later this year.

U. S. tv uses a picture of 525 lines, compared to 405 lines in Britain, 625 lines in Western Europe and 819 lines in France.

Abroad in brief...

Overseas offices ▪ ABC Films Inc., New York, has opened five new sales offices to cover various European markets. The Great Britain Division, in London, will be under the direction of Don Angel. The Northern European Division, headed by Mrs. Margaret Jansson in Paris, will have sub-offices in Frankfurt, Germany, and in Stockholm, Sweden. Hugo Lodrini, in Rome, will direct the Southern European Division.

USIA selects ▪ *The Plight of Pepito,* produced by WTVJ (TV) Miami, Fla., has been selected by the United States Information Agency for television programming on its facilities in Central and South America. The film is a report on the problems of Cuban exiles in south Florida, prepared with the intention of creating understanding in their behalf.

Reps appointed ▪ CKEY Toronto, Ont., appoints All-Canada Radio and Television Ltd., as exclusive representative in Canada and Weed & Co., in the United States.

16 join RSB ▪ Sixteen Canadian radio stations have signed up with the recently-formed Radio Sales Bureau, Toronto, Ont. Applications for membership went out last month, and are being received almost by return mail. The first 16 stations are mainly from the provinces of Ontario and Saskatchewan, with a few from the Atlantic coast provinces. Radio Sales Bureau has opened its headquarters at 321 Bloor St., East Toronto 5, Ont., with Bud Hoffman as president.

Agency named ▪ CKEY Toronto, Ont., has appointed Goodis, Goldberg, Dair Ltd., Toronto, as its advertising agency. Station plans a new campaign in daily newspapers and trade papers under its new ownership.

Rising rates ▪ Advertising rates for the entire West German and West Berlin vhf network during 7-8 p.m. will be increased about 15% effective January 1, 1962. New rates for 60 seconds during this period will be DM 54,300 or about $13,575. It is expected that there will be about 6 million registered tv sets in use when the new rates go into effect. Regional networks also are expected to increase their rates.

BBG PLANS CLOSER MONITORING

Will keep tabs on Canadian program content of stations

The Canadian Board of Broadcast Governors is hiring six more station log examiners, an economist and researchers to monitor radio stations with greater efficiency, Bernard Goulet, one of the three permanent governors, told the Atlantic Assn. of Broadcasters at its annual meeting at St. Andrews-by-the-Sea, New Brunswick, late in August.

He stated that recently one Canadian station almost lost its license when monitoring by the BBG showed false log entries.

Mr. Goulet also told the broadcasters of the four Atlantic coast provinces that the BBG will likely accept the recommendations of the Canadian Assn. of Broadcasters (BROADCASTING, Sept. 4) to compute advertising content on radio stations on a weekly basis. BBG had proposed in new radio regulations discussed at an Aug. 22 BBG public hearing that daily advertising content be 20%, with a 30% hourly limit. CAB had asked for a weekly average of 20% with a daily limit for any one day at 25% and a hourly limit of 30%.

Decisions on the regulations will be announced at the October meeting of BBG at Montreal, Que., Mr. Goulet stated, and said that "most of what the CAB has asked for will be granted. We are sincerely trying to help you within the letter of the law dictated by Parliament."

T. H. Fenety, CFNB Fredericton, N.B., was elected president of AAB succeeding T. H. Tonner, CHSJ St. John, N.B., who was elected radio director of AAB on the CAB board. Marvin Nathenson, CJCB-AM-TV Sydney, N.S., was elected first vice president; J. MacLeod, CKBW Bridgewater, N.S., second vice president, and Bob Wallace, CKMR Newcastle, N.B., secretary-treasurer.

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BROADCAST ADVERTISING

John T. McLoughlin, president, Mead Johnson Labs Div., Mead Johnson & Co., Evansville, Ind., succeeds **Richard D. Waters** as president and general manager, Vick Chemical Co. Div., Richardson-Merrell, New York., and **Ernest P. Zobian,** vp, Vick Chemical Co. Div., named executive vp. Mr. Waters was recently named executive vp, Richardson-Merrell.

Herbert Y. Gunter, creative supervisor of tv commercials for Norman, Craig & Kummel, New York, named vp and director of copy. Mr. Gunter will be responsible for coordinating and supervising all of agency's creative departments.

Sam S. Baker, account supervisor, Donahue & Coe, New York, appointed vp. He joined D&C in 1955 and was formerly president of Kiesewetter, Baker, Hagedorn & Smith, New York.

H. Gordon Scowcroft, marketing vp, United Fruit Co., New York, elected marketing vp of special products division, Lever Bros., that city.

Den Reebel, director of pr and advertising for Pittsburgh's Mesta Machine Co. and Kennametal Inc., joins Hickox advertising agency in Cleveland as executive vp.


Mr. Johnson

Harry M. Johnson named vp of Campbell - Mithun, Minneapolis-based advertising agency. Mr. Johnson, who has been with agency for past 17 years, will now concentrate on creative media planning and development of media personnel.

John R. Morris, manager of public information, Campbell Soup Co., Camden, N. J., appointed assistant to vp, marketing.

Jane M. Sarin, account executive for Eldridge Inc., Trenton, N. J., advertising agency, elected vp.

William P. Dunham, group product manager for General Foods, named president of Premium Advertising Assn. of America. Mr. Dunham, who will headquarter in New York, succeeds **Gordon C. Bowen.**

Robert B. Sabin, marketing executive, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed advertising and sales promotion manager for Eldon Toys, Ungar Soldering Tools & Toys, and Eldon Fiberglass Products, Eldon Industries, Hawthorne, Calif.

Samuel R. Guard, formerly assistant director of research at Marplan, research division of McCann-Erickson, Chicago, to North Adv. there as creative research director.


Mr. Stephan

Milton J. Stephan elected vp of Bozell & Jacobs, Omaha advertising and pr agency. Mr. Stephan, who also supervises company's office in Sioux City, Iowa, joined agency three years ago as account executive. Prior to joining Bozell & Jacobs, Mr. Stephan had fifteen years experience in advertising, both in agency and broadcast fields.

Ronald A. Clouser, assistant advertising manager, Vick Chemical Co., New York, joins N. W. Ayer & Son, as representative in New York office. **Stanley M. Goldstein,** tv-radio creative director, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins Ayer Philadelphia office as copywriter, and **Everett S. Clowes,** who was with Seaboard Screw Corp., Philadelphia, joins agency in plans and marketing department.

Billy Graham, formerly with Erwin Wasey, Ruthrauff & Ryan, New York, joins media department, Smith/Greenland, that city.

Clay A. Walker named consumer products sales manager, products sales department, Sunkist Growers Inc., Los Angeles. He succeeds **C. B. Hansen,** elevated to department manager.

James B. Daly, advertising manager, Saab Motors, New York, joins Lambert & Feasley, that city, in charge of media research, marketing research department.

Dunlap Clark, for two years in account service and media departments of Jack Wyatt advertising agency, Dallas, named media director.

James K. Jurgensen, account executive and radio-tv director of Lilienfeld & Co., Chicago, promoted to director of media.

THE MEDIA

J. Allen Jensen, previously affiliated with KSL-AM-TV Salt Lake City, named general manager of KID-TV Idaho Falls, Idaho, and executive vp of Idaho Radio Corp., owners of KID-AM-TV. **Barry ZeVan** appointed promotion manager of KID-TV, replacing **Bob Jamieson,** who has joined KTVB (TV) Boise. **Ray Strangio** joins tv sales staff. **Phil Carpenter** appointed to tv announcing staff. **Bob Burtenshaw** appointed program director of KID, succeeding **Lee Higham,** who has resigned. **Jim Rose** joins staff as radio announcer.

John F. Ward, sales manager of WGBS Miami, named general manager of WPOM Pompano Beach, Fla.

Murrell Foster named manager of KFMN (FM) Abilene, Tex. He previously had served in pr capacity for Abilene Christian College.

Jack Fallon, member of sales staff of WIBW-AM-TV Topeka, Kan., for past five years, named station manager of WIBW, succeeding **Hilton Hodges,** who becomes director of farm sales for both radio and tv.

Howard Fisher, assistant manager of WCVS Springfield, Ill., named general manager of KQAQ Austin, Minn. He succeeds **Lester Gould** who was named national and regional sales manager for station.

John Tobola, assistant manager and chief engineer of KMIN Grants, N. M., named manager and chief engineer of KUTA Blanding, Utah.

Robert D. West, production manager of WERE Cleveland, named station manager of WDBN (FM) Barberton, Ohio.


Mr. Brace

Clayton H. Brace, assistant to president, KLZ-AM-TV Denver, to represent Time Inc. as resident operations manager, Campagnie Libanaise de Television (CLT), Beirut, Lebanon. Time-Life Broadcast Inc., which operates Denver stations, has minority interest in CLT. Mr. Brace, 20-year veteran with stations and for past four years assistant to **Hugh B. Terry,** KLZ-AM-TV Denver president, will have overall charge of station management, including program, production sales administration, promotion and engineering. Gen. Soleiman Nofal is CLT president.

Evan White, staff announcer and news reporter for KTVA (TV) and KNIK-FM Anchorage, Alaska, appointed acting manager of KNIK-FM and acting news director of KTVA, succeeding **Peter Herford,** who is on year's leave of absence.

Lawrence Slon, assistant station manager of WXEX-TV Richmond-Petersburg, Va., assumes additional duties of general sales manager. **M. Larry Blum,** assistant local sales manager, promoted to local sales manager. **Robert J.**

Heller, promotion and merchandising director, resigns effective Sept. 15. He will be succeeded by **Neil Kuvin,** formerly assistant director of that department.

Arthur H. Simmers, general manager of WWIZ Lorain, Ohio, named commercial manager of WQSR Solvay, N. Y. **Jay Jasin** joins station as air personality.

Don Arlett, director of publicity and audience promotion KTVU (TV) Oakland-San Francisco, resigns to form broadcast promotion consultation firm. Firm will be located in San Francisco and is due to open Sept. 18. **Chet Rhodes** was named to succeed Mr. Arlett.

Robert Gordon, sales manager of WCPO-TV Cincinnati, Ohio, appointed assistant general manager.

Frank J. Bulgarella, music director and sales representative of WKLZ Kalamazoo, Mich., named assistant to station president.

Larry Reilly, timebuyer, Ted Bates, New York, joins Advertising Time Sales Inc., that city, as tv account executive.

Jules A. Levy appointed research diractor of WJXT (TV) Jacksonville. Mr. Levy was formerly employed by U. S. Census Bureau in Washington, D. C., and First Research Corp., Miami.

Robert Spence, sales manager for WFBG-FM Altoona, Pa., named sales representative for WMEX Boston.

Raymond L. Hamilton, manager of Detroit office of Television Advertising Representatives Inc., joins New York staff as account executive.

Jim Scott, account executive at KQUE (FM) Houston, promoted to commercial manager, succeeding **Forrest Patton,** named director of sales for KQUE and KNUZ Houston. **Webb Hunt,** program director for KQUE, appointed operations director.

Donald L. Green, account executive for KFYR Bismarck, N. D., appointed sales manager of WOC Davenport, Iowa.

Roger Carter, member of news staff of WAKR Akron, Ohio, appointed assistant program director.

Robert L. Strickland, formerly with The Bolling Co., station representative, Los Angeles, joins Forjoe-TV, station representative, as manager, western sales division.

Martin Block, air personality, WABC New York, joins WOR, that city, as host of *Martin Block's Hall of Fame* beginning Sept. 23.

David W. Balfour appointed account executive of WWRI West Warwick, R. I. He had previously served in station's program department.

Rosemary Breuer appointed business manager of WSAI Cincinnati.

James A. Beatty, assistant merchandising manager, WNBC New York, succeeds **Joseph Murphy** as manager of merchandising.

Bill Pierson, news editor and news director of KTLN and KTVR (TV) both Denver, Colo., opens radio-tv school in that city.

R. Philip Irwin, programming supervisor, WVIP Mt. Kisco, N. Y., succeeds **John Martin** as assistant news editor of WICC Bridgeport, Conn. Mr. Martin joins announcing staff of WNHC-TV New Haven.



Mr. Wander



Mr. Sklar

Arthur J. Wander, assistant to vp and general manager, WAKR-AM-FM-TV Akron, Ohio, joins WMGM New York as assistant to director, Arthur M. Tolchin. **Rick Sklar,** program director, WINS New York, joins WMGM in similar capacity.

Kent J. Fredericks, member of local sales staff of WXYZ-TV Detroit, promoted to national sales manager. Mr. Fredericks succeeds **Thomas J. O'Dea,** transferred to ABC-TV Network Sales Div. in New York. **James P. Conroy,** manager of production services, named to succeed Mr. Fredericks.

Dick Taber, general sales manager of WRAM Monmouth, Ill., joins KWWL Waterloo, Iowa, in similar capacity.

William E. Shultz, general manager of Merchants Broadcasting System of San Diego (storecasting), appointed account executive at KFMB San Diego.

Barbara Hund, writer, producer and tv teacher with Washington County (Md.) Closed Circuit Tv project, appointed tv producer of Mohawk-Hudson Council on Educational Tv, Schenectady, N. Y.

Dick Newcomer, pr director of WKBN-AM-TV Youngstown, Ohio, resigns to accept graduate assistantship at U. of Iowa, Iowa City.

Jack H. Fern, executive in CBS News department, appointed news director of KDKA-TV Pittsburgh.

Mrs. Everett Needham Case elected a director of RCA. Mrs. Case, wife of president of Colgate U., succeeds **Mrs. Douglas Horton,** resigned.

F. J. Froeschle, editor-publisher of *Ransom County Gazette* in Lisbon, N. D., named news director of KXJB-TV Valley City and KXGO-AM-TV Fargo, both North Dakota. **Henry Ness,** agricultural representative of Fargo National Bank, joins staff of KXJB as farm director. Mr. Ness will retain his position with bank.

Jim Karyan, assistant news director of KTLA (TV) Los Angeles, promoted to associate producer. **Bruce Cohn,** member of KTLA news staff, named to succeed Mr. Karyan.

John Howard, pr director of WQED (TV), Pittsburgh educational tv station, appointed director of development of WHYY-FM-TV, Philadelphia educational outlet.

Tony Marvin, MBS newscaster, assigned to *The World Today,* MBS weeknight news-feature program. **Jim Gordon,** news director of WINS New York, assigned MBS network news show.

Paul Sciandra appointed program director of WGR-TV Buffalo, N. Y. He succeeds **George W. Cyr,** who resigned (FATES & FORTUNES, Sept. 4). Mr. Sciandra will be succeeded by **Richard D. Johnson,** program manager of WMAQ Chicago.

Gerry Desmond, air personality, WEOK Poughkeepsie, N. Y., named program director.

W. W. Connell, formerly with WFUN Miami, appointed program director of KXOK St. Louis.

Sam Sherwood, KDWB St. Paul, Minn., air personality, appointed program director. He replaces **Ted Randal,** who moved to KFWB Los Angeles. Both are Crowell-Collier stations. **Jim O'Neill** joins KDWB as air personality.

Gene H. Linn, assistant manager of Lubbock Chamber of Commerce, named director of farm programs of KCBD-TV Lubbock, Tex.

Sheldon Fay Jr., formerly independent producer of industrial films and tv commercials, appointed film producer at KPIX (TV) San Francisco.

William B. Chesson, WSTV Steubenville, Ohio, air personality, appointed sports director.

Henry C. Cassidy, European news director for NBC, joins WNEW New York as news analyst.

Sam A. Jaffe, reporter and editor, CBS News, New York, joins ABC News in similar capacity.

Clure Mosher joins WINZ Miami as sportscaster.

Roy Heatly and **John Hart** appointed field reporters of KNXT (TV) Los Angeles. Mr. Heatly had previously served as editor and writer for NBC News, while Mr. Hart was promoted from station news writer. **Jack Leppert,** cameraman for NBC and Walt Disney, named news film cameraman. Other appointments: **Paul Nelson** and **Pierre Adidge** named news film sound technicians; **Don Holcombe,** film expediter; and **Melinda Cotton,** staff secretary.

Matthew R. Mathews, reporter, Homestead, Pa., *Daily Messenger,* joins news staff, WICC (TV) Pittsburgh.

Irene Chorba named sales secretary of KOMO Seattle, Wash. She replaces **Lorraine McDonald,** who has moved to KATU (TV) (not yet on air) Portland, Ore.

W. Emerson Rhodes, production staff member for WHEN-TV and air personality for WNDR, both Syracuse, N. Y., joins WSAI Cincinnati as air personality and programming assistant.

Ralph Becker, formerly with WTVH (TV) Peoria, Ill., named to sales staff of WTTG (TV) Washington.

Robert J. Carr, formerly announcer for WWL New Orleans, named staff announcer of WDSU-TV, that city.

Red Jones, program director of KILT Houston, Tex., joins KWKH Shreveport, La., as air personality.

Henry Clark joins WEAV Plattsburg, N. Y., as staff announcer.

Harry L. Ebbesen, formerly with KTVK (TV) Phoenix, joins KPHO-TV, that city, as announcer.

PROGRAMMING

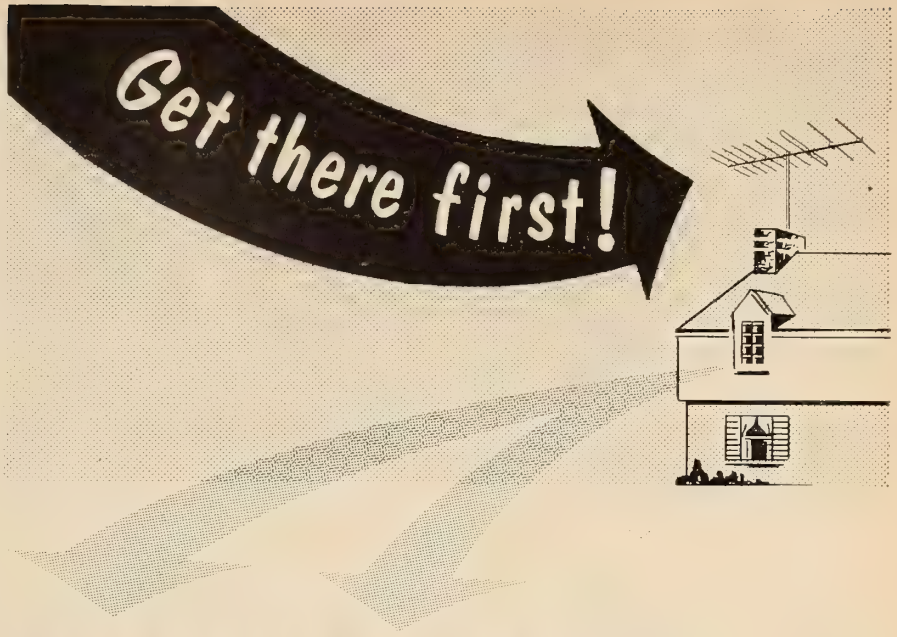
Douglas J. Baker, production director, Van Praag Productions, New York, elected vp.

EQUIPMENT & ENGINEERING

James W. Shackleford, regional sales manager, industrial electronics division, Allen B. DuMont Labs, reappointed southern regional manager for DuMont television, radio and stereophonic high fidelity instruments, DuMont Emerson Corp., Atlanta. Mr. Shackleford was southern regional manager 1953-1960 before joining DuMont.

Harold W. Kaye, manager of customer liaison in military products division of Adler Electronics, New Rochelle, N. Y., named technical assistant to vp and general manager.

Daniel Echo, general sales manager,



BROADCAST FM STEREO MULTIPLEX

NO WAITING—NO WANTING

Stereo FM broadcasting is here now—**READY RIGHT NOW.** Standard Electronics offers the first low-cost, ready-to-install unit for **IMMEDIATE DELIVERY.**

The Standard Electronics FM Stereo Generator 935 is completely compatible with existing transmitters—in some instances simply plug-in—and you're in business. At most, minor modification will be necessary. At no time will more than 2 hours of off-broadcast time be needed for installation.

ACT NOW—Attract new listeners during the first flush and enthusiasm of FM Stereo reception—listeners that will swell your audience and buy your advertiser's products. Fill in the coupon for complete technical information and low, low price—or send your order in today for fast, off-the-shelf delivery. Performance guaranteed of course.

STEREO SCOREBOARD
WLIR Garden City, L. I., N. Y.
KPEN San Francisco, Cal.
KWFM Minneapolis, Minn.
KPFM Portland, Ore.
WMKE Milwaukee, Wisc.
WBLR Long Branch, N. J.
WFPR Detroit, Mich.

ACT NOW

standard electronics
PRODUCT LINE BY REEVES INSTRUMENT CORP.
SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA
FARMINGDALE, NEW JERSEY

Gentlemen:
Please send me specification sheet and price on the new Standard Electronics Stereo Generator 935.

NAME

STATION

ADDRESS

electronic tube division, Allen B. DuMont Labs, New York, named to newly created post of product manager-display devices, electronic tube division, Sylvania Electric Products Inc., that city.

ALLIED FIELDS

Bill Perry, assistant radio-tv director of National Safety Council, joins Chicago Unlimited as executive secretary succeeding **Ned E. Williams,** who retires. CU is broadcast industry promotion group composed of talent and other creative people in profession.

S. White Rhyne Jr., joins Mullin & Connor, Washington law firm, as partner.

Mrs. Janet Sillen, director of women's products division, Institute For Motivational Research, New York, elected vp.

INTERNATIONAL

Allan B. Yeates, advertising and pr director of Prudential Insurance Co. of America in Canada, with headquarters in Toronto, and immediate past president of Assn. of Canadian Advertisers, named vp of Spitzer, Mills & Bates Ltd., Toronto advertising agency.

Burt Budin, producer-director of WTVH (TV) Peoria, Ill., resigns to join Irish Television Network, Dublin, Ireland.

W. G. Munro, radio-tv director of McCann-Erickson (Canada) Ltd., named account executive in radio and tv of Cockfield Brown & Co. Ltd., Montreal.

Jack Leddy named program director of CHAB-TV Moose Jaw, Sask.

Arnold Nelson, formerly of Television Representatives Ltd., Toronto, joins retail sales staff of CKNW New Westminster, B. C.

Bob Giles, news director of CKNW New Westminster, B. C., and CKWX Vancouver, B. C., named program manager of CKLG Vancouver.

Terie Hardcastle, formerly in commercial tv production in England and later with CHAN-TV Vancouver, ap-

FANFARE



'They satisfy'

To celebrate the first anniversary of its "Conversation Radio" format, KABC Los Angeles sent Gloria Wall around to various local agencies peddling specially prepared KABC cigarettes, each one promoting a KABC personality or program. Using many of the advertising slogans of name brand cigarettes, a perspective smoker might open a pack that says, "You Get a Lot to Like on KABC Radio," "Pamela Mason Sounds Good Like a Personality Should!"; "Start Fresh with Red McIlvaine."

Storer stations aid area swimming champs

Storer Broadcasting Co. radio stations, in their support of the President's Physical Fitness for Youth campaign, are supporting the U.S. Women's Swimming Team by helping defray the travel costs of the girls from the areas covered by Storer stations.

The girls were selected by the AAU on the strength of their performances in the national AAU championships last month. Each Storer radio station pledged to help defray the travel costs of at least one girl from its area, provided she qualified in the AAU meet for the European trip. Girls from three Storer station areas qualified.

Storer radio stations are WIBG Philadelphia; KGBS Los Angeles; WGBS Miami; WJW Cleveland; WJBK Detroit; WSPD Toledo and WWVA Wheeling, W. Va.

Gold bricking for profit

To inform listeners of its new "golden sound," KIOA Des Moines, Iowa, embarked on a two week promotion highlighting the venture with "gold" bricks that could be turned in to the station for gold prizes (gold cigarette lighters, cuff links, gold radios, etc.).

Promo spots asking "Do You Have The Golden Touch?" started things rolling. The station planted 200 gold bricks around the city with a sticker on one side telling finders to bring them to KIOA studios for gold prizes. All but 17 were found.

Twin Cities sounds

To illustrate the scope of its news and features, WTCN Minneapolis-St. Paul conducted a mystery sound contest, composed of various sounds heard throughout the area in the course of a day. Some 70 different sounds were used, attracting 8,000 phone calls. Station officials were so impressed with the results they are planning a new and larger contest, this time to promote the station's music format. Prizes will range from theater passes to a new car.

Fm stations combine to stage big jazz show

A small family style picnic planned by WBMI-FM Meriden, Conn., has developed into one of the biggest fm promotions in the area with the emergence of a five-station fm network and 14 groups of entertainers combining for a jazz-folk song spectacular scheduled for Sept. 16.

The 6½ hour show is being promoted on 17 New England fm stations by use of tapes and live announcements. Participating stations (WBMI-FM; WRNW [FM] Mt. Kisco, N. Y.; WJZZ [FM] Bridgeport, Conn.; WGHF [FM] Brookfield, Conn.; WLNA-FM Peekskill, N. Y.) are sending their respective jazz hosts to share the m.c. duties. They also are exchanging promotional tapes with each host plugging his own portion of the show.

'Operation Snowball' to push second-set sales

The test promotion plan partly underwritten by Corning Glass Works to enlarge the second-tv set market, called "Operation Snowball" in the trade, has been set for Kansas City Sept. 15-Oct. 1. Advertising in all media, including local radio-tv stations, will be used in the $40,000 promotion.

Also cooperating in the promotion is the Kansas City chapter of the National Appliance and Radio-Television Dealers Assn. Underwriters in addition to Corning include Kansas City Power & Light Co. and seven local distributors:

pointed radio-tv director of Vancouver, B. C., office of Canadian Adv. Agency Ltd., Toronto, Ont.

DEATHS

Ernest M. Walker, 56, director of research at Hicks & Greist, New York advertising agency, and former broadcasting executive, died on business trip in Louisville, Ky. Mr. Walker had been with agency for past five years and before that was head of central division of ABC radio network.

Eugene A. Tighe, 64, died Aug. 31 in Jefferson Hospital, Philadelphia. Mr. Tighe was president and treasurer of Dorland advertising agency in Atlantic City, N. J.


Mr. Campeau

Joseph Edward (Ted) Campeau, 63, president and general manager of CKLW-AM-FM-TV Windsor-Detroit, died Sunday, Sept. 3 of heart attack at his home in Windsor, Ont. Mr. Campeau became sales manager of CKLW in 1932 and president and general manager in 1947. He was director of Canadian Assn. of Broadcasters and MBS for many years.

Grayson Headley, 46, owner and general manager of WNNT Warsaw, Va., died Aug. 31 at Washington Hospital Center, Washington, D. C., after long illness.

Mrs. Beatrice Irwin Victor, 50, vp of Jay Victor & Assoc., advertising and pr firm, Newark, N. J., died Aug. 30 at Upper Montclair, N. J., following long illness. Mrs. Victor had been associated in firm with her husband, Jay Victor, for last twelve years, and previously had collaborated with him in writing of radio dramas and commercials.

Carl Beseler, engineer on staff of WCKY Cincinnati, died in Christ Hospital, that city.

Lee Wholesale Co. (Zenith), Continental Electric Co. (Westinghouse), Sears Roebuck & Co. (Silvertone), Wilson Distributing Co. (Philco), RCA Victor, Magnavox and General Electric. Distributors and dealers also plan additional second-set promotions of their own using paid advertising in various media. Store traffic will be further stimulated by the give-away of 40 portables. An "Operation Snowball" test in a Boston suburb last April boosted set sales by 71%.

Drumbeats...

Appreciation day ▪ KQV Pittsburgh claims an attendance of 60,000 persons at its second annual Appreciation Day at the city's Westview Park. The shindig started with a giant record hop and ended with an all star outdoor stage show, featuring such personalities as Frankie Avalon, Freddie Cannon and others. The station also claims that "at least 150,000 other people" listened to the show on radio or watched it on WQED-TV, Pittsburgh's educational tv outlet. Proceeds from rides at the park were turned over to the etv station.

Dare ▪ When a theatre owner in Panama City, Fla., dared anyone in town to take a voyage to the bottom of the sea (Gulf of Mexico in this case) in conjunction with the promotion of a movie of the same name, he got more than he bargained for. John Roberts, a disc jockey on WDLP, that city, went him one better and broadcast his show from under the sea by the use of a hydrophone tied in to the two-way radio of the station's cabin cruiser, Miss Dixie.

Subscriber session ▪ WBAI (FM) New York, listener-supported station, will hold a "get-together party" for its subscribers and their friends at a Greenwich Village night spot on Sept. 25. The get-together is being planned to bring some of the subscribers together and at the same time to raise additional revenue to help support the non-commercial Pacifica Foundation outlet.

A new aid for tv weathercasters

A parade of television babies may be leading weathercasters out of an impending programming storm—how to give the weather report without throwing in such interesting tid bits as the barometric pressure in Verkhoyansk, Siberia, or ad-libbing heavy dews into expected tidal waves.

Comes now on the scene babies —82 little characters (see photos) designed to keep announcers reading the official forecast without fear of losing viewer interest. They are *Weather Tots,* a 185-film package of 15 second sequences, produced by Video Varieties, Pittsburgh, available on an exclusive basis.

The babies depict various weather conditions in their moods, expressions and activities. They are seen in 13 general weather categories ranging from hot to cold and smog to windy.

Stations that have already purchased *Weather Tots:* WLWA (TV) Atlanta; WANE-TV Ft. Wayne, Ind.; WLWI (TV) Indianapolis; KFDX-TV Wichita Falls, Tex.; WLWD (TV) Dayton, Ohio; WIMA-TV Lima, Ohio; WTOL-TV Toledo; WJAC-TV Johnstown, Pa.; WKST-TV Youngstown, Ohio.


Sunny weather is the prediction


Button up your overcoat... it's cold

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 31 through Sept. 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Los Angeles, Calif.—Spanish International Bcstg. Co. uhf ch. 34 (590-596 mc); ERP 244 kw vis., 122 kw aur.; ant. height above average terrain 2,944 ft., above ground 234 ft. Estimated construction cost $365,000; first year operating cost $200,000; revenue $200,000. Post Office address 1044 S. Hill St., Los Angeles 15. Studio location Los Angeles. Trans. location Mt. Wilson, near Los Angeles. Geographic coordinates 34° 13′ 36″ N. Lat., 118° 03′ 59″ W. Long. Trans. RCA TTU-12A, ant. RCA TFU-24DM. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Jules Cohen, Washington. Principals include: **Frank F. Fouce** (55%), **Emilio Azcarraga, Edward J. Noble** (each 20%); **Julian M. Kaufman** (5%). Mr. Fouce is president and 17% owner of tv sales representative firm, 75% owner of two motion picture theater exhibition firms, sole owner of tv film distribution firm and 25% owner of another; Mr. Azcarraga has extensive broadcast interests in Mexico; Mr. Noble is majority stockholder of Mexican advertising agency; Mr. Kaufman is vice president and general manager of tv rep firm. Ann. Aug. 30.

New am stations

ACTION BY BROADCAST BUREAU

Gold Beach, Ore.—Gold Beach Bcstg. Co. Granted 1220 kc; 1 kw D. P.O. address box 185, Brookings, Ore. Estimated construction cost $19,440; first year operating cost $29,000; revenue $33,000. Principals: **Lawrence D. Anderson, William P. Degross** (each 50%). Mr. Anderson is commercial manager of KURY Brookings, Ore.; Mr. Degross owns mobile homes business and 50% of bowling alley. Action Sept. 1.

APPLICATIONS

Roswell, N. M.—F. F. Moore Jr. 1320 kc; 1 kw D. P. O. address 1006 W. Van Buren St., Lovington, N. M. Estimated construction cost $15,268; first year operating cost $39,600; revenue $42,000. **F. F. Moore Jr.,** sole owner, owns theater. Ann. Aug. 30.

Lubbock, Tex.—Mid-Cities Bcstg. Corp. 1420 kc; 500 w D. P. O. address 4000 Rasco, Odessa, Tex. Estimated construction cost $5,150; first year operating cost $30,000; revenue $45,000. Principals: **Edward L. Roskelley** (75%), **Lowell J. Roskelley** (25%). E. L. Roskelley is 75% owner of KOYL Odessa, Tex. L. J. Roskelley is assistant manager of milk products firm. Ann. Sept. 5.

Existing am stations

APPLICATIONS

KBRS Springdale, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 5.

WOKJ Jackson, Miss.—Cp to change hours of operation from D to unl., using power of 1 kw-N, 5 kw-D and install DA-N. Ann. Sept. 1.

WROV Roanoke, Va.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Ann. Sept. 1.

WHBL Sheboygan, Wis.—Cp to increase power from 250 w-N, 1 kw-D to 1 kw-N, 5 kw-D; install DA-2 and new trans. Ann. Sept. 1.

New fm stations

ACTIONS BY BROADCAST BUREAU

Ottawa, Kan.—Ottawa Bcstg. Co. Granted 95.7 mc; 6.69 kw. Ant. height above average terrain 153 ft. P. O. address box 46, Ottawa. Estimated construction cost $12,400; first year operating cost $2,000; revenue $2,000. Principals: **Roderick B. Cupp, Edwina W. Cupp** (each 50%). Mr. and Mrs. Cupp are equal partners in KOFO Ottawa. Action Aug. 30.

Springfield, Ohio.—World Evangelistic Enterprise Corp. Granted 100.7 mc; 77.2 kw. Ant. height above average terrain 281 ft. P. O. address 127 S. Spring St., Springfield. Estimated construction cost $32,850; first year operating cost $33,8000; revenue $36,400. **World Evangelistic Enterprise Corp.** is non-profit religious organization. Action Aug. 30.

Fredericksburg, Va.—Star Bcstg. Corp. Granted 93.3 mc. 42 kw. Ant. height above average terrain 330 ft. P. O. address 305 William St. Estimated construction cost $30,052.50, first year operating cost $8,000, revenue $10,000. Star Bcstg. is owned by Free Lance-Star Publishing Co., Fredericksburg, whose principals include **Charles S. Rowe** (38%) and his brother **Josiah P. Rowe III** (43%). Star Bcstg. owns WFLS Fredericksburg. Action Aug. 30.

APPLICATIONS

North Attleboro, Mass.—North Attleboro Bcstg. Co. 93.3 mc; 3.9 kw. Ant. height above average terrain 184 ft. P. O. address 83 Chestnut St., North Attleboro. Estimated construction cost $26,000; first year operating cost $36,000; revenue $36,000. Principals: **Joseph A. Morin, Rose L. Morin** (each 50%). Mr. Morin is partner in metalurgical firm; Mrs. Morin is housewife. Ann. Aug. 30.

Shillington, Pa.—David L. Kurtz. 97.7 mc; 777 w. Ant. height above average terrain 250 ft. P. O. address 800 S. State St., Ephrata, Pa. Estimated construction cost $28,750; first year operating cost $40,000; revenue $45,000. **David L. Kurtz,** sole owner, is electrical engineer for Philco Corp. and owns 20% of limestone aggregates manufacturing firm. Ann. Aug. 30.

North Charleston, S. C.—KTM Bcstg. Co. 102.5 mc; 5.17 kw. Ant. height above average terrain 195.4 ft. P. O. address box 5758, North Charleston. Estimated construction cost $14,690; first year operating cost $20,000; revenue $28,000. Principals: **Richard F. Kamradt** (60%), **Robert S. Tamblyn** (40%). Mr. Kamradt owns stevedoring business and steamship agency; Mr. Tamblyn has been news director of WUSN-TV Charleston, S. C. Ann. Sept. 1.

Bremerton, Wash.—Bremerton Broadcast Co. 104.5 mc; 3.25 kw. Ant. height above average terrain 97 ft. P. O. address 205 Washington Ave., Bremerton. Estimated construction cost $17,182.50; first year operating cost $831; revenue $2,500. **Bruce Bartley,** sole owner, owns KBRO Bremerton. Ann. Aug. 30.

Ownership changes

APPLICATIONS

KAAB Hot Springs, Ark.—Seeks assignment of license from **Phoenix Co.** to **Edward Krock** (50%), **Victor Muscat, Joseph P. Trantino** (each 25%), d/b as **National Park Bcstg. Inc.**; consideration $55,000. Mr. Krock is president and majority stockholder of investment firm; Mr. Muscat is vice president and director of two insurance firms; Mr. Trantino is president, general manager and one-third owner of WLIS Old Saybrook, Conn. Ann. Aug. 30.

KPLY Crescent City, Calif.—Seeks assignment of license from **Del Norte Bcstg. Co.** to **Mason C. Deaver, Virginia E. McWhorter** (each 50%), d/b as **Summit Bcstrs.**; consideration $65,000. Miss McWhorter is women's director of WHAR Clarksburg, Va.; Mr. Deaver has been 26.7% owner of WHAR. Ann. Sept. 1.

WEBO Owego, N. Y.—Seeks transfer of 25% of stock in **Owego Radio Inc.** from **Petrina B. Colby** to **Sarah D. Davis,** present 37% stockholder; consideration $481.75 cash and assumption of $1,080.75 liability. Ann. Sept. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of Billings Bcstg. Co. to increase daytime power of KBMY Billings, Mont., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and KXLO Broadcast Inc., for like increased daytime power of KXLO, Lewistown, Mont., continued operation on 1230 kc, 250 w-N, each with interference condition, and Big Horn County Musicasters for new station to operate on 1230 kc, 250 w, unl., in Hardin, Mont. Action Sept. 6.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Coastal Bcstg. Co. for nighttime operation of WLAT Conway, S. C., with 500 w, DA, continued operation on 1330 kc with 5 kw D. Action Sept. 6.

Routine roundup

■ Commission granted petitions by Assn. of Federal Communications Consulting Engineers and of Havens & Martin Inc., and extended from Sept. 5 to Oct. 20 and from Sept. 20 to Nov. 6 time to file comments and replies in matter of amendment to Subpart G of Part 4 of rules concerning tv broadcast translator stations. Action Aug. 31.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Saltville Bcstg. Corp., and extended to Sept. 15 time to file opposition to petition by Seward Bcstg. Inc., to enlarge issues in proceeding on their ap-

Continued on page 117

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
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A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
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GAUTNEY & JONES
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Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

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CONSULTING RADIO ENGINEERS
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711 14th Street, N.W.
Washington 5, D. C.
REpublic 7-3984
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L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

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CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill. (A hCicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Tel. JAckson 6-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado
Member AFCCE

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Washington 6, D. C.
Columbus 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
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San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

KEITH WILLIAMS and ASSOCIATES, ARCHITECTS
Consultants—Radio Station Design
110 North Cameron Street
Winchester, Virginia
MOhawk 2-2589
Planning Equipment layout
Renovation Acoustic Design

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

L. J. N. du TREIL & ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager with a lot of hustle and know-how wanted for good small market radio station. Good salary plus override percentage of gross station income. Reply in confidence. This is opportunity kicking you in the seat of your pants. Box 937G, BROADCASTING.

Immediate requirement for manager and chief engineer at new 1000 watt daytimer located in suburban major market in northeast. Write Box 942G, BROADCASTING.

Manager for small market. Tremendous opportunity for one strong in sales and looking for growth. Located in S. E. Pennsylvania. Send complete resume Box 959G, BROADCASTING.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.-000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Wanted . . . Sales manager, 5000 watts, major market station in N. Carolina. Must be excellent salesman. Top salary. Apply Box 845G, BROADCASTING.

Great opportunity in metropolitan market. Salary and commissions. Box 887G, BROADCASTING.

Selling, sales manager for 100,000—2 station market. Niagara Falls, N. Y. Security and good earnings for sound man. Box 890G, BROADCASTING.

Major southeastern market station wants experienced, aggressive salesman with ideas. On-air accounts to start and excellent money-making future for right man. Send complete selling resume and late snapshot to Box 965G, BROADCASTING.

Florida. Medium market. Needs 2 experienced announcer-salesmen for fulltime, old, established station. No rock and roll. Pleasant, adult voices wanted. Permanent position offered. $400.00 vs 30%. Complete details plus tape and photo to Box 988G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

Wanted: Top sales manager. Draw against commissions. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G. BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man-program director. Network station. Experienced, no screamer. Northeast Box 847G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult programming. Long established station. Send recent tape, recent photo, complete information of age, experience (both announcing and board) marital status and salary expectations. Box 850G, BROADCASTING.

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; also needs additional announcer, air-time 44 hours weekly. Immediate openings for competent personnel. Well-known dependable operation. Send resume of training, experience, picture and tape. Box 879G, BROADCASTING.

Mature announcer for personality show. Background in other departments, helpful. Security with solid New York State station. Must be reliable. Box 888G, BROADCASTING.

Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

First phone—adult personality announcer. If you're ready to get off the merry-go-round and really settle down to a good job, with a good future, with a good mid-west station—this is it! Start $550.00 per month. Send resume and ad-lib tape. Box 933G, BROADCASTING.

Announcer—Personality disc jockey for adult format station in metropolitan market. Send tape-photo-resume to Box 968G, BROADCASTING.

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Announcer—experienced. Willing to follow good music format. Run own board for outstanding Pennsylvania station. Employed benefits, excellent working conditions. Box 992G, BROADCASTING.

Announcer-copywriter. Accent on news. $400 to $433 per month start. KBRZ Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Going nights in October. Need ambitious evening announcer with first phone for college audience. Salary includes base guarantee for selling and servicing local and regional accounts. Send tape-resume to KLGN, Logan, Utah.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Announcer—Experienced, music, news and sports college town. Apply KNIM, Maryville, Missouri.

Help Wanted—(Cont'd)

Announcers

Need experienced announcer in solid small town radio. Good opportunity for right man. Send tape and references to KVOW, Riverton, Wyoming.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

New Illinois daytimer needs experienced dj plus news director by October 1st. Rush tape, resume, and pix to (1) Jerry Collins, 5 Ryan, Bloomington, Illinois. (2) WBBY, Box 7, Alton, Illinois.

Immediate opening for bright morning man, strong on adult appeal. Wit, charm, production ability, salesmanship given top consideration. We're 5000 watts in one of the fastest growing markets in the northeast. Send tape, resume, photo to Jim Brunelle, WENE, Endicott, New York.

Announcer with first phone. Immediate opening. Send tape and resume or call George Morgan, WEZN, Elizabethtown, Pa.

WIRK, top rated Florida Gold Coast formost station needs experienced morning man strong on news. Send air-check as dj and newscaster and full resume including armed forces recall status to Box 2148, West Palm Beach, Florida.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Wanted: 3 dj's. First class ticket. $400 per month. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Experienced combo announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Technical

Qualified engineer wanted. with knowledge of RCA 10,000 watt transmitter, Collins equipment, RCA magnetic disc, able to handle full studio maintenance. Production knowledge an asset. Large metropolitan eastern station. Starting salary, $6,-500.00 per year. Apply Box 884G, BROADCASTING.

Young, expansion minded Southeastern group seeks combination man. Must be tops in engineering and have good delivery on air. Will serve as chief for metro market station, supervise construction of new fm station. Fine opportunity for talented, capable man not afraid of hard work. Write full details, including references, and include tape and small photo. Salary open, so please state your requirements. Box 935G, BROADCASTING.

Immediate opening—experienced chief engineer for well established, well equipped regional 5000 watt am network West Virginia station. Would consider aggressive newcomer. Write Box 939G, BROADCASTING.

Chief engineer—Mississippi ND daytimer, going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

Control room operator with 1st class phone. Excellent opportunity. Write WDRC, Hartford, Connecticut.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

Experienced man for local news and sports little announcing. Emphasis on news. Medium northeast market. References required. Box 889G, BROADCASTING.

Promotion and copy man with first phone—outstanding opportunity. Box 948G, BROADCASTING.

Newsman—for metropolitan market. Experience in writing and reporting local news. Good delivery. Rush photo-tape-resume to Box 967G, BROADCASTING.

News director—aggressive, hard-hitting reporter capable of building and directing capitol city radio/tv news department . . . must have reporting, writing and on-camera experience, capable of producing high-caliber newscasts, editorials, and in-depth specials. Unique opportunity for experienced newsman to grow in professional stature. Send tape, photo and full details to Box 977G, BROADCASTING.

Newsman—gather, write, air local news. Handle tape recorder. New station. WNJH, Hammonton, New Jersey; or WCOJ, Coatesville, Pa.

Complete staff for 5 kw adult-music 3 city metro-market. PD with good voice, aggressive ideas, terrific talent. Announcers with 1st phone. Newsmen and engineers with good voice. Excellent permanent positions. Top salary. Rush tape, resume, expected salary. Harry Goldman, WEEE Radio, RD 2, Albany 5, N. Y.

Newsman with versatility and guts for aggressive established am and fm, tv, operation. Must be able to interview, rewrite, shoot film and stills, a challenging opportunity for the imaginative. Tape, resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Management—For a.m. station, experienced all phases, excellent references. Box 946G, BROADCASTING.

Mature, reliable family man, experienced in management and sales. Capable first phone. Southeastern states only. Box 973G, BROADCASTING.

Established record—winner of numerous national awards for creating and producing public affairs and news programs and proven ability to commercially sell both public affairs and purely commercial ideas. Extensive background, including video tape productions . . . 14 years commercial radio and tv, married. Proven professional stability and capability. Presently employed 7 years top tv station, top market. Box 986G, BROADCASTING.

Former station owner seeks position with small market station. Management, news, sales, announcer-sales. J. C. Rothwell, 1815 Blanco Road, San Antonio, Texas. Telephone PE 5-6253, San Antonio, or PL 8-2982, Aransas Pass, Texas.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Situations Wanted—(Cont'd)

Sales

You need more sales? Write me! Experienced, 30, $150 minimum. Box 994G, BROADCASTING.

Top flight radioactive sales personality . . . Restless, frustrated, for lively organization with solid recognition in major market providing top production, promotional and merchandising tools. In return . . . will create the trust power necessary to skyrocket sales . . . Must be top 50 market. Bo 964G, BROADCASTING.

Announcers

Versatile experienced announcer desires change. Veteran, 25, married D.J., news, production, tight board. Box 612G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No c & w. Available after September 10. Box 751G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

Top rated morning dj with production know how seeks sound future with progressive metro. Box 796G. BROADCASTING.

DJ, newscaster. Tight board—bright sound—experienced, informative news. Box 842G, BROADCASTING.

Radio-tv announcer 10 years experience. Qualifications include radio-tv news director including mobile units, writing, covering, filming, broadcasting. Sports, high minor league baseball, major college football and basketball, golf, bowling. Top disc jockey for several years. Personal interview if situation warrants. Consider top position only. Box 866G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All nite show—morning top forty—r&b. Afternoon experience. Single. Car. Box 869G, BROADCASTING.

8 years experience. Sports, play-by-play, pd & staff, top character and references. 27, family & college graduate. Employed. Box 920G, BROADCASTING.

Want any ditches dug? Will work enthusiastically for your station. Recent college graduate with experience in commercial radio, commercial continuity, knowledge of music. Tape, pix, resume to midwest station. Box 921G, BROADCASTING.

Attention west coast, major markets and overseas! Ten solid years experience available for adult and/or "Young Modern" type programming. Past two years with Sherwood Gordon fine music in Phoenix, San Diego and San Francisco. Previously with McLendon as personality jock and program director. Best references. Tape available but would prefer interview. Box 922G, BROADCASTING.

Tops in copy, disc jockey, idea girl, great hire me, don't wait. Box 923G, BROADCASTING.

Newsman—reporter—announcer. Limited experience, willing to learn. Broadcasting school graduate, apprentice training. Prefer fast pace format news station, small market. Single, will relocate immediately. Box 924G, BROADCASTING.

Announcer-engineer; 1st phone; wish to relocate in larger market. Tape on request. 34; married; 2 children. Box 928G, BROADCASTING.

DJ—loves negro music—desires rhythm & blues station. Leading references. Box 930G, BROADCASTING.

Announcer currently employed met. market seeks position of responsibility in med. or small market. Radio since 1947, permanent, strongest personal and professional references. Salary secondary to opportunity, congenial working conditions, good community for family. Box 931G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-engineer—14 yrs. top markets, good all around man. 35, employed, family. Want change. Best References. Box 932G, BROADCASTING.

Girls first gentlemen! I'm for you, would prefer night time slot on your station. If you need a dependable girl d.j. who works combo, and has 1st class ticket, is strong on news, and has two years experience, and you'll pay a minimum salary of $400.00 write. Box 934G, BROADCASTING.

Gal—Experienced. Air-personality, copywriter, sales. Single, will travel. Box 940G. BROADCASTING.

Combo man strong on news, commercials, sales. Available September. Box 947G, BROADCASTING.

Announcer-dj. I like to sell on the air. Authoritative news. Box 955G, BROADCASTING.

First license experienced announcer. Family. 40 hour week. Near Washington. Personal interview prefered. Box 962G, BROADCASTING.

Need that first job. What have you to offer? Speech trained, broadcasting school, some college, third phone. Box 976G, BROADCASTING.

Top, top 40 jock interested in Philadelphia, Chicago, Detroit, Boston and Pittsburgh. Box 978G, BROADCASTING.

12 years all phases announcing-pd, upstate New York major. Both media. Never unemployed. Looking for future. Management? Presently $12,000 plus. Good character, 30. Sincere offers welcome. Box 979G, BROADCASTING.

Announcer—dj. Friendly air personality anxious to sell your station and your sponsors' products in your area. Box 980G, BROADCASTING.

Young? Experienced? Personality? Single? Stop! Then write Box 983G, BROADCASTING.

Combo man with first phone, business college. Two years summer announcing experience. No maintenance. Draft-free and single. Not a screamer. Prefer small town. Box 985G, BROADCASTING.

Sports—play-by-play, pd, staff. 8 years experience. 27, college graduate. Top character and references. Employed. Permanent. Box 987G, BROADCASTING.

Top negro gospel man, 7 years experience serving a large market, a family man dependable, can sell. Mix well, good voice, have car, will travel anywhere. Need a good man? Contact me at Box 989G, BROADCASTING.

Top dj desires well organized, promotion minded, medium-major market station. Box 993G, BROADCASTING.

Rock jock. No screamer. Wishes to relocate. Presently employed. Rated #1 major market. Location—open. Opportunity more important. Box 995G, BROADCASTING.

Ambitious announcer, dj run tight board, bright sound, experienced newscaster, family. Box 996G, BROADCASTING.

Announcer, dj experienced, mature voice, tight format, want to settle. Box 997G, BROADCASTING.

Broadcast school graduate. Emphasis news, adult pop music. Single, 28. Available two weeks. Box 998G, BROADCASTING.

Young man with first phone would like to train for announcing. Little maintenance. Joseph Urso, 5151 Monticello, Dallas 6, Tex.

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer, family man, sports announcing specialty, production, sales, copywriting, third phone, prefer western area, presently employed, references. Box 193, Sonora, California.

Recent broadcasting school grad would like job in top 40 station in north, east, west part of Florida. Phone Carl Briggs, AD 2-7149, no letters please. Washington, D. C.

Announcer-deejay wants work immediately. Willing to work and travel. Have a little experience in news and sales. Contact Darrell Denstedt, 683 N. Gordian. Burns, Oregon, or call 4621.

8 years experience. Tight board. Dependable. Cal Hardwick, 336 3rd SW, Paris, Texas. SU 4-7388 (3rd ticket).

Experienced staff man—dj and news. Single, 23. Have car. Two years college. David Hickey, 5552 Carlton Way, Hollywood, Calif., HO 4-9594.

Available now: Chicagoan, $winging dj, comboman: rated #2. In major Texas market, promote hop$. Hot on ale, excellent recommendations. Family man, $alary open. "I'll travel anywhere, where the opportunities are." Write Chuck Kollias, 1217 So. Scoville, Berwyn, Illinois. Call Gunderson 4-2434 evenings.

McLendon 1st phone d.j. available Oct. 1. Contact Fred Lane, 7311 Broadway, San Antonio, Texas. Telephone TAylor 2-1475.

Negro news announcer and d.j. Expertly trained. College and army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Staff announcer—three years experience, college, married, have car. All staff duties, including news, sports, dj. Bob Scholz, 3417 E. Terrace Ave., Fresno, California, BA 7-1046.

Technical

Engineer, 1st phone wants job. No chief or combo job. Box 982G, BROADCASTING.

First phone operator. Chief, combo experience. P. O. Box 303, Seaford, Delaware.

1st class license. No experience, willing to learn. Robert House, Box 322, Eagle River, Wisconsin.

Chief. Experienced. Light announcing. Ronald Pesha, 1930 East 33 Place, Tulsa, Oklahoma. RIverside 2-7490.

Production—Programming, Others

Are you a gambler? Ten years writing experience makes me a sure bet for top newsroom slot. Strong supporter of local news. Worth five-figure salary, but am willing to talk in terms of future. Box 943G, BROADCASTING.

Come up! . . . To listenable, salable radio. Energetic big-time talent offers youth, experience, organizational ability for programming/production slot. Larger markets. Box 949G, BROADCASTING.

Basic working newsman. Write-air, local. Moble unit, beeper, remotes. Produce human interest features. Staff—adult appeal. Box 957G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Sound sells radio . . . Accomplished production with sell, not just music pad. Mature delivery, big smile. Successfully employed as operations manager of stable, progressive station; looking for same in bigger market. Box 971G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opening account executive position with major NBC TV Network affiliate in Iowa. Good salary and commissions to experienced tv salesman. Will consider radio. Midwest applicants preferred. Send complete resume. Box 882G, BROADCASTING.

New independent television station serving Kings-Fresno Counties in California will commence telecasting local sports, western, pop orchestra, teenage records, and kiddie show in October. Men or women, if you have had experience selling and announcing any of these shows on radio or tv, send qualifications, pictures, and air checks to Harold Gann, KDAS-TV, Lakeside Inn, Kingsburg, California. Excellent guarantee and allowance with large commission.

Announcers

TV announcer needed for staff work; on camera news; able to do "Bozo the Clown!" Immediate opening. Young, personable. Some tv experience preferred. Will consider solid radio background. Multiple station owner. Air mail resume, recent photo, and tape to George Burnett, WBTW. Florence, S. Carolina.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex vtr, southwestern vhf. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

New Channel 21 serving Kings-Fresno counties in California to commence operations in October and seeking engineer who has had considerable experience in erecting tv stations to build it and remain on staff as chief. All General Electric station, prefer announcing ability. Write qualifications to Harold Gann, KDAS-TV, P. O. Box 521, Kingsburg, California.

Opening for first phone, video and audio switching and some maintenance. Send resume, picture and salary requirements to J. H. Seide, Chief Engineer, KNOP-TV, North Platte, Nebraska.

Switcher and transmitter engineer—first phone. Experience not necessary. Carl Anderson, KREY-TV, Montrose, Colorado.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV, Lima, Ohio.

Production—Programming, Others

Leading tv station in major eastern market wants young aggressive promotion man for number 2 position in active department. Excellent opportunity for a man with move and enthusiasm. Reply stating experience and salary qualifications. Box 831G, BROADCASTING.

All-around production man needed immediately in midwest station directing camera. general production. Director does own switching. Write Box 925G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Television program manager available October 1st. Exceptional experience. Prefer west coast. Box 951G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Film manager and film buyer with ten years network and affiliate experience. Available soon. Box 952G, BROADCASTING.

TV general manager. Thirteen years in commercial tv. Experience in programming, sales, and announcing, with two leading metropolitan vhf's. Experience also includes seven years in advertising agencies as vice-president and president. Age 38, married with no children. Was baptized in commercial television back in 1948. At present have the second highest billing in tv, in south's largest city. I know the industry, and would like to head up, good progressive tv operation. Will answer all replies. Box 984G, BROADCASTING.

Announcers

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Truly, truly professional radio announcer seeks position in aggressive tv operation. Currently employed by a top-rated, nationally known, radio station in one of the top 3 markets. Desire opportunity to do all types of on-camera work. Have a considerable amount of on-camera experience. Seasoned actor, m.c. and interviewer. Will deliver network caliber commercials. Sincere, university, married, 30. Business approach to the business. Long hours no concern. No prima donna, just hard worker. Will consider radio stint in addition to tv. Box 981G, BROADCASTING.

Technical

Engineer experienced in all phases of television construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 839G, BROADCASTING.

First phone operator with four years experience in television transmitter and studio available soon. Ham. Box 961G, BROADCASTING.

11 years transmitter experience—3 years in tv, 8 in radio. Prefer Texas or southwest. Box 972G, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Newsman-sportscaster. Four years radio-tv experience. Versed in the rudiments of gathering, writing and airing news in an informative-professional manner. Play-by-play sports. Mature, college graduate, married, veteran. Tape, resume, interview on request. Box 840G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. Box 863G, BROADCASTING.

Childrens' show—New, different and excellent. Currently tops in market as self contained one hour strip. Flexible. Videotape available. Top twenty-five markets only. Box 944G, BROADCASTING.

Nine years experience in tv production & programming. Also advertising agency experience. Excellent record & references. I can show you results. Box 945G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director: News-in-depth specialist. Top ratings, references. $150. Box 958G. BROADCASTING.

TV program manager . . . Twelve years production (live, film and videotape), programming, public affairs, film buying and operations manager. Married, degrees, excellent references, and available soon. Box 950G, BROADCASTING.

Production manager/director: Creative professional. Stimulates best team operation. Happy being tops present market, but interested step up. Experienced all phases tv production. Box 975G, BROADCASTING.

FOR SALE

Equipment

Schafer 1200 automation. In service less than three months. Like new. Box 849G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B fm transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

IBM Type studio clock system. Consisting of 1 #25 master Clock, 1 #601-3 master relay, 6 #59-45 studio clocks and 1 #59-55 studio clock. Will sell for $350.00 FOB WITN, Washington, North Carolina.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20. California.

WANTED TO BUY

Stations

Trade 12 years management experience and $5,000 for downpayment on controlling interest or full ownership of small or medium market operation. Box 966G, BROADCASTING.

Experienced radioman desires to lease station with option to buy. southwest. No brokers. Box 974G, BROADCASTING.

Equipment

Used television antenna, good condition, Channel 31. Reply to Box 926G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

Wanted: Old soundmirror (brush) recorders. Write to: Larry Walcoff, WSUI, Iowa City, Iowa.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

250 foot antenna, also 4 turntables in good condition. N. H. Hamilton, Summerville, South Carolina.

OUTSTANDING CAREER POSITION

SENIOR DESIGN ENGINEER

BROADCAST EQUIPMENT

Vitro Electronics, manufacturer of NEMS-CLARKE equipment, offers an outstanding career position to a Senior Design Engineer who is currently working on commercial broadcast equipment.

The man we seek should have a B.S. and approximately five years of experience in the design and development of broadcast equipment, including phase meters, field intensity meters, automatic logging devices, re-broadcast receivers and video connectors. Some experience in solid state circuitry is also desirable as well as familiarity with FCC broadcast regulations.

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Mr. D. R. Statter, Director of Industrial Relations

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A Division of the Vitro Corporation of America

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Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

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Sell your product to radio stations via direct mail. 3,000 stations all on gummed labels, $45.00. 5¢ refunded for each undelivered piece. Box 857G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

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General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates. call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

TELEVISION

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Somewhere, there are 2 or 3 men who are (a) self-starters (b) not saddled with wives who won't re-locate (c) not saddled with a house they can't sell (d) hungry. To these men we offer (f) an immediate job in a tv station in east, south and midwest (g) no traveling (h) guaranteed $400 month plus (i) car mileage (j) fringe benefits (k) $6,000-15,000 a year within 90-120 days (l) security with 10 yr. old org. If you have what it takes, we have what you've been waiting for. Better contact me immediately. (PS: The above does not mean "no married men need apply.")

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RADIO

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Two top jobs. Big-market; multi-group now interviewing.

Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence.

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Situations Wanted—Management

MANAGEMENT
SALES MANAGEMENT

Twenty years in broadcasting . . . all phases, independent and network, top five to smaller markets. Announcer, D. J.-M.C., newscaster, writer, and sales executive at station and agency level. Handled everything from local retail to regional and national blue chip business. Can build your property into top ratings and top profits as manager or sales manager. Will locate wherever there is maximum growth potential.

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TELEVISION

Situations Wanted—Announcers

HUSTLING ANNOUNCER

Presently employed in leading radio station in one of the top 3 markets desires opportunity for much on-camera work in TV or TV-radio operation. 11 years experience in business; college; 30.

Box 956G, BROADCASTING

FOR SALE

Equipment

FOR SALE

AM BROADCASTING EQUIPMENT . . . COMPLETE FROM MIKES TO TRANSMITTER

Collins 100/250-watt complete transmitter
General Radio modulation monitor, frequency monitor and RF amplifier
Collins 4-channel console (no pre-amps)
Composite remote control unit
Two turntables
Two Viking tape decks with amplifier and stand
Two nineteen-inch racks
Two Turner mikes and stand
Two speakers with baffles
One Collins line equalizer
Plus other small miscellaneous items.

FOR SALE as a complete package. Prefer not to split into individual sales. Buy as is. Nothing guaranteed. You pick up and take away.

REASON FOR SELLING: Station under new ownership and has moved into new location with 100% new equipment.

TERMS: Cash on the barrel.

PRICE: BEST OFFER GETS THE WHOLE SHOOTING MATCH.

Contact: James B. Kidd, chief engineer, Radio station WKEI, Kewanee, Illinois. Phone (not collect) Kawanee 4471.

We now have available one of the radio industry's most outstanding programming men. A gentleman from the East, educated in the Mid-west, experienced in the South-west, Middle-west, South and West coast. A man not un-marred by vicious competition, but a strong man, with principles, always emerging the victor. A pioneer in the field of production and programming geared to Human Response. A man with the brains, the foresight, and the perseverance which make men leaders everywhere. . . . We would be proud to arrange an interview.

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FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10
FOR FM AND AM TRANSMITTERS
Eliminate costly wire line charges. Own your own system. 950 mc PROGRAM STL AVAILABLE SEPARATELY. Attractive leasing plan.

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STATIONS WANTED

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ALL MAJOR U.S. MARKETS
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Stations

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.
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FOR SALE—(Cont'd)

Stations

MICHIGAN DAYTIMER
in
small but growing market
sale by owner
Box 941G, BROADCASTING

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 110

plications for new am stations in Marion and Saltville, Va., and to Oct. 4 to file replies thereto. Action Aug. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Sept. 6 on opposition of Rollins Bcstg. Inc., to request of WHYY Inc., for issuance of subpoena *duces tecum* in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 1.

■ Granted joint petition by Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., applicants for new am stations to operate on 1250 kc, 500 w, D, in Nicholasville, Ky., approved agreement whereby Nicholasville would pay Jessamine $3,000 in partial reimbursement of its expenses in return for its withdrawal; dismissed Jessamine's application with prejudice and retained in hearing status Nicholasville's application. Action Aug. 30.

■ Dismissed as moot petition by George F. O'Brien to enlarge issues in proceeding on his application for new am station in New Milford, Conn., et al.; petitioner requested issue regarding application of Stratford Bcstg. Co., Stratford, Conn., which was dismissed Aug. 29. Action Aug. 30.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to intervene, opposition by Radio Co. of Texas County to petition to intervene, comments of Broadcast Bureau on petition to intervene and statement by WCAE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Robert F. Neathery and Radio Co. of Texas County for new am stations in Houston, Mo. Action Aug. 29.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to intervene, opposition by Nicholasville Bcstg. Co. to petition to intervene, comments of Broadcast Bureau on petition to intervene, and statement by WCAE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Action Aug. 29.

By Hearing Examiner Asher H. Ende

■ Granted petition for change of procedural dates filed by Independent Indianapolis Bcstg. Corp., in proceeding on its application for new am station in Indianapolis, Ind., et al, and, on own motion, continued Sept. 25 hearing to Sept. 26. Action Aug. 31.

■ Granted request by Columbia Bcstg. System Inc., and continued hearing scheduled for 10 a.m., Sept. 5, to 9 a.m., Sept. 6 in proceeding on application of The Y T Corp. for new fm station in Palo Alto, Calif. Action Aug. 31.

■ Accepted June 14 letter, signed by Horace W. Cross, as applicant's exhibit 3, without prejudice to right of Broadcast Bureau to raise any questions with respect to such letter or make any arguments it deems appropriate regarding effect thereof insofar as issues upon which matter was set for hearing are concerned, and closed record in proceeding on application of Wireline Radio Inc., for renewal of license of station WITT Lewisburg, Pa. Action Aug. 30.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and continued from Sept. 5 to Sept. 29 time to file proposed findings of fact and conclusions in matter of revocation of license of Mandan Radio Association for am station KBOM Bismarck-Mandan, N. D. Action Sept. 1.

■ Granted motion by Jerome Sill, assignee of and successor to WFPG Inc., Toms River, N. J., and continued from Sept. 5 to Sept. 13 oral argument on a petition for leave to amend by Mr. Sill in am proceeding. Action Aug. 30.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Aug. 29 to Sept. 7 time to file proposed findings and conclusions in proceeding on application of Cosmopolitan Bcstg. Corp., for new fm station in Newark, N. J. Action Aug. 29.

By Hearing Examiner Isadore A. Honig

■ Ordered, *nunc pro tunc*, on examiner's own motion, that parties are afforded additional period of time from Aug. 11 to Sept. 19 to file joint request for approval of agreement for dismissal of application of Western

Bcstg. Co. for new am station in Odessa, Tex., and that examiner will withhold further consideration on application of R. L. McAlister for like facilities in Odessa, during such additional period and any such further time, if any, as may be required for action on any joint request filed. Action Sept. 1.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Rollins Bcstg. of Delaware Inc., Wilmington, Del., and cancelled Sept. 5 prehearing conference and ordered that presently scheduled dates for exchange of exhibits, notification of witnesses, and hearing will be adhered to unless otherwise ordered in proceeding on Rollins' application and that of Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action Sept. 5.

■ Granted request by Broadcast Bureau and scheduled prehearing conference for Sept. 5 in proceeding on applications of Rollins Bcstg. of Delaware Inc., and Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action Aug. 31.

■ Scheduled oral argument for Sept. 18, at 9 a.m., on petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, for leave to amend its am application; dismissed as moot petition for extension of time by Joseph P. Wardlaw Jr., Canton, Ohio, since extension requested was granted by order of Aug. 18 pursuant to petition by Kent-Ravenna Bcstg. Co., Kent, Ohio, in Docs. 14076 et al. Action Aug. 31.

■ Scheduled oral argument for Sept. 11, at 9 a.m., on petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue in proceeding on his application which is consolidated for hearing with Docs. 14076 et al. Action Aug. 31.

■ Granted motion by Associated Bcstrs. Inc. (WEST) Easton, Pa., and ordered that supplemental proposed findings of fact with respect to station WOND Pleasantville, N. J., and any corrections to findings and conclusions previously filed, may be filed on or before Sept. 8; on own motion, ordered that reply findings may be filed on or before Sept. 18 in am proceeding. Action Aug. 30.

By Hearing Examiner H. Gifford Irion

■ Upon request by United Communications Inc., assignee, continued Sept. 5 prehearing conference to Oct. 2 in proceeding on applications of Plains Radio Bcstg. Co., for additional time to construct KRKY (FM) Denver, Colo., and for assignment of cp of that station, et al. Action Aug. 30.

■ Granted petition by Broadcast Bureau and extended from Aug. 28 to Sept. 11 time to file proposed findings and conclusions in matter transfer of control of station KGMS Sacramento, Calif., to Capitol Bcstg. Co. Action Aug. 30.

By Hearing Examiner David I. Kraushaar

■ Ordered, in absence of objection by Sapulpa Bcstg. Corp., Sapulpa, Okla., within period prescribed by rules, and on consent of other parties, that motion by M. W. Cooper, Midwest City, Okla., for extension of time to exchange his engineering exhibits from Aug. 21 to Aug. 23 is granted *nunc pro tunc* and that such exhibits may be exchanged on latter date in am proceeding. Action Sept. 1.

By Hearing Examiner Jay A. Kyle

■ On own motion, continued Sept. 14 prehearing conference to Oct. 10 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV) San Francisco, Calif., for cps to increase ant. heights. Action Sept. 1.

■ Upon request by James V. Perry, extended from Aug. 31 to Sept. 7 date for exchange of further engineering exhibits in proceeding on his application and that of Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action Aug. 31.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Smackover Radio Inc., to extent of continuing prehearing conference from Sept. 8 to Nov. 15, at 9 a.m., and hearing from Sept. 27 to Dec. 18 in proceeding on its application for new am station in Smackover, Ark., et al. Action Aug. 31.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 7

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,581	40	111	853
FM	862	65	187	141
TV	486[1]	61	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 7

	VHF	UHF	TV
Commercial	466	80	546
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 5

WING Dayton, Ohio—Granted license covering change of alternate main trans. to auxiliary trans. at present location, using DA-N and remote control D.

WFOY St. Augustine, Fla.—Granted license covering increase in daytime power and installation of new trans.

KXMB-TV Bismarck, N. D.—Granted cp to change ERP to vis. 221 kw, aur. 111 kw, trans. location to near St. Anthony, type trans., type ant., changes in equipment; ant. height 1,230 ft.

WKUL Cullman, Ala.—Granted mod. of cp to change type trans.

WLSI Pikeville, Ky.—Granted mod. of cp to change type trans.

Actions of Sept. 1

■ Granted transfer of negative control under delegated authority pursuant to Sec. 0.241 of Statement of Delegaitons of Authority (first such staff action):

KENL Arcata, Calif.—Granted transfer of negative control from Melvin D. and Aldine T. Marshall to H. D. and C. A. Warning; consideration $50,000 for 50% interest.

WHIH Portsmouth, Va.—Granted transfer of control of Akron Bcstg. Corp., majority stockholder of Providence Radio Inc., parent corporation of licensee corporation, from Edwin Elliot to Edwin T. Elliot.

WICE, WYCE(FM) Providence, R. I.—Granted transfer of control of Akron Bcstg. Corp., majority stockholder of license corporation, from Edwin Elliot to Edwin T. Elliot.

■ Granted licenses for following am stations: WJES Johnston, S. C.; KGUL Port Lavaca, Tex.; WXVW Jeffersonville, Ind., specify studio at trans. location and deletion of remote control request.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KTHE Thermopolis, Wyo.; KREW Sunnyside, Wash.; WMMB Melbourne, Fla.

KPOJ Portland, Ore.—Granted license covering installation of new trans.

KEPI(FM) Phoenix, Ariz.—Granted mod. of cp to change main studio location; operate trans. by remote control; change type trans. and type ant.

■ Following stations were granted mod. of cps to change type trans.: WEIS Centre, Ala.; WSNW-FM Seneca, S. C.; condition; WJBB Haleyville, Ala.; WRAB Arab, Ala.; WPRP Ponce, P. R.; WMVA-FM Martinsville, Va., condition.

■ Following stations were granted extensions of completion dates as shown: WYLD New Orleans, La., to Oct. 10; KBBZ Laramie, Wyo., to Oct. 16; WKZO-TV Kalamazoo,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

Mich. (main trans. & ant.) to Dec. 9; WALA-TV Mobile, Ala., to April 1, 1962.

Actions of Aug. 31

■ Granted renewal of license for following stations: KANE New Iberia, La.; KCIJ Shreveport, La.; KOSE Osceola, Ark.; WBBQ Augusta, Ga.; WDNG Anniston, Ala.; *WEVC (FM) Evansville, Ind.; WJHB Talladega, Ala.; *WKCS (FM) Knoxville, Tenn.; WNBS Murray, Ky.

KRAF Reedsport, Ore.—Granted license for am station.

WMGA Moultrie, Ga.—Granted license covering increase in daytime power, and installation of new trans. specifying type trans.

KXJK Forrest City, Ark.—Granted license covering installation of new trans. for auxiliary purposes with remote control operation.

WSAU Wausau, Wis.—Granted mod. of license to operate trans. by remote control, nighttime hours operation only; conditions.

KSYL Alexandria, La.—Granted mod. of license to change studio location and remote control point, while using non-DA.

KFMB San Diego, Calif.—Granted cp to install auxiliary trans.; remote control permitted.

WETT Ocean City, Md.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

■ Following stations were granted cps to install new type trans.: WREB Holyoke, Mass.; WVMI Biloxi, Miss.

WSID Baltimore, Md.—Granted cp to install new trans. for auxiliary purposes; remote control permitted.

KLZ Denver, Colo.—Granted cp to change ant.-trans. location and make changes in ant. and ground system.

KTKT Tucson, Ariz.—Granted cp to make changes in DA pattern.

■ Following stations were granted mod. of cps to change type trans.: KATY San Luis Obispo, Calif.; WRIG Wausau, Wis.; KNBB (FM) Newport Beach, Calif.; WCHN-FM Norwich, N. Y.

KFMB San Diego, Calif.—Waived Secs. 1.253, 3.25 and 3.28 of rules and granted cp to change trans. location.

WLEC Sandusky, Ohio—Granted mod. of cp to make changes in ant. system (eliminate resistor) and change type trans.; condition.

WHFS(FM) Bethesda, Md.—Granted mod. of cp to change main studio location; delete remote control operation; make changes in ant. system (increase height); and install new ant.; ant. height 200 ft.

WFLT(FM) Franklin, Tenn. — Granted mod. of cp to make changes in ant. system and increase ERP to 800 w.

■ Following stations were granted extensions of completion dates as shown: WHFS (FM) Bethesda, Md., to Nov. 20; WJBW New Orleans, La., to Dec. 21; WFFG Marathon, Fla., to Jan. 1, 1962; WCFV Clifton Forge, Va., to Nov. 12; KTFS Texarkana, Tex., to Nov. 1; WBTS Bridgeport, Ala., to Nov. 18; WORT New Smyrna Beach, Fla., to Nov. 30.

KSKI Sun Valley, Idaho—Granted extension of authority to Nov. 15 to operate from sign-on at 7:00 a.m. to sign-off at 7:00 p.m.

Actions of Aug. 30

■ Following stations were granted SCA on multiplex basis: WACO-FM Waco, Tex., WAJM (FM) Montgomery, Ala.; KFNE (FM) Big Spring, Tex.; WROK-FM Rockford, Ill.; WLRJ (FM) Roanoke, Va.

■ Granted renewal of license for following uhf tv translator stations: K73AL Truth or Consequences, N. M.; K72AL, K75AE Grangeville, Cottonwood, Craigmont and Nezperce, Idaho; K81AC Grangeville, Idaho; K70AO Boise City, Okla.; K72AN Durango, Colo.; K70AR, K74AQ, K78AA Orangeville, Utah; K78AK Cass Lake, Minn.; K70CC, K72AJ Susanville and Herlong, Calif.; K80AQ Needles, Calif., Gas City, Davis Dam and Bullhead, Ariz.; W74AD, W81AC Paw Paw, Largent, Levels, Okonoke and Points, W. Va.; K73AE, K79AJ Redmond and Prineville, Ore.; K70BB, K80AL, K83AE Redwood Falls, Minn.; K71AM, K76AO, K82AH Olivia, Minn.; K71AH Salida, Colo.; K71AP, K75AJ Seaside, Ore.; W73AA, W79AB, W83AA Slatington, Palmerton and Slatedale, Pa.; K70BH, K76AN Quitaque and Turkey, Tex.; K81AF Wallowa Valley, Ore.

WMIS Natchez, Miss.—Granted involuntary transfer of negative control from Mrs. P. K. Ewing to Fayette C. Ewing, executor of estate of Mrs. P. K. Ewing, deceased.

■ Granted cps for following new vhf tv translator stations: Sharon Springs C of C Inc. on ch. 13, Sharon Springs, Kan., to translate programs of KOMC-TV ch. 8 McCook, Neb.; Lonerock Tv on ch. 10 Lonerock, Ore. (KEPR-TV ch. 19 Pasco, Wash.), condition.

Metromedia Inc., Peru, LaSalle, Ottawa, Streator, Ill.—Granted cp for new uhf tv translator station on ch. 78 to translate programs of WTVH (TV) (ch. 19) Peoria, Ill.; condition.

***WKAR-AM-FM East Lansing, Mich.**—Granted authority to remain silent Sept. 4.

WAVP Avon Park, Fla.—Granted involuntary assignment of license to Carl T. Langford, receiver for Mid-Florida Bcstg. Inc.

WKBX Kissimmee, Fla.—Granted involuntary assignment of cp and license to Carl T. Langford, receiver for Mid-Florida Bcstg. Inc.

WDTM(FM) Detroit, Mich.—Granted acquisition of positive control by Merle H. and Ophelia L. Miller (as family group) through purchase of unissued stock from WDTM Inc.

WMEK Chase City, Va.—Granted assignment of license to Mecklenburg Bcstg. Inc.

KCKG Sonora, Tex.—Granted assignment of cp to Ward Bcstg. Co.

KNTO(FM) Wichita Falls, Tex.—Granted assignment of cp and SCA to Radio Wichita Falls Inc.

KMAD Madill, Okla.—Granted license for am station.

KOA-FM Denver, Colo.—Granted license for fm station.

WGIL Galesburg, Ill.—Granted license covering increase in daytime power.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KFPW Fort Smith, Ark.; WBAT Marion, Ind.; WMAS Springfield, Mass. (one main trans.); KHOE Truckee, Calif., and specify trans.

KNCM Moberly, Mo.—Granted license covering increase in daytime and installation of new trans.

WMAS Springfield, Mass.—Granted license to use old main trans. (main trans. location) as alternate main trans. nighttime and auxiliary trans. daytime.

WSTU Stuart, Fla.—Granted license covering changes in ant. system.

KEVE Golden Valley, Minn.—Granted license to use nighttime trans. (main trans. location) as auxiliary trans. daytime.

KVFD Fort Dodge, Iowa—Granted license covering change in ant.-trans. location and changes in ant. and ground systems.

KROC Rochester, Minn.—Granted mod. of license to operate trans. by remote control while using DA; conditions.

WOTR Corry, Pa.—Granted mod. of license to operate trans. by remote control while using DA; conditions.

KMMJ Grand Island, Neb.—Granted mod. of license to operate main trans. by remote control using DA.

WSAZ-TV Huntington, W. Va.—Granted cp to change type trans. (aux. trans.).

KBYG Big Spring, Tex.—Granted cp to install new type trans.

K73AD, K70AL, K77AV Palm Springs, Calif.—Granted cps to change ERP to 770 w; primary rebroadcast station to KOGO ch. 10 San Diego, Calif.; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system; ERP to 738 w; primary rebroadcast station to KFMB ch. 8 San Diego, Calif.; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system; ERP to 706 w; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system.

WJDX-FM Jackson, Miss.—Granted mod. of SCA to conduct background music service and storecasting service on multiplex basis on subcarrier frequencies of approximately 42 and 67 kc.

■ Following stations were granted mod. of cps to change type trans.: WROD Daytona Beach, Fla.; WYND Sarasota, Fla.; WRUN-FM Utica, N. Y., condition.

***KLRN(TV) San Antonio, Tex.**—Waived sec. 3.685(a) of rules and granted mod. of cp to change trans. location; type trans.; type ant.; changes in ant. system; equipment; ant. height 1,110 ft.

WYND Sarasota, Fla.—Granted extension of completion date to Dec. 23.

Actions of Aug. 29

■ Granted cps for following new vhf tv translator stations: Beaver Lions Club Tv Committee on chs. 9, 11 and 13 Beaver City, Utah, to translate programs of KUTV ch. 2, KCPX-TV ch. 4, KSL-TV ch. 5 Salt Lake City, Utah; Panguitch Lions Club on chs. 2 and 5 Panguitch, Utah (KUTV ch. 2 Salt Lake City, via ch. 9 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City via ch. 13 Beaver City, Utah).

Town of Springerville, Springerville-Eager, Ariz.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KOOL-TV ch. 10 Phoenix, Ariz.





A report of nutrition teaching in elementary textbooks

Leading educators believe that nutrition education should start in the early grades. A good three-quarters of both principals and teachers who think their students do not get three balanced meals *say breakfast is most apt to be neglected.** A recent study made by educational consultants found in 34 elementary health textbooks that among other breakfasts, a basic cereal breakfast appeared in the majority of textbooks examined. The majority of textbooks examined included breakfast teaching ideas based on the Iowa Breakfast Studies.** The Iowa Breakfast Study of School Boys demonstrated that students worked better and the majority of them had a definitely better attitude and a better scholastic record when a good breakfast was eaten.

**A Study of the Teaching of Nutrition in the Public Schools Published by Cereal Institute, Inc., January, 1952*

***A Summary of the Iowa Breakfast Studies Published by Cereal Institute, Inc., May, 1957*

CEREALS ARE LOW IN FAT

CEREAL INSTITUTE, INC.

135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to Richard Morris Pack, vp, Westinghouse Broadcasting Co.

Tv's biggest problem is 'people'

Few broadcasting executives can point to a single incident that stimulated their careers, but Dick Pack traces his 30-year span back to the age of 15 when he won a contest on WOR New York.

Westinghouse Broadcasting Co.'s vice president for programming was a Brooklyn high school lad when his prize-winning conclusion to an unfinished radio story won for him a book autographed by its author, Laurie Erskine, creator of *Renfro of the Mounted* stories, who was the program's host. And the event won him to the medium.

Last week Mr. Pack recalled how he won the contest on WOR's *Macy's Boys Club Show*. "I realized the contest was a satire so I wrote a satirical ending to it." Out of that rewarding introduction to radio he got a part-time job working after school in Macy's public relations department—"my first exposure to publicity." He also got small parts in the Macy radio show and "went to a lot of auditions before I convinced myself that I was not an actor."

While still in high school, and until his junior year at New York U., Mr. Pack could offer the "best $2 dates in town" as "New York's youngest drama critic." He reviewed the new plays for WBNX New York, a station in the Bronx. "I was on the third-night list for two review tickets, many restaurants served steak dinners for 75 cents, and the subway cost only 5 cents."

All About Radio ▪ Following his graduation in 1938 from NYU, Mr. Pack joined WNYC New York, the city-owned station, as continuity and publicity director. It was his first full-time job. The important thing about growing up in radio during the '30's, he feels, was the opportunity to learn every job. He's against people becoming specialists too quickly, which he says happens in radio and tv today.

The biggest problem facing television, he thinks, is "people." "Where are tomorrow's executives coming from?" There used to be no limitations in radio because there were always people who could suggest ways to do things when others had no ideas. Thus, the medium stayed alive and vigorous.

One of Mr. Pack's proudest achievements was at WNYC. He created *American Music Festival* for broadcast in the period between Lincoln's and Washington's birthdays. Started in 1939, the programs of serious and popular music are still an annual event at WNYC.

WOR called again in late 1940, where, at 26, Mr. Pack became director of publicity and was a member of its program planning board. Except for 2½ years in the Air Force he was with WOR until late 1947, then went to WNEW New York as program manager.

Documentary Innovator ▪ A native New Yorker (born Nov. 22, 1915), Richard Morris Pack was assigned to New York's Mitchell Field for his wartime service. He rose to the rank of sergeant in the First Air Force, for which he produced hundreds of radio shows. He worked at developing documentary programs, which he had first started at WNYC with a series of recorded "actuality" reports on various city departments. He was among the first broadcasters to recognize the dramatic value of airing the actual voices of people involved in the news.

In the years 1947-52, Mr. Pack obtained a basic grounding in music and news formats at WNEW, where he also produced several award-winning programs. He won an Ohio State U. first award for his *Boris Karloff's Treasure Chest,* a children's d.j. show. Also at WNEW, Mr. Pack produced and directed a new program called *Telephone Newsreel,* which featured beeper phone reports from news sources all over the country. He pioneered, too, in the use of the jingle technique for traffic and weather service announcements.

Mr. Pack moved to NBC in February 1952 as director of programs and operations for WNBC and WNBT (TV) (now WNBC-AM-TV), where he was responsible for some 60 hours a week of local, live tv programming and more than 80 hours weekly of radio programming.



WBC's Pack
Overall program supervision

Distinctive Post ▪ Westinghouse appointed Mr. Pack its national program manager in June 1954. He was elected vice president on Dec. 1, 1955. He has the distinction of being the only person to fill this programming position at WBC, which claims to be the first station group to create an executive programming position. He is in charge of station formula concepts, policy, philosophy—anything that helps stimulate program leadership for WBC stations (WBZ-AM-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; KPIX [TV] San Francisco; WJZ-TV Baltimore; KEX Portland, Ore.; WOWO Ft. Wayne, and WIND Chicago).

He says the position requires him to keep up with, or ahead of, radio trends. He's most keen about building up news programs. Among his efforts to expedite WBC news coverage was the establishment of news bureaus in Washington and Europe. He has originated group projects in the past and more are presently in the works. This fall, Mr. Pack is serving as executive producer of a new children's series for WBC's tv outlets. Titled *Adventures in Number and Space,* produced in cooperation with Columbia U.'s Teachers College, the half-hour educational shows will guide viewers into mathematics-for-enjoyment. (The multi-award-winning *Reading Out Loud* series was one of his major group projects.) A second coming WBC series this fall will star Bergen Evans in *English for Americans.* The 50 half-hour programs will be a basic course in English writing and speech.

Over-all supervision of WBC Productions Inc.'s one-hour *PM East* and half-hour *PM West,* a twin series of late-night programs currently carried by 13 tv stations, is another major responsibility.

High on his list of wishes for an ideal way to train broadcasters is an all-broadcast school of journalism. Today's journalism schools, he charges, do not train people for either today's or tomorrow's form of broadcasting. Mr. Pack taught several years at NYU's annual radio-tv workshop. In 1957 he conceived WBC's public service conferences for broadcasters, an annual series which won a Peabody award.

He married the former Laura Lipkin, of Bayonne, N. J., in 1940. She continues her career as a psychiatric social worker. Mr. and Mrs. Pack live in Great Neck, L. I., with their two children, Judy 13, and Robert 11.

Color blind

UNLESS something dramatic happens to make a basic change in its configuration, the U. S. television system may be said to have reached a plateau of development.

The number of stations on the air next year will approximate the number now on the air.

The number of time periods available for sale, and the prices that can be charged for them, will not be spectacularly bigger than the availabilities and rates now in effect.

The total audience will at best be fractionally larger than today's audience.

Unless, as we say, something dramatic happens to give a new kick to television's curves, television is destined from now on to adhere to a growth pattern that is tied to the growth pattern of the general economy.

Television, we suggest, does not have to settle for that. It has available a force that could propel it to new heights. The force is color television.

It is a force that has been deliberately ignored by two of the three networks and all but a handful of stations. It can no longer be ignored. The self-interest of all broadcasters requires a complete swing to color broadcasting.

A swing to color would not immediately increase the number of stations or networks or the number of time periods available for sale.

It could increase—by dramatic degree—the public enthusiasm for television and the effectiveness of television advertising. The natural result of those two developments would be an increase in advertising revenue.

Color still has technical and economic problems. Color sets are more complicated and more costly than black-and-white sets. Those problems are being licked as manufacturers apply their production and research brains to them. The entry of several major set makers—in addition to the pioneering RCA—into the color set market this fall promises to bring about an early solution to the equipment problems.

The biggest problem that remains is the problem of color promotion. That problem can be licked only if broadcasters begin broadcasting in color and on a scale that will force viewers to buy color sets.

If broadcasters continue to remain aloof from color operations they will be conceding more and more advantage to other advertising media. Magazines are getting more colorful each week, and newspapers are beginning to learn how to print color. Billboards, car cards and direct mail use color as a basic ingredient of their appeal.

It seems illogical that television, the most modern communications medium, should still restrict itself to pictures shot in tones that Matthew Brady could reproduce 100 years ago.

Last woes of summer

THE summer hiatus is over. Broadcasters, advertisers, agencies, producers and artists are all back on the job. So is government.

For broadcasters it was a fitful summer. Business uncertainties bothered them. But the FCC worried them more.

Advertisers and their agencies interested in broadcasting as a primary means of marketing their products and services worried too. Their concern, however, transcended the FCC as they collided with the tougher New Frontier version of the Federal Trade Commission which, like the FCC, wants broadened authority and which has tinkered with their business to the point of driving them to distraction.

The prognosis for business generally is good. The economists tell us the recession is over and that 1961-62 should be the biggest year for business yet. Advertisers know that for most of their products television and radio can outperform the older media at less cost.

But, as we said, advertisers have their own troubles. If government continues to rant about programming quality—the programs advertisers find most productive—they will be less anxious to continue on the air. A few already may have elected to sit it out for a while.

Without increased revenue broadcasters will be hard put to underwrite the added expense of quality programming appealing to minorities so insistently demanded by government oracles, whose extra-legal anti-free enterprise meddling is hurting rather than helping the economy the administration is so anxious to stimulate.

On the embattled Washington front, broadcasters, both radio and tv, face unprecedented problems. For the small radio broadcaster the biggest problem, aside from his fight for survival, is the FCC's proposed new program renewal forms. The magnitude of paper work involved in the new forms, if invoked, could bankrupt smaller stations, operating with staffs of a half-dozen and with combo men at the controls. This is totally aside from the censorship implications.

For the television broadcasters there are the vexing problems associated with deintermixture and the over-zealous crusade of an apparent FCC majority toward a premature move to an all-uhf system before it has been ascertained whether uhf can do the job.

These are just a few of the troubles confronting broadcasters after eight months under the New Frontier. There are others, inherited from the Eisenhower administration, such as the FCC's gestapo-like Complaints & Compliance Division.

And there is the enigma of their own trade association—the NAB—which under its new executive direction has caused some members to wonder whether there are two FCCs in Washington.

If any lesson has been learned in these past harrowing eight months it is that the station owners, if they are to use and breathe the free air, must act for themselves. Many of them are doing it through their state associations. They are learning that they must get to know and work with their elected representatives in Congress. Congress will adjourn in the next week or so. Broadcasters will have the opportunity to indoctrinate their duly elected congressmen and senators at home, the Washington climate permitting.



Drawn for BROADCASTING by Sid Hix

"I thought you preferred radio—where your imagination could paint the scene more vividly than reality!"



Some people insist
on being EXCLUSIVE



Some have no choice
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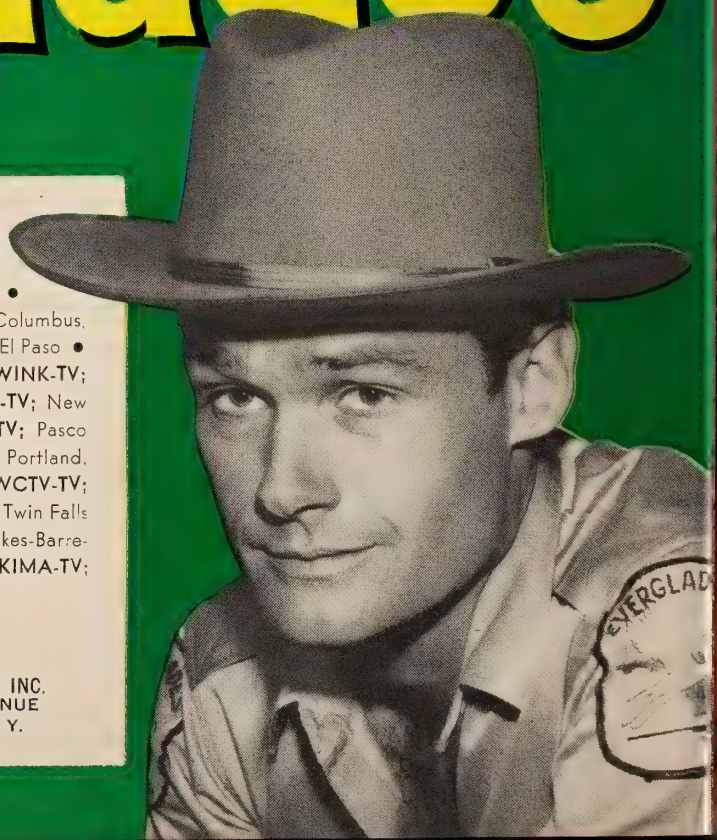
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30th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 18, 1961

Dwindling supply of syndicated film augurs growing reliance on off-network shows . . 19

FCC takes final action in clear channel case despite Hill plea to hold up 36

The philosophies of Arthur Schlesinger Jr., Minow's friend in the White House 38

NL&B's Harper contends the public taste has molded shape of tv programming 26

COMPLETE INDEX PAGE 7

KIM and HIM



KIM NOVAK
JEFF CHANDLER
Starring in
JEANNE EAGELS



MARLON BRANDO
Starring in
ON THE WATERFRONT

Two more greats starring in
COLUMBIA POST-48's!



SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



come out of the *moonglow* and get *on the sunny side of the street* ★ your sales and *dreams will be getting better all the time* with GOLDEN ERA JINGLES ...*16 tons* of jingle I.D.'s to the tunes America knows best and in the styles of the bands and singers America knows best ★ GOLDEN ERA JINGLES put your listeners *in the mood* ★ you identify and entertain ★ keep *daddy, frankie and johnny, the folks back home in indiana,* and everywhere, singing your call letters ★ *enjoy yourself* ★ your listeners *have heard that song before* but never this way ★ *yes, indeed,* instant I.D.'s ★ *a good man is hard to find,* but GOLDEN ERA JINGLES are more fun than the *little brown jug* ★ *there are such things* as demo tapes ★ wire for yours today...or call your Ullman-man.

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Marvin A. Kempner, Executive Vice-President
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Ask an Advertising Time Sales representative to show you our "impact circle" — or contact KRLD-TV direct.

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Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.
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THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Everybody's doing it

Not one, not two, not three, but four firms now are interested in setting up industry-wide spot tv billing service, long-time dream of radio-tv salesmen and many buyers, but no more than that till two months ago. Newest entry is United Media Inc., headed by veteran in tv field. UMI figures service fee will be less than 1% of gross billings handled, and as incentive first reps to sign may get interest in company. Services already announced: Broadcast Clearing House (BROADCASTING, Aug. 7) and Broadcast Billing Co. (BROADCASTING, Aug. 21). Another firm, composed of ex-Remington-Rand systems experts and CEIR, parent company of American Research Bureau (CLOSED CIRCUIT, July 24), expected to announce shortly.

Paar and Susskind complaints

FCC was besieged last week with complaints about Jack Paar Berlin incident (Editorial page 90) from members of Congress, others in public life and public. Stock answer, it's understood, was that FCC had no direct jurisdiction over programming. Chairman Minow reportedly passed down word that such interference with individual programs would be in forbidden censorship area.

FCC also was at receiving end of complaints from viewers on David Susskind "Open End" (Sunday, Sept. 10) which included Joe E. Lewis, Toots Shor and Jackie Gleason, among others. Some letters expressed suspicion that one or more participants were in various stages of inebriation.

Regrill for Kintner

Both Robert E. Kintner, NBC president, and Walter Scott, NBC-TV executive vice president, expected to testify before Senate Juvenile Delinquency Subcommittee's closed door executive session sometime this week (see story, page 52). Scheduled to appear last Friday two NBC executives were given reprieve when hearing was postponed by Subcommittee Chairman Thomas Dodd (D-Conn.). Mr. Kintner appeared before committee Sept. 7 but refused comment on line of questioning. Earlier witness says committee is "painstakingly objective" in its pursuit of source of sex and violence in tv programs. While records and films are still being subpoenaed most material is either from current programs or those scheduled for airing this season.

To 'Barrow' a phrase

FCC's Network Study staff, plus certain commissioners, are represented as feeling that CBS-TV's option time incentive plan, whereby compensation accelerates in ratio to clearances, is "worse than the existing option time rule" now under consideration for revision or abolishment. Staff director Roscoe Barrow, who conducted original network inquiry three years ago, returned to FCC this summer on consulting basis and is reported particularly over-wrought.

Trend to twenties

Patterns are varying, but popularity of 20-second announcements seems to be running higher than generally expected in spot tv's adjustment to prime-time 40-second station breaks which go into effect this fall. Some of this extra 20-second business appears to represent shifting of money that formerly went into less choice periods, but extent to which it's happening is pointed up by agency buyers who say they're beginning to get cancellations of firm 10-second orders which stations suddenly say they accepted through clerical error—an explanation usually taken to mean 20-second orders came in after 10s were confirmed.

If it goes far enough this trend could seriously affect strategy of advertisers who've traditionally built campaigns around 10-second IDs. Some salesmen find 40-second usage breaking down roughly this way: Most high-rated stations that will accept two 20s are getting them; rest are going with usual 20-10 pattern—plus 10-second promo.

Westinghouse-GE renewals

Outlook for renewal of licenses of Westinghouse and General Electric stations (CLOSED CIRCUIT, Sept. 4) is favorable although FCC last week took no definitive action. There was animated discussion of Law Department proposal that hearing be held to determine corporate responsibility in light of antitrust convictions of officials of both companies in heavy industrial equipment, as well as of Broadcast Bureau's recommendation that since neither court nor Department of Justice saw need of punitive action, renewals should be automatic. Instructions were issued for draft decisions although there was discussion of proviso whereby licensees would be asked to file letters of explanation so that future policy could be written.

There was no 4-3 vote as reported in story planted with Washington gossip columnist. All members reserved judgment until such time as proposed opinion is brought before it—possibly in time for meeting next week.

Bias charges

Senate Watchdog Subcommittee may hold hearings this fall on new complaints of alleged broadcaster bias in airing political news and presenting candidates. Subcommittee, set up to police industry in connection with liberalization of equal-time provisions of Communications Act, held hearings in March on broadcasters' performance during 1960 presidential campaign (BROADCASTING, April 3). But, said informed source, subcommittee has been getting complaints "right along" about alleged unfairness of broadcasters in local and state campaigns. Chairman Ralph Yarborough (D-Tex.), therefore, will consult with subcommittee members on need for new hearings.

CCBS to fight breakdowns

Clear Channel Broadcasting Service will resist FCC's action last week breaking down 13 am clear channels in every available forum on ground that result would be to degrade essential service to rural and remote listeners. By coincidence, group met on very day of decision (last Thursday) in Nashville at call of Chairman Edwin W. Craig (WSM) and announced intention of soon appointing new full-time director of CCBS in Washington. Post has been vacant since resignation of Gayle Gupton late last year. All 12 member stations were represented at meeting.

Late switch

Last-minute counter-programming decision said to be reason underlying CBS-TV's sudden switch of *Red Skelton* and *Ichabod and Me*. Skelton had six-year hold on 9:30-10 p.m. slot Tuesdays, but other networks set new hour-long programs (*New Breed* on ABC-TV and *Dick Powell* on NBC-TV) starting at 9 p.m. Re-evaluation of lineup by CBS-TV advertiser (S. C. Johnson) and agency (Foote, Cone & Belding) concluded that *Ichabod* may be weaker of two programs to set pace for hour leading into *Garry Moore Show* at 10 p.m., which all feel will hold its own.

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C because Cleveland is D different from Detroit...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WJW-TV now rates first* in Cleveland from sign-on to sign-off. WJBK-TV Detroit has the highest* share in any four station market . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Television Sales, Inc. has up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**ARB-July 1961*

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MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

With its Great Dane appetite, tv has gone through the Hollywood pantry, now is dining on network reruns and can't afford first-run red meat. Will it be reduced to network fare? See . . .

PROGRAM SOURCES DRYING UP? . . . 19

People are still people, and in television, as well as in other entertainment, they do the molding instead of being molded, NL&B President Paul C. Harper Jr. tells Washington admen. See . . .

TV AND PUBLIC TASTE . . . 26

Undismayed at the House Commerce Committee's request for postponement of the issue, the FCC last week adopted its plan to carve up 13 of the 15 clear channels. See . . .

FCC ACTS ON CLEARS . . . 36

The FCC sets Oct. 6 for "informal" talks with broadcasters about the results of tests held by stations last week of proposed tv program logs under NAB auspices. See . . .

SUMMIT MEETING ON FORMS . . . 50

If there's anything that could be more chilling to broadcasters than Newton Minow's philosophies on tv, it's those of his friend and President Kennedy's advisor, Arthur Schlesinger Jr. See . . .

MINOW'S WHITE HOUSE FRIEND . . . 38

Dry runs of FCC's proposed logging procedures by two Georgia tv stations indicate they'll be onerous to the point of cutting into program quality, Atlanta seminar told. See . . .

BURDENSOME LOGS COULD HURT . . . 57

KWK St. Louis sales manager testifies at revocation hearing that his boss, the general manager, ordered him to carry out deceptions in station contest, then to lie about them. See . . .

KWK'S HAMEL TELLS WHY . . . 44

Radio and tv made some order last week out of the chaos that was Hurricane Carla. Individual heroism by station personnel is reported among vital functions during emergency. See . . .

RADIO-TV DATE WITH CARLA . . . 60

Food and grocery billings top product categories in national tv spending for first six months of 1961, an 8.3% gain from last year, and totaling $156.8 million. Next: cosmetics-toiletries. See . . .

FOOD-GROCERY TV BUYING BOOMS . . . 22

Deintermixture, if on a wide enough scale, can hit home in a lot of places, even among the House Commerce Committee membership. Hence, a hearing is likely on FCC's latest action. See . . .

HILL DEINTERMIXTURE AIRING? . . . 54

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	19
BROADCAST ADVERTISING	22	THE MEDIA	57
BUSINESS BRIEFLY	30	MONDAY MEMO	16
CHANGING HANDS	64	OPEN MIKE	15
CLOSED CIRCUIT	5	OUR RESPECTS	89
COLORCASTING	67	PROGRAMMING	67
DATEBOOK	14		
EDITORIAL PAGE	20		
EQUIPMENT & ENGINEERING	55		
FANFARE	23		
FATES & FORTUNES	68		
FOR THE RECORD	75		
GOVERNMENT	36		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Nationally Represented by The Katz Agency or call WINS, JU 2-7000

Leave your radio tuned to WINS and you get the news first, fast and foremost every hour and half hour. Not just local or national, but the whole wide world. Berlin, Leopoldville, Moscow, Bangkok—wherever headlines are made, hear them direct with the speed of sound. How do we do it? WINSland's own great news staff plus MUTUAL RADIO's 34 staunch representatives on-the-spot around the world. And for advertisers, the news is always good. Examples? A rating no other N. Y. station delivers. An average of over 13% of all listeners in the N. Y. metropolitan area from 6:00 A.M. to Midnight.* A market second to none. Over 17 million people whose annual purchases equal those of the next 3 markets combined. No wonder WINS is the way advertisers really make news in New York.

*Pulse, July 1961, New York 18 County Area

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

Log revision may lift station burden—Cox

ATLANTA MEETING HEARS FCC PLANS FOR CHANGES

Important changes in proposed logging rules for stations to remove much of burden from station personnel are being considered by FCC staff, South East Radio-Tv Seminar was told Friday at Atlanta meeting (story page 57).

Kenneth Cox, chief of FCC's Broadcast Bureau, informed 100 broadcasters that commission had been giving careful study to practical operating problems of stations. He indicated bureau will recommend revisions in proposed rules to simplify personnel requirements on basis of dry-run tests conducted by stations for Georgia Assn. of Broadcasters, as well as other station tests.

Representatives of nine-state broadcaster associations attended seminar, held under GAB auspices. H. Randolph Holder, WGAU Athens, presided as GAB president. James Howe, WIRA Ft. Pierce, Fla., moderated question-answer session. He is NAB board member for southeastern district. Mutual network was represented by Victor C. Diehm, WAZL Hazleton, Pa., chairman of Mutual Affiliates Advisory Committee.

Mr. Holder said his staff missed more than a thousand log entries during test week and estimated proposed routine would cost minimum of $5,300 yearly. He said it was absolutely impossible for personnel to keep accurate and complete log. He urged elimination of "off-time entries."

Mr. Cox was accompanied by H. H. Goldin, FCC economist, and James G. Junpilla, assistant Broadcast Bureau chief. He said serious attention will be given to:

- Elimination of "off-time" entries in most cases.
- More liberal provisions for both pre-logging and rules for log entries at actual moment of broadcast.
- Simplified procedure for various types of log entries for public service, commercial and station call-letter announcements.
- Elimination of complete logging during network time, except for listing of on-network and off-network times.
- Definition of "local news" as any news not national or international.
- Provision for use of symbols and footnotes where approximate time specifications are adequate, and removal of split second requirements for many log entries.

Mr. Cox said FCC's "public interest, convenience and necessity" requirement, laid down by congress, is "delightfully vague" so commission is trying to find out what station is going to do and what it has done, since it lacks funds as well as desire to operate a program monitoring service, Mr. Cox said.

State broadcaster association president adopted resolution noting willingness of FCC personnel at meeting to discuss both radio and tv station problems. Second resolution asked FCC and industry aid in establishing defense networks in every state and stressed need for NAB and stations to keep public informed of serious civil defense problems.

KWK president tells Treasure Hunt story

KWK St. Louis president A. M. Spheeris told FCC hearing examiner Friday that in approving two Treasure Hunt contests in summer of 1960 he always "assumed" former manager William L. Jones Jr. had hid prizes before clues were aired. When issue arose after second contest, he said he repeatedly was told they were hidden at contest start.

In earlier testimony at revocation hearing, KWK sales manager Don Hamel said Mr. Jones ordered him to hide prizes morning they were found and to hide truth from both KWK officials and FCC (story, page 44). KWK counsel noted station told FCC truth earlier this year after it was learned from Mr. Hamel.

Mr. Spheeris also testified to circumstances in fall of 1958 in switch of Mr. Jones from WEMP Milwaukee sales staff to KWK sales managership and to general managership in December that year. He said at first he exercised "close supervision" over Mr. Jones but that latter seemed to progress and gain knowledge and was given more discretion.

Mr. Spheeris said Mr. Jones was instructed to consult with him on financial matters, hiring and firing, changes of program material and "all matters of promotion, taste and propriety." As to Bonus Club contest, Mr. Spheeris said he told Mr. Jones it must be honest and fair. He said he did not then anticipate any problem of listeners being unable to reach special KWK phone but when this did come up he said he told Mr. Jones to investigate and report and Mr. Jones did.

Mr. Spheeris said he also investigated personally and learned to his satisfaction then that "very seldom" was phone tied up during Bonus Club period and "very seldom" were listeners unable to get through. He said he instructed staff through Mr. Jones that they were free to use discretion and award prizes if there was "any reasonable doubt" in favor of contestant. Hearing continues today (Monday) in St. Louis.

Ziv-UA unperturbed

Ziv-United Artists announced last Friday (Sept. 15) it is currently spending $10 million on new series and has earmarked $2 million to prepare additional series. Though trend toward off-network syndication of programs (see story page 19) has reduced number of first-run production series this season, Ziv-UA is leader with three series—*Everglades, Ripcord* and *King of Diamonds*—already released to stations. Ziv-UA also is producing two documentary-type programs "keyhole" and *The Story of. . . .* Other new programs are in varying stages of development, according to Richard Dorso, Ziv-UA vice president in charge of new programming.

Salant to CBS Inc. board

Richard S. Salant, president, CBS News division of CBS Inc., was elected to CBS board of directors. Mr. Salant, who served as chairman of CBS News executive committee, was elected president, CBS News division on Feb. 6, 1961, following an association with network that began in July, 1952. He joined CBS as vp and general executive, and also had served as member of CBS' editorial board for five years.

Wailes marriage revealed

Lee B. Wailes, executive vice president-planning and finance, Storer Broadcasting Co., left Miami last Friday for delayed three-week honeymoon to West Coast after having married Mrs. Naomi P. Combs of Miami on June 30. No previous announcement had been made of marriage, second for each. They will reside in Hallandale, Miami Beach suburb.

more AT DEADLINE page 10

William Esty gets Chesebrough-Pond lines

In two actions on Friday (Sept. 15) Chesebrough-Pond Inc. moved to consolidate some of its many product lines under one agency roof. Toilet requisites company appointed William Esty Co. to handle its Pertussin cough syrup and medicated vaporizer products, Seaforth men's toiletries line, Actin cough syrup brand, and Odo-Ro-No deodorants. Last-named product was formerly at Ellington & Co., while other brands had been with Compton Advertising. Appointment is effective Jan. 1, 1962.

Combined product lines involved in shift were believed to have billed almost $2 million last year. Two Pertussin brands spent more than $600,000 in spot and national tv, while Actin and Seaforth products totaled little more than $20,000 in spot tv expenditures only. Last year Odo-Ro-No was not tv advertiser.

Chesebrough spokesman said moves are necessitated by need for consolidation and because conflict of interests was present at Compton. Alberto-Culver and Procter & Gamble accounts, both Chesebrough competitors, are handled by Compton.

Toiletries company's other products are spread among three other agencies (Esty also handles Chesebrough's Vaseline petroleum jelly account). J. Walter Thompson has Ponds and Matchabelli; Norman, Craig & Kummel handles line of men's toiletries and Doherty, Clifford, Steers & Shenfield has advertising responsibility for company's Northam Warren Division (Cutex).

Mobil Oil ad plans announced by Bates

Ted Bates & Co., which has had Mobil Oil Co. account since July, has announced advertising details. Campaign drive reportedly to bill more than $4 million through last quarter of year, is built around introduction of Megatane, novel gasoline rating system, and two new gasoline products, premium and special.

Mobil's last-quarter spending includes $3.2 million of $12 million (commissioned billings $7 million) annual advertising budget in heavy schedule of participating spots on total of 21 ABC and CBS-TV shows (BROADCASTING, Aug. 21).

Plans also call for $850,000-plus print campaign in some 300 newspapers in all but seven states across country. Mobil's advertising billings had been in virtual deep freeze until now. Account shifted from Compton after Mobil advertising manager read book by Rosser Reeves, board chairman of Bates, stressing importance of "unique selling proposition (BROADCASTING, March 6).

The way out

Here's money-raising gambit for non-commercial stations: Sell print advertising. WBAI (FM) New York, which is supported by subscribers, plans to open pages of its "folio" program log listing to advertisers in move to help defray expenses. WBAI, which is owned by Pacifica Foundation and has offices and studios at 30 E. 39th St., is headed by John F. Day, formerly vice president, CBS News, as general manager.

Philco-Ford merger won't change tv plans

Philco Broadcasting Corp. will continue to prosecute its application for ch. 3 Philadelphia (now held by NBC's WRCV-TV) if parent Philco Corp. stockholders approve proposed acquisition of company by Ford Motor Co., according to letter received by FCC Friday (Sept. 15).

James Skinner Jr., president of Philco Broadcasting, said application would be amended to show new ownership if $100 million deal goes through. Philco stockholders are scheduled to vote in late November on whether to accept offer of one share of Ford stock for 4½ shares of Philco. Philadelphia radio-tv appliance and electronics firm would become division of Ford automobile corporate structure.

Ford shares closed at 99, up one-fourth, on stock exchange last Thursday, first full day after deal was announced.

The last say-so

Broadcasters have final responsibility for what they put on, or keep off, their stations. This official FCC doctrine was repeated last week in response to complaint from Binghamton, N.Y., businessman who wanted to buy time on WMBF-TV there to show controversial *Operation Abolition* film. When station declined, businessman wrote congressman who submitted query to FCC. Commission has told congressman that licensee has last word on what goes out over air from his station.

Film is made up of tv clips of last year's student riots in San Francisco and purport to show Communist influence among students. It has been damned as distortion of actual event, but praised by anti-Communists.

WMIN seller denies station trafficking

Franklin Broadcasting Co. Friday asked FCC to approve its sale of WMIN Minneapolis to Tedesco Inc. without hearing or else dismiss the application and leave Franklin free to sell station sometime in future.

Sale of WMIN for $200,000 was set for hearing by FCC in question of whether both buyer and seller were trafficking in broadcast properties (BROADCASTING, July 31).

Franklin, owned primarily by William F. Johns Sr., and family, denied it has ever trafficked, said many transfers have been within family. It pointed out profit was made on only two sales and that only two stations were held less than three years. Family has had interests in some 23 stations over past 25 years, sometimes minority holdings.

Tedesco Inc. has already filed for reconsideration of FCC hearing order and also denied trafficking charge (BROADCASTING, Sept. 4).

New rate plan costly for radio-tv, says AT&T

AT&T told FCC Friday new rate schedule proposed in FCC initial decision of July 14 would increase rates of leased wire services to press and radio-tv stations by 19%.

AT&T criticized FCC proposal as "unsound" and said it would "work great hardships on many customers." Company submitted new rates that would stem from FCC-proposed tariff setup in all categories and pointed out AT&T is doing so merely to comply with FCC request and will not put rates into effect unless they are extensively modified.

FCC urged to ignore WCKT (TV) ch. 7 plea

FCC general counsel's office Friday advised commissioners to ignore plea by WCKT (TV) Miami (ch. 7) to reconsider decision to vacate grant to WCKT. Counsel said arguments in plea had been previously directed to FCC and "properly rejected" and that new arguments are not grounds for reconsideration of FCC's action (BROADCASTING, Sept. 11).

Sunbeam Tv Corp., only applicant found free of attempts to influence FCC by off-record contacts, replied to WCKT charges by denying it had made material changes in its proposal for ch. 7 or concealed material facts from FCC.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR·TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!



*ARB MARKET REPORT MARCH, 1961

WSYR·TV

NBC Affiliate

SYRACUSE, N. Y.

Channel 3 · 100 KW

Plus WSYE-TV channel 18
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WJR-Politz study new look at radio in Detroit - Great



The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.



This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals*, not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.



The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.



Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weather forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.

gives completely listeners Lakes area





An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.



You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.



We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.



WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada • Atlanta • Boston • Chicago • Detroit • Los Angeles • New York • San Francisco



FELIX THE CAT

is still available in your market . . . you owe it to the children in your audience to give this world-famous



cartoon character equal time in the interest of pure entertainment.



Unquestionably today's best buy in new cartoons. **260 episodes** in Black and White and Color.



Screen **FELIX** now!

CALL OR WRITE

TRANS-LUX TELEVISION CORP.

625 Madison Avenue
New York 22, New York
PL 1-3110
Chicago • Hollywood

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

SEPTEMBER

Sept. 18-19 — **CBS Radio Affiliates Assn.**, annual convention. Waldorf-Astoria Hotel, New York.

*Sept. 19—**Advertising Club of New Orleans**, 50th anniversary luncheon. 12 noon, Monteleone Hotel, New Orleans.

Sept. 21—**Chicago Federated Advertising Club**, Morrison Hotel, 12 noon. Speaker: Rod Erickson of Filmways Inc., New York.

*Sept. 22—**American Women in Radio & Tv**, Washington chapter, inauguration of new officers. Broadcasters Club, Washington, D. C.

Sept. 22—**Radio & Television Executives Society**, newsmaker luncheon. Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America**, 10th district convention. Hotel Mayo, Tulsa.

Sept. 23—**UPI Broadcasters Assn. of North Carolina**, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

*Sept. 23-24—**National Spanish Language Network**, annual meeting. Westward Ho Hotel, Phoenix, Ariz.

Sept. 24-26—**Louisiana Assn. of Broadcasters**, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices. Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.**, 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers**, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-29—**Tennessee Assn. of Broadcasters**, Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter;* Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies**, central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television**, east central area conference. Claypool Hotel, Indianapolis.

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10 -Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

RAB management conferences

Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.

Sept. 29-Oct. 1—**American Women in Radio & Television**, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements**, extended from Sept. 7.

*Oct. 2-3—**New Jersey Broadcasters Assn.**, Colony Motel, Atlantic City. FCC Commissioner Robert T. Bartley will speak at Oct. 2 dinner; Howard H. Bell, NAB vice president, will address opening luncheon.

Oct. 2-4—**Canadian Electronic Conference of Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers**, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences**, luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

*Oct. 6—New deadline for comments on **FCC** rulemaking to deter tv stations from establishing translators for sole purpose of increasing their coverage area.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers**, 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies**, eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America**, 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

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OPEN MIKE®

Renfro respects

EDITOR: What a well-deserved tribute to Harry Renfro [OUR RESPECTS, Sept. 4]!

Truly it has always been my experience to find Mr. Renfro's office door open, and I believe his attitude toward media salesmen is reflected throughout the entire D'Arcy organization. . . . —*Charles P. LeMieux Jr., V.P.-Director of Sales, Communications Industries Corp., New York.*

EDITOR: . . .The article once again pointed out to me the extensive reach of BROADCASTING. I have had the pleasure of receiving over a hundred letters from friends all over the country as a result of the story.—*Harry K. Renfro, Vice President, D'Arcy Advertising Co., St. Louis.*

Chiquita correction

EDITOR: . . . The item "Chiquita back to tv" [AT DEADLINE, Aug. 28] contains a slight error. The agency is not Grey but BBDO. The BBDO account supervisor for United Fruit tells me that there are no definite plans for returning the Chiquita Banana jingle to the tv spot in the immediate future, though it's entirely possible BBDO might start promoting Chiquita via tv spots before this year ends.—*Richard M. Detwiler, Manager, Public Relations, BBDO, New York.*

[BROADCASTING's information about Chiquita's return to tv came from a United Fruit Co. executive; the mention of the wrong agency was a mistake on the part of the writer.]

Plus one decade

EDITOR: A small correction. The warm and pleasant Peabody-RTES association lasted, not 4 years as you twice mentioned in your book [PROGRAMMING, Aug. 14; AT DEADLINE, Aug. 7], but 14 years. . . .—*Claude Barrere, Executive Director, Radio and Television Executives Society, New York.*

[The wrong number appeared originally April 24 in BROADCASTING's coverage of the Peabody Awards. It presumably resulted from a typographical error and was perpetuated by reporters who used the original story for background in writing for the subsequent issues.]

Texas market story

EDITOR: . . . Liked your handling of the Texas market story [SPECIAL REPORT, Aug. 21], particularly the El Paso picture as well as Amarillo and Odessa. It is the first time anyone has taken the trouble to investigate and enumerate the Mexican market characteristics.—*Bernie Bracher, Program Director, KROD-TV El Paso.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]



YOU CAN QUOTE ME . . .

"We select the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because they offer the big three—programming, audience, promotion . . . all important to an advertiser and agency in wrapping up a SWEL time package with MY-T-FINE results!

Jeanette LeBrecht

Jeanette LeBrecht,
Vice President, Media
Grant Advertising, Inc.,
New York

Call your
WLW Representative . . .
you'll be glad you did!



Crosley Broadcasting Corporation,

MONDAY MEMO

from WILLIAM C. CHAMBLISS, Space Technology Laboratories

Would individual licensing make advertising more respectable?

It is a rare experience these days to pick up a trade journal without reading about some new attack on the conduct of the advertising group. And these assaults occasionally find their way into the daily press and into periodicals not directly related to advertising. It matters not that these adverse utterances are largely undocumented generalizations.

Even advertising people appear to recognize that they are viewed with something less than widespread favor, for it has been announced that the American Assn. of Advertising Agencies has retained Hill & Knowlton to conduct a public relations campaign in behalf of advertising.

What Is an Ad Man? ▪ A fundamental weakness in the position of advertising people is that there is literally no definition of their capabilities or their standards of ethics. There is no definable meaning of the term "advertising man." Anyone can so designate himself and feel free from the peril of effective challenge. If a complete ignoramus or downright crook alleges that he is an "advertising man" it is impossible to point to an enforceable minimal level of competence or conduct against which the claimant can be measured and found wanting.

This is a pretty sad situation for a group which claims (and I think quite correctly) that its influence upon the lives of our people constitutes a significant factor in the health of our national economy. But the apparent growing, if unsupported, belief that its effect upon the health of the economy may be that of a disease could well result in some radical, unrealistic and dangerous statutory and regulatory actions.

Of course, we can point to various attempts to standardize practices in the advertising business. There is, for example, the Four-A Copy Code which has been in existence more than three decades. But can we, in pointing to that and other documents, say at the same time that they are absolutely binding upon advertising people? Obviously not. Hence, being unenforceable, they are without meaning as a warranty to the user or the recipient of advertising matter. And without such a demonstrated warranty, I find it difficult to believe that a public relations campaign can be convincing.

It would appear self-evident that whatever reformation or formal codification of competence and ethics is necessary should come from within the advertising community itself. There is still time for this to be accomplished. But the shortening of that time span is dramatically demonstrated by the rash of proposed legislation designed to affect the practice of advertising. In one state legislature there are over forty bills pending which bear on advertising.

I suggest that the advertising people themselves establish a requirement that any person who, for hire, engages in counseling another on the formulation and execution of advertising be required to possess a certification from an appropriate authority that he is professionally competent and enforceably subject to an established code of conduct.

Professional Standards ▪ To be eligible for such certification, I recommend that he be required to demonstrate, by examination conducted by a professional qualification board, his competence and his character. Specifically, I suggest these procedures:

I. Demonstrate by written examination: a. literacy, b. capability of communicating accurately, c. knowledge of the mechanics of advertising creation, d. knowledge of advertising, business practices, e. knowledge of media requirements, f. knowledge of the law relating to mass communication, specifically in these areas: (1) libel and slander, (2) copyright, (3) right of privacy, (4) misappropriation of ideas, (5) unfair competition, (6) contempt.

II. Demonstrate by personal record and by personal interview with a character committee; a. good moral character, b. knowledge of ethics of the advertising profession in these areas: (1) counsel/client relationships, (2) counsel/media relationships, (3) counsel/professional relations.

III. Undertake by oath to uphold and defend the U. S. Constitution.

Groundless Fears ▪ In discussions concerning the general proposition that advertising people should establish enforceable minimal standards of competence and conduct, I have encountered expressions of fear at my proposal that this be accomplished by the legislative creation of a licensing authority. Arguments range from concern that a state licensing procedure would curb freedom of expression to the belief that "you cannot license the practice of an art."

It is relevant to point out that doctors, lawyers and architects, to mention a few professions, have not been restrained in their freedom of expression by the requirement that they qualify for licenses to practice. And in all of those professions art is a major ingredient.

Enforcement by means other than licensing, if it were effective, would be a nice thing. But I have yet to hear how it could be accomplished. Black lists, secondary boycotts and combinations in restraint of competition are viewed with disfavor by the law. For a trade association to undertake to put an individual out of business for failing to conform to its extra-legal code would be to invite the punitive consideration of the courts.

There is also a fear, sometimes overtly expressed, that the establishment of enforceable standards might deprive a lot of people of their jobs. Standards formulated by persons outside the advertising business might well be so unrealistic as to deprive qualified people of their means of livelihood. But I profess a faith in our own people to devise standards which would protect the qualified advertising man and realistically protect the public, including clients, from the unqualified, conscienceless poseur.



William C. Chambliss, director of corporate communication, Space Technology Labs, began as a copy boy on the "New York Mirror" in 1924, and rose to assistant night editor while attending Columbia College and Columbia Law School. Joined 20th Century-Fox advertising-publicity in 1935. Entered active Navy duty in 1940 on the staff of Vice Admiral W. H. Halsey. Served in public information posts 1945-59 and retired as rear admiral and deputy chief of information. Joined STL in 1960.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

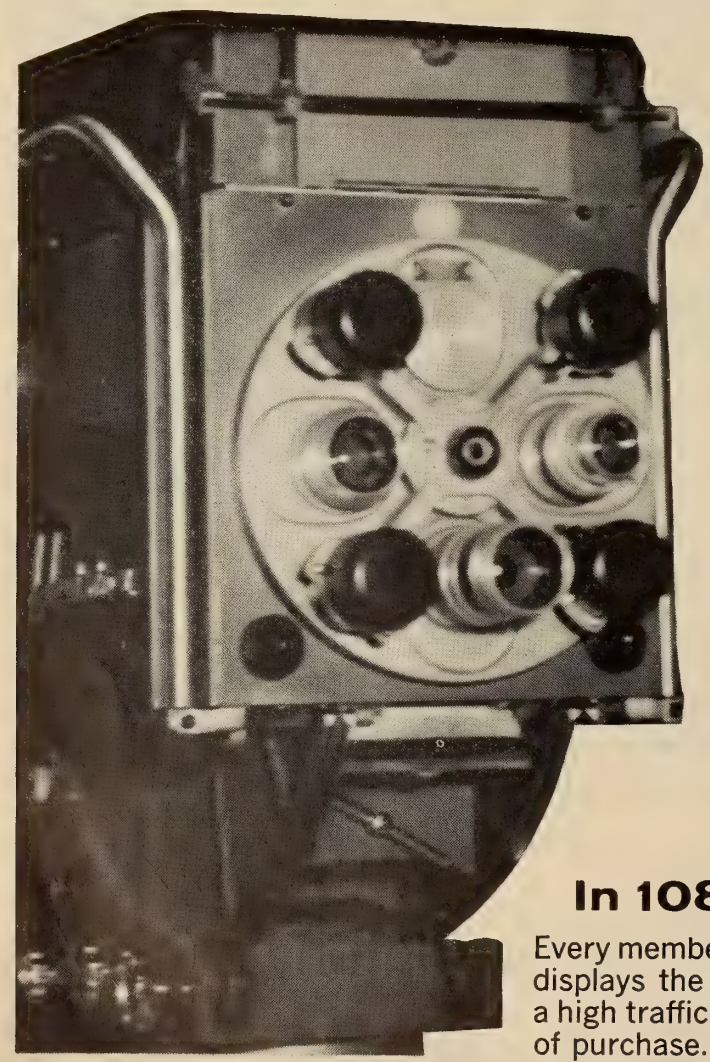
McClatchy Broadcasting Company



SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

PUT YOUR COMMERCIALS IN HERE



AND WE PUT YOUR PRODUCT IN HERE



In 108 Richmond Drug Stores

Every member of the Richmond Pharmaceutical Association displays the WXEX-TV Spotlight Product merchandiser in a high traffic area... gives you extra sales push at the point of purchase. Just one of the many outstanding merchandising services of the best buy in Richmond and Central Virginia: WXEX-TV. Call our representative for details.

NBC

WXEX-TV

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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PROGRAM SOURCES DRYING UP?

Networks prime new-program source as syndicating slows

Off-network reruns fill remaining slots on most stations

We're 'freezing the wasteland' is one manager's comment

Television may be working itself down a dead-end street that leads nowhere but to total programming by the networks.

The time already is approaching when stations will be dependent on the networks for virtually all new programming except what the stations produce themselves.

- Production of programs for first-run syndication has virtually collapsed.
- The once-rich supply of theatrical movies is within a few years of exhaustion by most calculations.
- The big new source of station programming is off-network shows—those that have completed their network runs and have been released for syndication. They are currently being released in a torrent almost matching the deluge of pre-1948 movies which swept into television in the early 1950s.
- This combination of events means that more and more of the programs on tv throughout the U.S. will be either live network feeds or re-issues of shows that have had network exposure.

Most stations welcome the off-network shows as eagerly as they once greeted the old movies—possibly more so, because the off-network programs have a track record of network performance on which their impact with audiences can be judged.

Most also agree that much of this off-network material will get audiences to match, locally, those they achieved during their network runs. In many markets they have never been seen before because the network on which they appeared had no outlet there, and in these markets they will be "first run" in every sense. Even in the market where they were seen in network runs they will reach audiences who missed the network showing or who, even if they saw the network performance, have demonstrated before that they will tune in for a second, third or even further exposure.

It is at this point that opinion begins to divide sharply.

One Viewpoint ▪ Many stations contend that off-network shows are an indefinitely continuing source—that by the time those currently being offered have run their course, a fresh batch will have been built up out of current or still-unreleased network series and that these will fill the gaps created as the existing supply wears out.

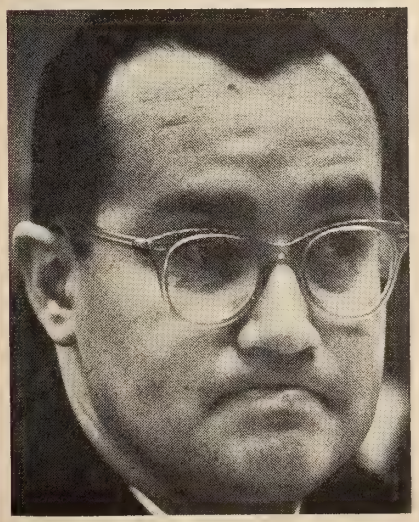
Others contend that it is mathematically impossible for this situation to continue indefinitely. These sources argue that, unlike the old movies, off-network shows have already been seen by millions of viewers not once but in many cases several times, through network re-runs, and hence in syndication may not be expected to have as long a viewing life, on the average, as the average old movie did.

This school also argues that although the supply of network programs available for off-network showing is only

Minow moves on clears despite Harris plea for more time

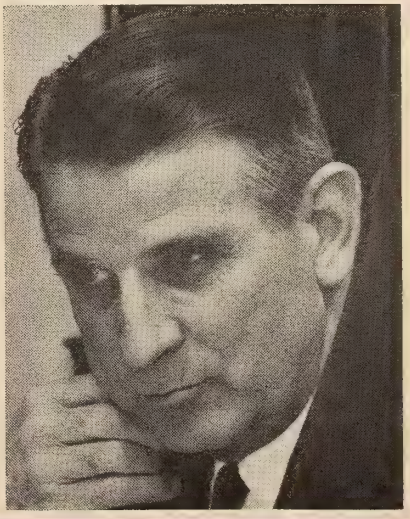
The clear channel deliberations of the past 16 years came to a final decision by the FCC last week.

Action was taken just one week after the commission had received a "request" from Rep. Oren Harris' (D-Ark.) House Commerce Committee that no final determination be made until Congress could act on pending legislation which would prohibit the agency from doing just what it now has done.



On a 5-1-1 vote, the commission decided to duplicate 13 Class 1-A clear channels (with 1030 kc added as a 25th Class 1-A) in widely scattered—and specified—areas.

The House Commerce request was sent to the commission Sept. 7 with only one dissenting vote from approximately 30 committee members. In moving ahead, the commission theorized that Congress still would have plenty of time to reverse the FCC action through legislation before actual duplicated service begins on any of the affected clear channels. Rep. John Dingell (D-Mich.), a member of the committee and prime mover of the status quo request, described the action as "rather brazen," however. (See page 36.)



Off-network programs in 1961

The number of off-network programs released to television in 1961 is 28, while only seven first-run syndication tv series were made available during the year.

The off-network shows by company are:

Official Films Inc.: *Peter Gunn, Yancy Derringer, Mr. Lucky, Wire Service* and *Du Pont Theatre.*

ABC Films Inc.: *Wyatt Earp. One Step Beyond, Casper the Friendly Ghost and Company* and *Consult Dr. Brothers.*

Ziv-United Artists: *Aquanauts, Bat Masterson,* and *Man and the Challenge.*

CBS Films: *December Bride, Wanted: Dead or Alive,* and *Angel.*

MCA-TV: *Staccato, Cimarron City, Overland Trail, Riverboat,* and *Suspicion.*

Screen Gems: *The Web.*

20th Century-Fox TV: *Hong Kong* and *Five Fingers.*

Wrather Corp.'s Telesynd: *The Lone Ranger.*

MGM-TV: *The Islanders* and *Asphatl Jungle.*

NBC Films: *Groucho Marx Show* and *The Deputy.*

The seven first-run series by company are Ziv-United Artist—*King of Diamonds, Ripcord* and *Everglades;* Independent Television Corp. *Whiplash;* Screen Gems Inc.—*Shannon;* Filmaster Inc.—*The Beachcomber* and TV Marketeers—*The Adventures of The Sea Hawk.*

PROGRAM SOURCES DRYING UP? continued

beginning to be tapped, the current off-network offers are drawn from a four- or five-year accumulation and will have to be replenished—if tv's experience with old movies is any clue—long before another comparable stockpile can be accumulated. Many off-network shows are "stripped" in daily showings, which can consume as much footage in one year as the series originally got in five on the network.

Repeated Wasteland ▪ Some of those who voiced concern over the far-reaching off-network trend were fearful also for other reasons. "If we have a wasteland in television programming now," said one station executive, "then what we're doing is freezing the wasteland for a long time to come." Another put the same thought in this way: "What we're doing is perpetuating the 'sameness' in television programming and stretching it out over a longer period of time. If a western is taken off the network and put into syndication and then is replaced on the network by a new western, what you have is summer reruns 40 times over."

There appeared to be little disagreement that, in any case, new sources of programming are needed to offset the in-breeding effect of wholesale transfer of old network series to syndication. A movement in that direction already is apparent, on a modest scale.

The consensus is that in the future more and more programming will (or must) emanate from (1) local production; (2) syndication of locally produced programs; (3) foreign imports, and (4) group station efforts.

Of these four sources, the import of foreign-made films is not expected to take up much slack in the near future, although programmers are hopeful for its long-term possibilities. Local production currently accounts for about 12½% of the average station's weekly output—slightly less in the case of network affiliates but close to almost 30% in the case of independents—and there appears to be a slowly growing trend in this direction, and also in cooperative group activity.

Syndication Failure ▪ The virtual breakdown in new production for syndication is attributed primarily to economics. Production costs are such—$40,000 to $50,000 minimum per episode—that in order to recoup their investment producers must charge prices that stations can afford to pay only if they can slot the programs in choice time periods. And choice periods appear to be the exception rather than the rule because of the heavy volume of network programs fed and carried in evening hours.

One multiple-station operator put it this way: "This fall, the networks will have practically a solid hold on everything from 7:15 p.m. till 11 p.m. Where would we put a first-run syndication show even if we bought it?"

He saw an urgent need not only for more local production—by all stations, regardless—but also for an opening up of more choice time for syndicated shows, either by voluntary action of the networks or by the FCC, and for an overall reappraisal of attitudes toward programming.

Better and Better ▪ A major part of television's problem, he contended, is its feeling—and the public's feeling—that every day's programming must be better than what was offered the day before. This "what-do-we-do-for-an-encore?" complex, he reasoned, not only imposes unrealistic pressures on programmers but is self-destructive because it brings disappointment to viewers when television fails in obviously impossible attempts to make everything better than whatever went before.

He maintained that the networks, as increasingly prime sources of both network and syndication programming, must reappraise their ideas of "where they want this business to go, in terms of program content." Realistically, he felt, the nature of programming must "drop back a bit" from the heady, fast-paced qualities and find a "middle course" which will appeal to and serve the public without piling one extreme on another.

Whatever the reasons for the cutback in first-run syndication production, it has been drastic—from 29 new syndicated shows in 1956 to not more than seven this year. The big market for independent producers now is in programming to sell to the networks, although they say they can quickly go back to wide-scale production for syndication whenever the demand exists for it.

Still Pull Audience ▪ Station executives told BROADCASTING that off-network programs are bought and scheduled because (1) They can still garner a rating because many viewers have not seen all the episodes during the network run; (2) Their price is approximately one-third less than for an average first-run program and (3) They can be slotted in prime time during their initial station exposure and subsequently scheduled in other periods or used as a daytime strip for second, third and fourth runs (stations obtain rights to multiple runs for these programs).

Seymour Reed, president of Official Films, summed up the views of many leading distributors when he commented: "It is true that our business goes in cycles and at present the economics of television dictates the widespread use of off-network programs. We know from our own experience with *Peter Gunn, Wire Service, Yancy Derringer* and *Mr. Lucky* that stations find them excellent vehicles. Many viewers have not seen them before and their production and star values have gained acceptance for them by local and national advertisers. We look for this type of program to continue for several years, at least.

Not Only Method ▪ "This does not mean that off-network is the only route to take to satisfy the programming needs of stations. I personally believe there will be more and more independent productions, which stress entertainment as well as information, that will find a place in tv. At Official we have just completed the first episode of our new half-hour *Biography* series, co-produced with David L. Wolper, which has had tre-

mendous interest from advertisers and will be offered to stations by January."

Sam Cook Digges, administrative vice president of CBS Films, expressed the view that off-network programs can continue to be released "almost indefinitely." He conceded that some of these programs may alienate some audiences and may fall by the wayside, but he noted that there are many popular network programs that could fill the void. He reported that many station executives have asked him: "When are you going to release *I love Lucy* and *Perry Mason* to stations?" He believes that each year there will be a substantial number of off-network shows that can be spun off for local station use.

Dislikes Trend ▪ A distributor who deplores the trend toward off-network programs is Richard Carlton, vice president in charge of sales for Trans-Lux Television Corp. But Mr. Carlton acknowledged that such shows are popular and attract audiences that have not seen them earlier. His objection, he said, is that constant repetition of these programs tends to eliminate "excitement, originality and experimentation" from the medium and ultimately can have "a long-range, deleterious effect" on tv. He noted that Trans-Lux, through its Television Affiliates Corp., hopes to bring "something new" to tv, starting next January, when the first of a group of 40 programs of a cultural-information nature, produced by local stations, will be distrubuted to TAC members.

The local television stations hold the key to the question of program supply, according to William J. Kaland, national program manager of the Westinghouse Broadcasting Co. He believes this has been a recurring question in broadcasting and adds: "Too many local stations have ignored the development of their own program staffs. They are forever looking to Hollywood or New York, to the networks, to every source except their own natural resource, the program staff. A competent program department at a local station can do things that no remote producer can ever do: It can produce strong local programs because the people know their own market. This takes effort, but broadcasting has always been a business of effort. It may cost money, but broadcasting finds a way to make it pay."

Trend Growing ▪ Several distributors and station executives voiced the belief their will be a growing trend toward so-called "off-station" programs offered for syndication. Westinghouse Broadcasting for example, recently launched an ambitious undertaking, its 90-minute *PM East* and *PM West* programs, which have also been sold to seven stations outside the WBC group of five tv outlets. Other stations that have offered their programs for sales to other outlets include WNTA (TV) New York, WPIX (TV) New York, KCOP (TV) Los Angeles, WNEW-TV New York, KTLA (TV), KHJ-TV and KTTV (TV) Los Angeles and Corinthian Broadcasting Corp. Other stations, from time to time, have offered special programs they produced to other outlets.

Bennett Korn, executive vice president, television, Metropolitan Broadcasting, stressed that the independent station, such as his company's WNEW-TV and WTTG(TV) Washington, must be alert to the availability of programming from all sources since they have so much time to fill. His formula is to blend off-network with re-run and locally produced programs, and, in the latter connection, noted that WNEW-TV has had "wonderful acceptance" by other stations from its syndication of *Open End* and *A Way of Thinking* and its various special programs. He challenged the notion that programming sources are being restricted, pointed out that outles now have access to network, off-network, off-station and independently-produced programs.

Some station officials mentioned that first-run syndication programs could make a comeback if costs could be reduced. Several pointed out that the approach used on *The Beachcomber,* new series produced by Filmaster, which helped reduce burdensome distribution expenditures which run about 35% of production expenses.

Series Sold First ▪ Station executives noted that on *The Beachcomber,* before full-scale production started, TV Stations Inc., a film buying organization that represents more than 100 stations, lined up commitments from about 50 stations. In essence, this series was presold. A similar cooperative effort by other stations conceivably could result in bringing other first-run tv film series into the marketplace.

A spokesman for Screen Gems Inc. said SG "stands ready" to produce first-run programs, when and if there is a market. The company, he observed, brought out *Shannon* for 1961-62 and has other programs "waiting in the wings." He was reluctant to predict the future course of programming, commenting: "Television is such a volatile industry. Who can write history in advance?"

Lew Klein, program director of WFIL-TV Philadelphia, discounted the idea that programming sources will "dry up" once the supply of feature films and syndicate programs becomes exhausted. He indicated there will be a steady—if reduced—acceptance of networks programs in the future, but contended that programs will come from stations, independent producers and even from foreign sources. He thinks television, like motion pictures, will cull "the best" of programming from abroad, and noted that such organizations as the BBC-TV and Granada Tv already are making overtures toward U.S. television stations.

All Depends ▪ Though distributors and station officials seemed to hold high hopes for off-network programs, they acknowledged that a continuance of the trend depends on their acceptance in tv markets throughout the country this year. Preliminary sales reports show that some of the product released several months ago including Official's four series and MCA-TV's four hour-long programs, have been sold in about 50 and 70 markets respectively. For the first time a large volume of such programs will be competing with one another for audience popularity.

Television officials agree the track record they chalk up promises to have a significant effect on the course of television programming over the next few years.

One television station executive, who castigated off-network programs for lowering many tv stations to the status of "second-run and third-run outlets," raised this question: "With the present climate in Washington, what excuse can a station have if it carries the violent off-network programs? And there are a lot of them."

He said stations have blamed networks for providing them with "violent" network programs, and added: "But what excuse could they give if the FCC asks why they are carrying 'violent' programs in local time?"

Hi-Yo to syndication for Silver

A perennial of both television and radio, *The Lone Ranger,* is headed for off-network syndication. The Wrather Corp. announced last week it has formed a new division, Telesynd, to distribute to stations 104 half-hour episodes of the more than 200 filmed programs owned by Wrather.

The tv program series has been shown on various tv networks since 1949 and currently is being shown on both NBC-TV and CBS-TV. It will end its network cycles late this month. The radio program began on WXYZ Detroit in 1933 and had a long run.

Jack Wrather Jr., president of the Wrather Corp., announced that the company's new division will be managed by Hardie Friedberg, who formerly was general sales manager of Independent Television Corp., New York, and its predecessor companies for eight years. Mr. Wrather stated that the syndication of *The Lone Ranger* should "accrue substantial income to the corporation in its current fiscal year, while the timeliness of the series represents a long-range income potential for the company."

Food-grocery tv buying keeps booming

SIX-MONTH BILLINGS MORE THAN DOUBLE ANY OTHER CATEGORY

National tv advertisers spent $156,829,230 in gross time billings in the first six months of this year for food and grocery products. This was the top product category for the period, the total representing a gain in food and grocery billing of 8.3% over the six months a year ago.

Runnerup was cosmetics and toiletries with first-half-year billings of $72,279,095, an increase of less than 1% (.04 percent). Third highest billing was scored by advertisers of drug products: $65.9 million compared to $63.2 million in first-half 1960. Advertisers of tobacco products declined some $4.5 million in the period.

The breakdown into network and spot by product classification for the first six months of 1961 is being released today (Sept. 18) in a special Television Bureau of Advertising tabulation. Total tv gross time billings for network and spot for first-half 1961: $675,796,472, or some $24 million above the period last year.

The tabulation follows:

ESTIMATED EXPENDITURES : JANUARY-JUNE 1961

	Total Tv	Spot Tv	Network Tv
AGRICULTURE	$ 1,856,242	$ 725,000	$ 1,131,242
Feeds, meals	346,000	346,000	—
Miscellaneous	1,510,242	379,000	1,131,242
ALE, BEER & WINE	28,786,532	25,574,000	3,212,532
Beer & ale	25,158,613	22,077,000	3,081,613
Wine	3,627,913	3,497,000	130,919
AMUSEMENTS, ENTERTAINMENT	1,556,270	759,000	797,270
AUTOMOTIVE	30,366,598	8,546,000	21,820,598
Anti-freeze	5,000	5,000	—
Batteries	474,780	1,000	473,780
Cars	23,071,620	6,182,000	16,889,620
Tires & tubes	3,555,349	766,000	2,789,349
Trucks & trailers	647,215	151,000	496,215
Misc. accessories & supplies	2,205,142	1,441,000	764,142
Automotive institutional	407,492	—	407,492
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	9,208,389	982,000	8,226,389
Fixtures, plumbing, supplies	41,000	41,000	—
Materials	3,524,193	288,000	3,236,193
Paints	2,627,733	447,000	2,180,733
Power Tools	60,128	45,000	15,128
Miscellaneous	161,000	161,000	—
Industrial materials, institutional	2,794,335	—	2,794,335
CHEMICALS INSTITUTIONAL	113,112	—	113,112
CLOTHING, FURNISHINGS, ACCESSORIES	9,269,675	6,003,000	3,266,675
Clothing	4,741,824	3,631,000	1,110,824
Footwear	1,856,957	1,395,000	461,957
Hosiery	1,703,833	886,000	817,833
Miscellaneous	967,061	91,000	876,061
CONFECTIONS & SOFT DRINKS	31,688,226	18,912,000	12,776,226
Confections	19,596,090	10,868,000	8,728,090
Soft Drinks	12,092,136	8,044,000	4,048,136
CONSUMER SERVICES	20,578,870	9,030,000	11,548,870
Dry cleaning & laundries	45,000	45,000	—
Financial	1,867,094	1,361,000	506,094
Insurance	7,886,628	2,130,000	5,756,628
Medical & dental	384,668	148,000	236,668
Moving, hauling, storage	500,010	230,000	270,010
Public utilities	6,196,573	3,996,000	2,200,573
Religious, political, unions	860,711	637,000	223,711
Schools & colleges	103,000	103,000	—
Miscellaneous services	2,735,186	380,000	2,355,186
COSMETICS & TOILETRIES	72,279,095	28,925,000	43,354,095
Cosmetics	6,571,519	5,004,000	1,567,519
Deodorants	7,583,488	3,348,000	4,235,488
Depilatories	241,007	174,000	67,007
Hair tonics & shampoos	18,249,773	6,125,000	12,124,773
Hand & face creams, lotions	5,643,603	2,294,000	3,349,603
Home permanents & coloring	8,022,407	2,579,000	5,443,407
Perfumes, toilet waters, etc.	305,820	249,000	56,820
Razors, blades	5,759,592	1,424,000	4,335,592
Shaving creams, lotions, etc.	2,973,933	877,000	2,096,933
Toilet soaps	12,365,249	5,073,000	7,292,249
Miscellaneous	4,562,704	1,778,000	2,784,704

	Total tv	Spot tv	Network tv
DENTAL PRODUCTS	25,488,980	8,993,000	16,495,980
Dentrifices	17,963,290	7,785,000	10,178,290
Mouth washes	4,829,823	1,080,000	3,749,823
Miscellaneous	2,695,867	128,000	2,567,867
DRUG PRODUCTS	65,923,633	21,321,000	44,602,633
Cold remedies	13,593,994	5,292,000	8,301,994
Headache remedies	17,775,780	5,892,000	11,883,780
Indigestion remedies	7,786,206	4,012,000	3,774,206
Laxatives	6,559,215	1,920,000	4,639,215
Vitamins	6,453,303	1,681,000	4,772,303
Weight aids	3,423,863	560,000	2,863,863
Miscellaneous drug products	10,014,272	1,647,000	8,367,272
Drug stores	317,000	317,000	—
FOOD & GROCERY PRODUCTS	156,829,230	91,819,000	65,010,230
Baked goods	21,198,595	15,477,000	5,721,595
Cereals	24,844,055	7,919,000	16,925,055
Coffee, tea & food drinks	28,445,764	21,991,000	6,454,764
Condiments, sauces, appetizers	8,422,779	5,095,000	3,327,779
Dairy products	9,378,471	3,851,000	5,527,471
Desserts	3,161,998	1,171,000	1,990,998
Dry Foods (flours, mixes, rice, etc.)	16,729,014	6,156,000	10,573,014
Fruits & vegetables, juices	9,807,887	6,011,000	3,796,887
Macaroni, noodles, chili, etc.	2,126,238	1,327,000	799,238
Margarine, shortenings	8,229,330	6,289,000	1,940,330
Meat, poultry & fish	5,234,149	4,787,000	447,149
Soups	3,568,138	825,000	2,743,138
Miscellaneous foods	9,290,947	4,927,000	4,363,947
Miscellaneous frozen foods	2,282,865	1,884,000	398,865
Food stores	4,109,000	4,109,000	—
GARDEN SUPPLIES & EQUIPMENT	958,170	664,000	294,170
GASOLINE & LUBRICANTS	19,724,751	10,924,000	8,800,751
Gasoline & oil	16,255,661	10,444,000	5,811,611
Oil additives	488,837	316,000	172,837
Miscellaneous	2,980,253	164,000	2,816,253
HOTELS, RESORTS, RESTAURANTS	370,000	370,000	—
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	34,241,882	14,412,000	19,829,882
Cleaners, Cleansers	18,000,292	10,223,000	7,777,292
Floor & furniture polishes, waxes	10,827,894	3,336,000	7,491,894
Glass cleaners	1,257,754	1,000	1,256,754
Home dry cleaners	19,437	8,000	11,437
Shoe polish	2,800,804	660,000	2,140,804
Miscellaneous cleaners	1,335,701	184,000	1,151,701
HOUSEHOLD EQUIPMENT—APPLIANCES	7,227,218	2,161,000	5,066,218
HOUSEHOLD FURNISHINGS	3,583,385	1,005,000	2,578,835
Beds, mattresses, springs	650,000	650,000	—
Furniture & other furnishings	2,933,835	355,000	2,578,835

"Charlotte's WSOC-TV... an important advertising entity in its area"—Bren Baldwin, K&E



"When a station has facilities, programming and promotion competently administered, it becomes an important advertising entity in its area. We know WSOC-TV is building its area coverage and audience on these basic factors, so we have scheduled Channel 9 for many of our clients."

BRENDAN J. BALDWIN
Vice President,
Kenyon & Eckhardt,
New York

WSOC-TV's modern facilities serve an area of nearly 3 million people with the Carolinas' finest programming. A continuing promotion and publicity program builds audience bonuses for both station and advertiser. In addition, WSOC-TV gives vigorous merchandising support that expands product distribution and multiplies sales. Schedule WSOC-TV. It is one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

	Total tv	Spot tv	Network tv
HOUSEHOLD LAUNDRY PRODUCTS	50,031,947	24,006,000	26,025,947
Bleaches, starches	7,743,732	4,452,000	3,291,732
Packaged soaps, detergents	38,281,987	17,403,000	20,878,987
Miscellaneous	4,006,228	2,151,000	1,855,228
HOUSEHOLD PAPER PRODUCTS	10,814,837	3,166,000	7,648,837
Cleansing tissues	1,493,455	755,000	738,455
Food wraps	3,439,452	133,000	3,306,452
Napkins	1,288,887	19,000	1,269,887
Toilet tissue	2,197,474	1,084,000	1,113,474
Miscellaneous	2,395,569	1,175,000	1,220,569
HOUSEHOLD GENERAL	7,798,796	3,148,000	4,650,796
Brooms, brushes, mops, etc.	558,104	118,000	440,104
China, glassware, crockery, containers	435,250	356,000	79,250
Disinfectants, deodorizers	2,848,001	827,000	2,021,001
Fuels, (heating, etc.)	405,591	248,000	157,591
Insecticides, rodenticides	2,074,642	831,000	1,243,642
Kitchen utensils	280,969	199,000	181,969
Miscellaneous	1,096,239	569,000	527,239
NOTIONS	117,042	88,000	29,042
PET PRODUCTS	7,975,637	3,898,000	4,077,637
PUBLICATIONS	2,811,240	1,707,000	1,104,240
SPORTING GOODS, BICYCLES, TOYS	3,057,790	1,320,000	1,737,790
Bicycles & supplies	37,000	7,000	30,000
Toys & Games	2,399,324	1,218,000	1,181,324
Miscellaneous	621,466	95,000	526,466
STATIONERY, OFFICE EQUIPMENT	869,990	130,000	739,990
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,333,379	318,000	1,015,379
Radio & Television sets	813,463	54,000	759,463
Records	362,443	255,000	107,443
Miscellaneous	157,473	9,000	148,473
TOBACCO PRODUCTS & SUPPLIES	55,415,624	15,863,000	39,552,624
Cigarettes	50,227,564	14,052,000	36,175,564
Cigars, pipe tobacco	4,991,060	1,614,000	3,377,060
Miscellaneous	197,000	197,000	—
TRANSPORTATION & TRAVEL	2,575,829	2,542,000	38,829
Air	1,337,000	1,337,000	—
Bus	881,000	881,00	—
Rail	321,000	321,000	—
Miscellaneous	36,829	3,000	33,829
WATCHES, JEWELRY, CAMERAS	8,256,579	942,000	7,314,597
Cameras, accessories, supplies	5,187,934	306,000	4,881,934
Clocks & watches	1,541,095	11,000	1,530,095
Jewelry	17,000	17,000	—
Pens & pencils	1,164,148	545,000	619,148
Miscellaneous	346,420	63,000	283,420
MISCELLANEOUS	4,687,056	3,674,000	1,013,056
Trading stamps	1,023,993	495,000	528,993
Miscellaneous products	2,194,899	1,856,000	338,899
Miscellaneous stores	1,468,164	1,323,000	145,164
TOTAL	675,796,472	311,927,000	363,869,472

Network Source: TvB/LNA-BAR
Spot Source: TvB-Rorabaugh

Agency appointments...

▪ Harwyn Publishing Corp., New York, has appointed Grant Adv., that city, to handle advertising of its "Art Linkletter's Picture Encyclopedia for Boys & Girls." Billing will be in excess of $500,000.

▪ Cary Maple Sugar Co., St. Johnsbury, Vt., appoints Smith/Greenland Inc., New York, as advertising agency for Cary's Gold Cup Maple Syrup.

▪ The Dairy Council of California has appointed the McCarty Co. with offices in both San Francisco and Los Angeles, two major milk sales areas in California, to handle advertising and sales promotion of milk and dairy by-products. Herb C. Brown, vp of the agency in Los Angeles, will be account supervisor. Sherwood Armstrong, San Francisco, will be account executive for the northern part of the state: Byron Fellows, Los Angeles, will serve in a similar capacity for southern California.

Tv network gross billings

	July			January-July		
	1960	1961	% Change	1960	1961	% Change
ABC	$12,529,660	$14,296,970	+14.1	$ 89,480,230	$108,933,010	+21.7
CBS	23,442,997	21,975,774	— 6.3	161,794,106	154,915,301	— 4.3
NBC	19,805,457	21,860,668	+10.4	140,797,855	158,125,877	+12.3
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

Month By Month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June*	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,975,774	21,860,668	58,133,412

*Figures revised as of September 5, 1961.

Network tv gross time billings by day parts

	July			January-July		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,899,133	$17,664,213	+11.1	$116,240,090	$138,883,275	+19.5
Mon-Fri.	13,399,647	15,036,131	+12.2	96,241,450	117,070,526	+21.6
Sat.-Sun.	2,499,486	2,628,082	+ 5.1	19,998,640	21,812,699	+ 9.1
Nighttime	39,878,981	40,469,199	+ 1.5	275,832,101	283,090,963	+ 2.6
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

Source: TvB/LNA-BAR

New Oklahoma agency

Formation of the Burke-Jordan Agency, advertising-public relations firm with offices in Oklahoma City and Norman, Okla., was announced last week. Principals include Joe E. Burke, who has headed his own Norman agency since 1959, and Warren (Doc) Jordan, formerly account executive for the Beals Adv. Agency, Oklahoma City. Norman headquarters of Burke-Jordan are in the Insurance Building, telephone Jefferson 6-0040; Oklahoma City office is at 1300 N. Broadway, telephone Central 6-0050.

Fones forms agency

Jack Scott Fones Inc., a new public relations-publicity agency, has begun operations in New York, John Scott Fones, founder and president, announced last week.

Mr. Fones, previously handled publicity for Ben Sonnenberg, N. Y., personally supervising Philip Morris, Lipton Tea, Chesebrough-Pond, Greyhound and other major accounts. Philip A. Williams III has been named vice president of the new organization. He has held executive positions with ABC-TV Films, United Artists and Ziv Television Programs Inc.

Watkins Glen . . . GRAND PRIX



Richard "Tex" Hopkins, official starter, shows his distinctive form at the starting grid, Watkins Glen, N.Y.

Photo by Charles Spear

A THRILLING HALF-HOUR SERVICE FEATURE

A flash of green, the roar of 28 racing engines and drivers of the world's most powerful sports cars are off the starting grid in the 14th Annual Watkins Glen Grand Prix. AND now for the first time anywhere . . . the Triangle Stations are producing a 30-minute TV film of this thrilling classic . . . offering for your local audiences the pulse-pounding, "here and now" excitement that makes sports car racing one of America's leading attractions.

The film will bring viewers right to trackside . . . capture the colorful pageantry of America's oldest road race . . . present the race in split second narrative with NEWS IMPACT. Get this dynamic service feature exclusively for your market—first come, first served—it's sure to bring top ratings and top revenues. Filmed in color, and black and white, the races are scheduled for September 22-23 and prints will be available in late October. Write, wire or phone today for costs.

The Triangle Stations are producers of the racing film: SEBRING, THE 12 HOUR GRIND. This widely acclaimed program was broadcast by stations from New York to Hawaii. Share of audience as high as 34%!

ANOTHER CREATIVE PROGRAM DEVELOPMENT OF THE TRIANGLE STATIONS, 46th & MARKET STS., PHILA., PA.

Triangle National Sales Offices: New York/Chicago/Los Angeles/Baltimore

PUBLIC TASTE MOLDS TV

NL&B Harper fires back at criticism that tv has failed to serve public interest

"Television programming reflects more than it affects public taste," cautioned Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, in an address before the Ad Club of Washington last week.

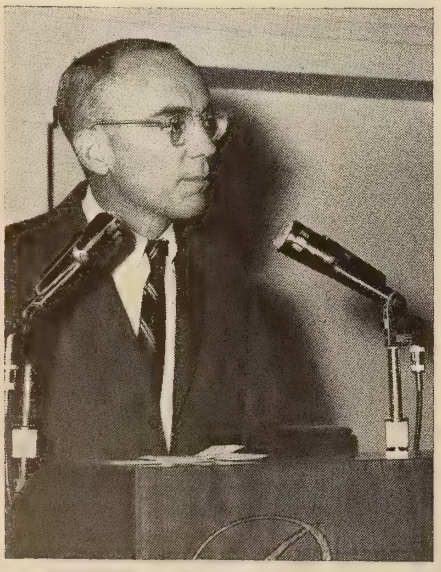
"People," he said, "are still interested in what they always have been—laughter, an occasional tear, the thrill of the chase and plenty of reassurance that other people have problems just like theirs." He compared William S. Hart, western hero of 30 years ago, with James Arness of *Gunsmoke* and Shakespeare's Falstaff of 300 years ago with the clowning of Red Skelton.

"To most people television is a source of entertainment and nothing else. These are the things they look for when they turn on the set. The only basic change is that people are more entertained today than they were 50 years ago."

The agency president attacked the fact that television has been criticized as not serving in the public interest; that the public has no choice—conventional entertainment or nothing. From September 1960 to Aug. 31, 1961, he pointed out, the three networks devoted (in prime time) 281 hours (combined time) to informational, educational and news programming, an average of 55 minutes every night, seven days a week, all year long. These programs, explained Mr. Harper, drew an audience of only 17% of the families who had their sets on.

"The public was given a choice—and it chose entertainment," he added.

This is not to imply, he emphasized, that television programming is perfect and cannot be improved upon. Rather he indicated that changes in certain areas are necessary—but must be made within the commercial context.



Mr. Harper

"They [changes] cannot be made by treating the stations and the networks as if they had no stockholders, as though they were alone responsible for the cultural level of the country. They cannot be made without recognizing the staggering creative requirements of television," Mr. Harper charged.

He called tv the "most intrusive" of the mass media, the "most controversial" and the "most vulnerable," saying that most of the controversy is being conducted in a vacuum with no reference to the basic choice involved. He advised the critics to review three basic concepts in television—costs, risks and talent availability—before suggesting any drastic changes in current network programming policies.

Specifically, Mr. Harper suggested these improvements:

- Better production values. Tighten the standards of writing, acting and producing. Offer more skillfully plotted scripts, better characterization, better casting and acting and better camera work. It pays off. He cited the audience loyalty of *Wagon Train, Jack Benny* and *The Real McCoys* as three widely different programming types that have exemplified this theory.

- More creativity. Resort to less frenzied duplication of existing formats and open the doors to new programming ideas such as *Candid Camera* and *The Flintstones.*

- Encourage young talent at the local level. Here every station—independent, affiliated or network owned and operated—has an opportunity and a responsibility to raise the levels of creativity and craftsmanship. The testing ground of the fledglings often cannot be at the network level. The cost and risks are too great. New talent should begin at the local level; rewards may be slow in coming but it seems to be the only way to meet the insatiable demand for entertainment—and at the same time maintain standards.

- Confine crime shows to late evening hours. Revert back to the rule of radio days when all such programming was placed at 9 p.m. or later.

In his summation, Mr. Harper reminded the critics that if television is to survive, it cannot get too far ahead of popular taste, and there is evidence in certain areas that it is ahead rather than behind in this respect.

Pick-a-Pair success

Budweiser Beer's "Pick-a-Pair" promotion in June and July, which was heavily supported by radio and tv advertising (BROADCASTING, March 20), proved even more successful this year than before, Anheuser-Busch Inc., St. Louis, has announced. Over 21 million Budweiser 12-ounce can six-packs were sold during the campaign, the sponsor said, an increase of more than one million six-packs over the same period of 1960. Adding in six-packs of other size containers, total sales this year hit a record high of 30.2 million six-packs, Anheuser-Busch said. Agency is D'Arcy Adv., St. Louis.

NEW SALES APPROACH

Two-man teams to cover agencies for radio rep

An expansion of Broadcast Time Sales, radio station representative, and the introduction of a new system of selling agencies were announced last week by BTS officials.

The expansion, announced by President Carl L. Schuele, includes larger quarters for the New York-based firm's Philadelphia and Detroit offices, the appointment of a new manager in Detroit, and the addition of two salesmen and an office manager in the New York headquarters.

The new system of selling agencies, a team operation which concentrates on both timebuyers and the decision-makers at higher agency levels, is designed to attract new business for radio and was described by Executive Vice President Mort Bassett as probably the first of its kind—in method of operation—among national representation firms.

Mr. Bassett described the system thus:

"Effective immediately, each of the major agencies will have double coverage and service by BTS. The BTS sales staff has been redesigned on a team basis, each consisting of two salesmen—one with a minimum of 10 years experience, an officer of the company, and the other an account executive with years of experience working with timebuyers.

"Both team members work closely with the buyers, insuring maximum effectiveness so far as presentations and service are concerned. In addition, this new system enables a greater degree of in-depth selling at all levels within the agencies by a seasoned creative sales

when you think

NEW YORK

RADIO

think

wmca

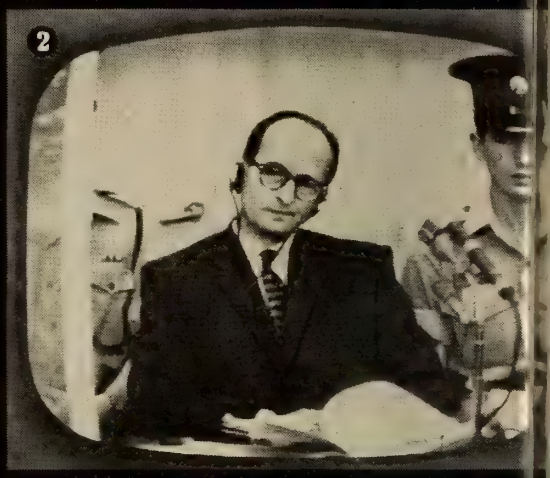


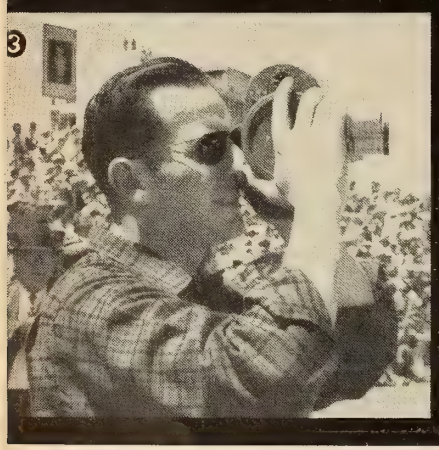
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales

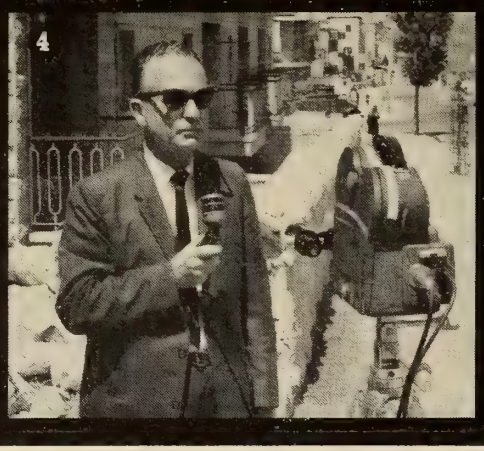
'The Eichmann Trial' on W-TEN – Albany-Troy-Schenectady

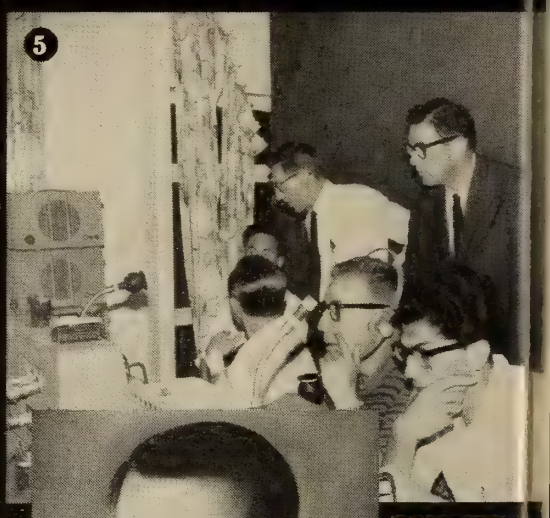
and on all stations also presenting the courtroom telecasts, brought to America through the enterprise of Capital Cities Broadcasting Corp.





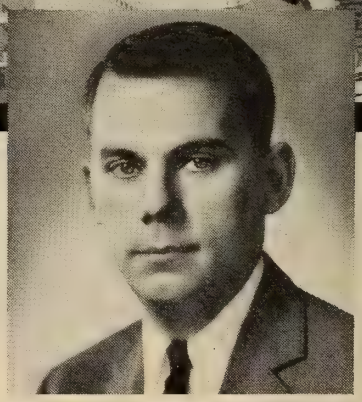






. Mort Blender sets camera for street-interview. 2. Eichmann under guard. 3. Marc Edwards catches ıction at Israel's Independence Day Celebration. 4. Jack Williams readies camera and microphone for ocal-color telecast. 5. Executive producer Milton Fruchtman (dark coat) supervises control room.

Prime example of program leadership by alert management, enabling creative talent continually to build new vision into Television on stations represented by **BLAIR-TV**



"As part of the Capital Cities organization, W-TEN is happy to share in the tributes paid to telecasts of the Eichmann Trial. It is heartening to see the interest taken in these programs by the entire community. From experience in our own area, I feel sure that the Eichmann telecasts are adding to the community stature of every station presenting them."

DANIEL B. BURKE
General Manager
Station W-TEN

'Of Incalculable Value'

Week after week since April 11, America has watched . . . and wondered . . . and winced!

Winced at the villainy laid bare once again, during the trial of Adolf Eichmann.

Little of importance can be added to the words already poured forth regarding that villainy. But for the record of Television itself, it *is* important to note that the comprehensive courtroom coverage was brought to America through the enterprise of W-TEN's parent organization, Capital Cities Broadcasting Corporation.

By calling on the combined staffs of its stations, Capital Cities sent a team of pro's to Jerusalem. News-director Marc Edwards of W-TEN had the effective cooperation of Mort Blender from WPRO-TV and Jack Williams of WTVD. Chosen as executive producer was Milton Fruchtman, veteran director of special-events network telecasts.

Logistics presented many problems. Including cameras, microphones, mobile-remote trucks, power-units, cable, tape and control-room facilities, more than $200,000 was required in equipment alone. And more than six million miles were covered by planes of El Al Airlines in flying session-tapes to the U.S.

So, day-by-day as the drama unfolded, millions of Americans sat-in on an event of great historical significance. As one close observer of television summed it up: "Capital Cities deserves full credit for a major achievement—a service of incalculable value to Israel, to America, and to Humanity itself."

* * * *

To Blair-TV, alert human-interest programming by great stations like those of Capital Cities, is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

executive officer."

Upstairs at the Agencies ▪ The "problem" in "selling upstairs" as well as at the timebuyer level, Mr. Bassett said, traditionally has been in keeping the buyers fully informed on what is being pitched at other agency levels, and in developing a plan that would enable buyer and seller to work in harmony on specific creative projects. The BTS team plan, he said, overcomes these obstacles, and the reaction of buyers, sounded out privately, has been "encouraging, especially as it concerns them personally: they see in this the possibility of an eventual increase in radio billing, which further adds to the radio buyer's importance in the overall agency structure."

Mr. Bassett said BTS would start with three two-man teams concentrating on 30 major agencies and would expand the operation to six teams covering all agencies in the near future. The plan also will be extended to BTS' offices outside New York on a market-by-market basis, he reported.

Initial project in the in-depth team plan is a so-called "BTS copy-testing group" package of five test-market stations where advertisers may try out the effectiveness of their commercial copy before placing it in a national campaign. The teams will try to sell the advantages of this radio test at all agency levels: buyer, account men, media directors, etc. The five stations are WAYS Charlotte, N. C.; WVCG Miami, Fla.; WHP Harrisburg, Pa.; WMNI Columbus, Ohio, and WCSH Portland, Me.

Another feature of the new plan is an eight-minute record. "Portraits in Sound," stressing the sales effectiveness of radio generally. The record was produced by BTS in cooperation with the Thoms radio stations and copies are given to prospects after each presentation.

Survey ▪ Officials said the in-depth system was developed after a special survey, conducted for BTS by Trendex, among decision makers at the 100 top advertisers, indicated definite need for this type of radio salesmanship, especially in view of aggressive sales efforts at all agency levels by print and tv salesmen.

The plan also was designed to use most effectively, BTS officials said, the 25 hours a week available to salesmen for calling on agencies. These are the hours from 9:30 a.m. to noon and from 2:30 to 5 p.m., Monday through Friday. A survey of local sales staffs of New York stations, BTS said, showed that for the average salesman these hours are used approximately as follows (not counting business lunches and dinners, business entertainment, etc.):

Ten hours a week on general calls, initiating new business and pre-selling; five hours a week filling requests for availabilities or other specific information; five hours a week servicing clients on schedules already sold; two-and-a-half hours spent en route to and from agencies and waiting in reception rooms, and two-and-a-half hours on competitive presentations.

Personnel Changes ▪ In the overall BTS expansion President Schuele said Wendell Parmelee, who joined BTS two months ago after 15 years as WWJ Detroit sales manager, was being named manager of the Detroit office, which is moving to larger space within the Penobscot Bldg. The Philadelphia office

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

CBS Animations, 477 Madison Ave., NYC 22

Associated Investments, four 30s, two live, two animation, film. Art Bartsch, prod. mgr. Agency: Foote Cone & Belding; John Rundell, prod. mgr.

Friend Bros. (baked beans), three 10s, animation, film. Art Bartsch prod. mgr. Agency: Hoag & Provandie Inc.; Doc Lombardie, a.e.

General Motors (Oldsmobile), one 15, tech. animation, film (for inset on tape). Art Bartsch, prod. mgr. Agency: D. P. Brother; Mel Furney, a.e.

H. W. Lay & Co. (Lay's potato chips), five 60s, one 10, animation, film. Art Bartsch, prod. mgr. Agency: Liller, Neal, Battle & Lindsey Inc.; Paul Patterson a.e. and prod. mgr.

National Biscuit Co. (Fig Newtons, Baronet), two 60s, animation, film. Art Bartsch, prod. mgr. Agency: McCann-Erickson; Bill Wockman, prod. mgr.

Olympia Business Machines (typewriters), one 180, one 60, live and animation, film. Art Bartsch, prod. mgr. Agency: Mann-Ellis; Ed Murray, a.e.

Films Five Inc. 18 East 50th St., NYC 22

Delco (automotive equipment), one 15 (opening billboard), animation; three 12s live-animation; film. Nox Lempert, prod. mgr. Agency: Campbell-Ewald; Peter Miranda, a.e.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

American Home Products (Dristan), three 60s, three 30s, live, film. Agency: Tatham-Laird.

Philip Morris (Marlboro), three 30s, live, film. Agency: Leo Burnett.

memo to:

Alice Wolf

WILS

DOMINATES THE LANSING MARKET

9 OUT OF THE TOP 10 NATIONAL SPOT RADIO ADVERTISERS USE WILS

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- General Motors Corporation
- Anheuser Busch, Inc.
- Liggett & Meyers Tobacco Co.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

35 OUT OF THE TOP 50 NATIONAL SPOT RADIO ADVERTISERS* WITH DISTRIBUTION IN THE WILS MARKET USE WILS RADIO

*Radio Advertising Bureau - 1959

116

RADIO WILS LANSING 1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

is moving to larger quarters at a new address, 1713 Spruce St.

George Beavers, with WCBS New York for the past year, is rejoining the BTS New York sales staff. Joe Levy, formerly of Grey Adv. and WPTZ Plattsburgh, N. Y., also has been added to the New York sales force, and Miss Amy Koenig, formerly with The Bolling Co. and before that with other rep organizations, has joined BTS as office manager, a new post.

Business briefly...

Gulton Industries Inc., Metuchen, N.J., will launch a two-month campaign for its line of Life Lite Rechargeable Flashlights, starting in November. Announcements on NBC-TV's *Jack Paar Show* and a tv spot drive in nine markets will be used. Agency: Compton Adv., New York.

Icelandic Airlines, New York, will conduct a saturation radio campaign in Wisconsin Sept. 24-Nov. 26. The drive, using 37 radio stations in that state, will follow a visit of 10 European travel specialists to 120 Wisconsin cities and towns. Agency: Wendell P. Colton Co., New York.

Purex Corp., New York, will sponsor a series of eight daytime *Purex Specials for Women* on NBC-TV for the second year, beginning Thur., Oct. 19 (3-4 p.m. NYT). Agency: Edward H. Weiss & Co., New York.

Clairol Inc., New York, has bought two full-hour NBC News documentaries on American high society. The programs, *The Vanishing Four Hundred,* and *Story of a Debutante,* will be presented on NBC-TV in early 1962. Agency: Foote, Cone & Belding, New York.

Triangle plans news in 42-second breaks

A major station group—The Triangle Stations—has set a policy on 42-second prime-time station breaks which go into effect on tv networks this fall. Triangle's decision is to slot a regular 20-second commercial announcement adjacent to a 20-second news bulletin in which approximately 10 seconds will be devoted to news headlines and the 8-10 seconds remaining for a commercial.

Each advertiser will be limited to one news bulletin each night. The bulletins cannot be replaced by regular 20-second commercials, and if sustaining, must occupy the full 20 seconds or can be a combination of news headlines and a public-affairs message. At least two such 20-20 nighttime breaks will be scheduled each night.

Two seconds in the 42-second break are allowed for station identification.

Triangle tv stations include WFIL-TV Philadelphia, WFBG-TV Altoona, Pa., WLYH-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, and KFRE-TV Fresno.

The new book look

Some of the critics of blatant, hard-sell tv commercials may take cheer with the start yesterday (Sunday) of the Book-of-the-Month Club's one-station sponsorship of *Meet the Press* on WNBC-TV New York. NBC-TV's *Meet the Press* series is sold on a local basis, and in the New York presentation, reviewer Clifton Fadiman, a member of Book-of-the-Month Club's editorial board, will sell books in the traditional commercial sense and comment on them purely as a critic, according to Peter M. Affe, WNBC-TV station manager. In one-minute announcements at the opening of the programs this fall, Ben Grauer will talk about the club and will advise viewers to stay tuned for Mr. Fadiman's two-minute reviews at the close of *Meet the Press.* The agency for Book-of-the-Month Club is Telesales Inc., New York.

ARBITRON'S DAILY CHOICES

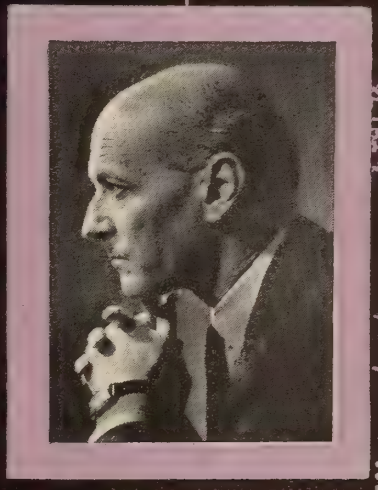
Listed below are the highest-ranking television shows for each day of the week Sept. 7-13 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Sept. 7	**The Untouchables** (9:30 p.m.)	ABC-TV	22.9
Fri., Sept. 8	**Person to Person** (10:30 p.m.)	CBS-TV	21.9
Sat., Sept. 9	**Miss America Pageant** (9:30 p.m.)	CBS-TV	36.5
Sun., Sept. 10	**Hurricane Special** (11:15 p.m.)	CBS-TV	23.6
Mon., Sept. 11	**Barbara Stanwyck** (10 p.m.)	NBC-TV	16.3
Tue., Sept. 12	**Alfred Hitchcock** (8:30 p.m.)	NBC-TV	14.7
Wed., Sept. 13	**Naked City** (10 p.m.)	ABC-TV	17.9

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GREAT INSTITUTIONS

...remembered for performance



RUDOLF BING
General Manager

METROPOLITAN OPERA

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



WHY TRY TO DO THINGS

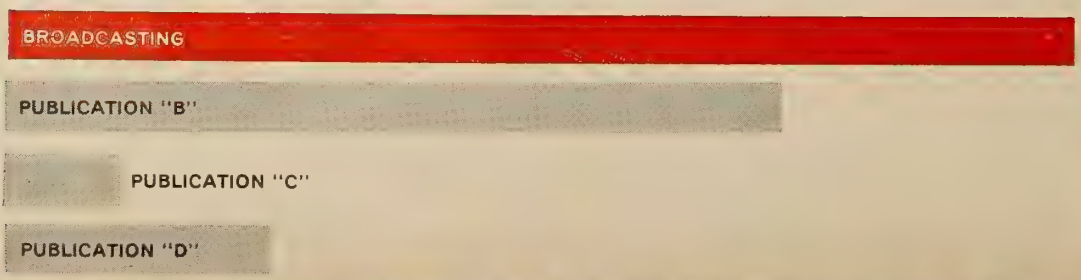
Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

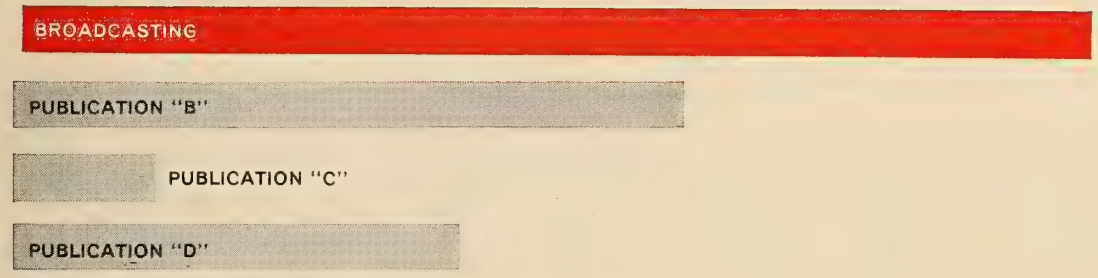


THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question–

"In which publication would a station's advertisement be likely to have the most impact on you?"

Here, BROADCASTING gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:



These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly **1½ billion dollars** of their clients' money in TV and radio annually. What's more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING's guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING's 8,868 agency-advertiser distribution (unlike that of publications "B", "C" or "D") is *paid* circulation, verified by the Audit Bureau of Circulations. ***Only*** BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

FOOD STORE SALES*
$813,854,000
SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

A & P
Bohack
Fischer Baking
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Hills Supermarket
Horn & Hardart
Krauss Meats
Standard Brands
Swift & Co.
. . . and almost every major national food manufacturer, processor and distributor

5TH IN TOTAL FOOD STORES SALES IN THE UNITED STATES

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

Bell & Howell sticks with 'Close-Up!'

SIGNS WITH ABC-TV FOR TWO MORE YEARS OF PROGRAM

Bell & Howell will "stick with public-service broadcasting." That's the promise of Charles H. Percy, board chairman of the photographic equipment company, who said last week that Bell & Howell has signed a contract with ABC-TV to continue its sponsorship of *Close-Up!* through 1963.

Mr. Percy, who addressed the Sales Executives Club of New York last Tuesday (Sept. 12), said: "We have found that the answer to the economic welfare of the company and the general welfare of the country are not at all irreconcilable.

"Effective business communication is a transaction that involves the whole man. . . . Bell & Howell will continue to serve both the economic and social interests of people because we believe our customers are whole persons—not half and half."

Referring to Bell & Howell's tv public-service programming philosophy, Mr. Percy said the company's marketing management has had a "major voice in delineating some rather unorthodox and perhaps bold concepts in connection with correlating our own self-interest with the interest of the American public at large." Over the past two-to-three years, he stated Bell & Howell has invested virtually all of its ad budget in public-affairs programs covering such issues as integration, the missile lag, racial discrimination, birth control, communism in Latin America, and "featherbedding."

Good For Sales ▪ Mr. Percy emphasized that the company's studies have shown the "substantial direct effect" of this programming on sales of its products, "and we have no evidence of any negative effect on sales."

He told the executives, representing scores of major U.S. companies, that "one task that American business can undertake is the support of all types of responsible media that inform and enlighten and help us as a people to take a more responsible position on the burning issues of the day."

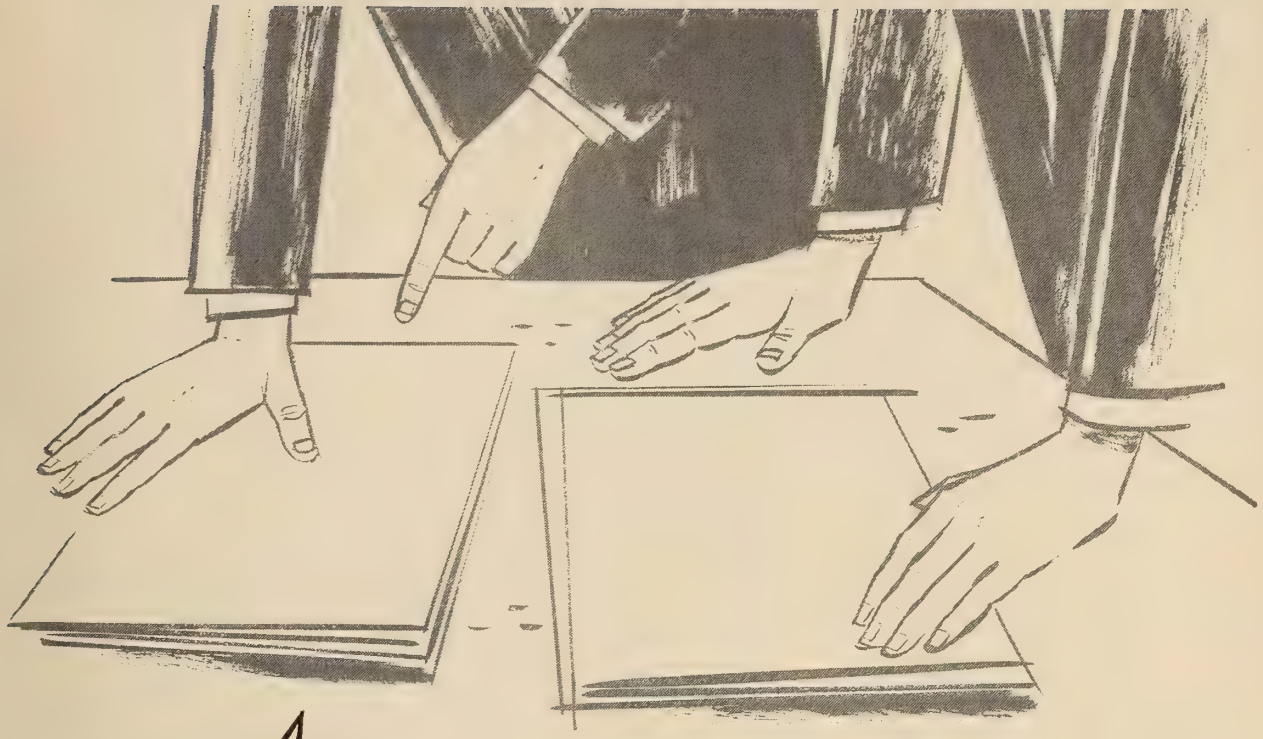
In spite of the "smaller audiences" for "serious" tv programming, "and however attractive the siren song of escape entertainment," Mr. Percy declared the task must be tackled.

Closed Circuit Preview ▪ ABC News last Wednesday (Sept. 13) presented a special closed circuit program over 100 tv stations which previewed the coming season of *Close-Up!* Affiliates were shown excerpts from "Walk in My Shoes," scheduled as the season premiere tomorrow (Sept. 19, 10-11 p.m. EDT), and clips from three other shows now in production.

Part of the preview program was the presentation of an award to Bell & Howell. The Chicago Council on Foreign Relations Award was given to the company for its contribution to world understanding through sponsorship of *Close-Up!* Mr. Percy and Peter G. Peterson, president of Bell & Howell, accepted the award from Robert B. Wilcox, president of the Chicago organization (see picture).



Peter G. Peterson, president of Bell & Howell (l.) and Charles H. Percy, board chairman (c.), accept the Chicago Council on Foreign Relations Award from Robert B. Wilcox, president of the organization. The award was given for Bell & Howell's contribution to world understanding.



See where Des Moines is a "preferred city" for the fifth straight month in Sales Management's business activity forecast?

Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones" — KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV — Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

FCC turns deaf ear to Hill on clears

MAKES FINAL DECISION DESPITE HARRIS REQUEST TO DELAY ACTION

Ignoring a near-unanimous "urgent request" from a congressional committee to postpone a final decision in the clear-channel case, the FCC last week terminated the 16-year-old proceeding by breaking down 13 of the 25 Class 1-A frequencies.

The action taken on a 5-1-1 vote, is identical to announced staff instructions issued last spring (BROADCASTING, June 19). It becomes effective Oct. 30. Commissioner Robert E. Lee issued a strong dissent while Commissioner John S. Cross dissented in part and concurred in part.

Last week's decision was labeled "rather brazen" by one member of the House Commerce Committee. It came just one week after the committee (with only one dissenting vote) had asked the FCC not to decide the clear-channel case until "the expiration of a reasonable time after the reconvening of the Congres in January 1962."

In a painstaking, carefully drafted 42 page decision, the commission detailed the considerations used in selecting the 13 clear channels to be duplicated. Concrete criteria were listed which applicants applying for the newly-opened frequencies must meet.

"The net result of the action we take today is to open the way for additional nighttime primary service to the public, especially in those areas where such service is needed, while at the same time holding to a minimum any loss of existing services to the listening public," the commission said. In addition, the commission served notice that the 10 remaining clear channels without nighttime duplication (two of the 12 actually already accommodate two fulltime stations) face a possible breakdown in the future.

The Chosen Few ▪ Following are the 13 clear channels which will be duplicated, stations presently occupying the frequencies and the states where Class II unlimited time stations may be located:

670 kc; WMAQ Chicago in Idaho.

720 kc; WGN Chicago in Nevada or Idaho.

750 kc; WSB Atlanta (to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc).

760 kc; WJR Detroit (KFMB San Diego shifting from Mexican clear 540 kc).

780 kc; WBBM Chicago in Nevada.

880 kc; WCBS New York in North Dakota, South Dakota or Nebraska.

890 kc; WLS Chicago in Utah.

1020 kc; KDKA Pittsburgh in New Mexico.

1030 kc; WBZ Boston in Wyoming.

1100 kc; KYW Cleveland in Colorado.

1120 kc; KMOX St. Louis in California or Oregon.

1180 kc; WHAM Rochester, N. Y., in Montana.

1210 kc; WCAU Philadelphia in Kansas, Nebraska or Oklahoma.

The action does not affect assignments on the remaining 12 clear channels, to wit:

640 kc KFI Los Angeles.

650 kc WSM Nashville.

660 kc WNBC New York (presently duplicated by KFAR Fairbanks, Alaska).

700 kc WLW Cincinnati.

770 kc WABC New York (presently sharing with KOB Albuquerque, N. M.).

820 kc sharetime WBAP-WFAA Ft. Worth-Dallas.

830 kc WCCO Minneapolis.

840 kc WHAS Louisville.

870 kc WWL New Orleans.

1040 kc WHO Des Moines.

1160 kc KSL Salt Lake City.

1200 kc WOAI San Antonio.

On the Hill ▪ Rep. Oren Harris (D-Ark.), at the direction of the Commerce Committee of which he is chairman, wrote the commission Sept. 7 asking that no action be taken in the clear-channel case until the committee could hold hearings on several pending bills which would prohibit a breakdown of the clear channels. The committee action was taken the previous day at an executive meeting with only one of approximately 30 congressmen present expressing disapproval.

"A great deal of interest was expressed by members of the committee," Rep. Harris told the FCC. "In view of the fact that proposed legislation would be in conflict with an order in Docket 6741 [clear channel], under preparation by direction of the commission in accordance with its public notice of June 13, 1961, the commission is urgently requested to defer final action until the committee and the Congress have had a reasonable opportunity to consider the pending legislation.

"It would be my purpose to schedule committee consideration of it early in the next session. The cooperation of the commission would be greatly appreciated," Rep. Harris concluded.

Rep. John Dingell, one of the prime movers behind the committee request, described the FCC decision as "rather brazen. It is a clear disregard of a request from Congress." He charged the commission action provides for additional stations which are not needed and which will result in less service to rural areas.

Rep. Harris refused to comment on the decision, the committee request or a letter to him from the FCC hand delivered last Thursday (Sept. 14) explaining the action. Late Thursday he said that he had not seen the commission letter but said the clear-channel decision would not affect plans of the committee to hold hearings in January. In fact, he said he expected there would be an "urgency" for hearings.

Congress Can Reverse ▪ In its communication to Rep. Harris, the FCC explained that the instant case had been on the dockets for 16 years and that, in effect, the commission's decision already had been announced. The commission felt that it would be in the public interest to finalize the staff instructions nothwithstanding the directive from the committee. Such a move, it was pointed out, would not prevent congressional action reversing the decision since it would be many months before a station could begin operating on one of the newly available clears.

Four bills are pending before the committee, including one by Rep. Dingell, providing that no more than one

Minow invades New York

Newton N. Minow, FCC's oft-quoted chairman, is packing them in—broadcasters, agency, program and network executives alike—for his appearance scheduled for New York this Friday (Sept. 22). Chairman Minow will deliver a "major address" at the first Radio & Television Executives Society Newsmaker Luncheon of the 1961-62 season at the Roosevelt Hotel's Grand Ballroom.

The FCC chairman, had not said last week what he's going to talk about. But he slated a news conference for 2:15 in the afternoon following his talk. Seats are at a premium, RTES said last week, with more than 500 reservations and more acceptances than chairs at the head table.



Sell those big-buying young adults with BREAKFAST CLUB, FLAIR, SPORTS and SPECIAL EVENTS on ABC Radio. You'll sell those younger families with more mouths to feed . . . more needs to fill. The need to entertain is filled more often and that's why young adults represent your best market for beverages and foods. And ABC Radio has the highest percentage of young adults in network radio.*

YOUNG ADULTS:
BUY MORE BEVERAGES
BUY MORE FOODS
BUY MORE EVERYTHING

ABC RADIO
FIRST WITH YOUNG ADULTS

*Call your ABC Radio Sales Representative for the facts.

Minow's friend in the White House

HE'S ARTHUR SCHLESINGER JR., OUTSPOKEN CRITIC OF TV

One of President Kennedy's close advisers has gone on record with severe criticism of television and recommendations for tighter government control.

He is Arthur Schlesinger Jr., special assistant to the President. A 43-year-old Harvard professor who won the Pulitzer Prize in history in 1945 for his *The Age of Jackson,* Dr. Schlesinger has strong views on tv. They've just been published in *Daedalus,* the Journal of the American Academy of Arts & Sciences, as part of a record of talks given in June 1960 at a two-day conference on Problems of Mass Culture and Mass Media at the Tamiment Institute in Pennsylvania's Pocono mountains.

If the present FCC administration's policies on tv were not formulated by Dr. Schlesinger, they certainly coincide with his views:

- Television has been on a downward spiral since 1954.
- Networks should be licensed as well as stations.
- The government has a responsibility to set standards for programming.
- Licensees might be required to "stipulate" in their applications on such subjects as (1) full control over programming; (2) allocation of stated time periods for cultural and educational programs, the discussion of public issues, local live originations; (3) an agreement on limitations on advertising, and (4) the allocation of free time during presidential campaigns.
- Licenses should be renewed annually.

Speech Writer ▪ There have been rumors that Dr. Schlesinger acted as advisor in the preparation of the now famed "vast wasteland" speech that FCC chairman Newton Minow delivered to the NAB convention last May.

Not so, says Dr. Schlesinger. "I had nothing to do with Mr. Minow's speech," he said the other day. "Mr. Minow did send over an advance copy and I thought it was very good."

He and Mr. Minow are good friends, Dr. Schlesinger explained. They became acquainted during the 1952 presidential campaign when both worked in behalf of Adlai Stevenson, Mr. Minow's former law partner.

"I see Mr. Minow often," the Harvard historian said, "but it's purely social. Don't misunderstand, now, I'm all for Newt Minow." Dr. Schlesinger emphasized that his White House assignments do not include broadcasting or communications.

His interest in television, he maintains, is that of disappointment in seeing its great potentialities unrealized.

There are a number of methods that can be used to reverse this trend, he said in his essay of a year ago. For one the FCC can spell out standards:

"A major stipulation would be the assumption by the networks and stations of full control over programming—which means that sponsors and advertising agencies would no longer influence the content of programs. Other media live off advertisements without letting advertising agencies and sponsors dictate and censor content as they do in television. So long as television permits this, it will be fourth rate. We should go over to the British and Canadian systems, in which the advertiser purchases time on the air as he purchases space in a newspaper, and has to leave editorial matters alone."

This is not censorship, Dr. Schlesinger argued.

A New Authority ▪ A revitalized FCC could not by itself accomplish this revision of tv fare without public support. Dr. Schlesinger commended in his Tamiment essay. This would have to be organized—through a National Citizens' Advisory Council or a National Broadcasting Authority. The latter might be financed by fees charged for licenses, he suggested.

In an odd approach to educational tv, Dr. Schlesinger expresses

fulltime station may be authorized on the Class 1-A frequencies. One commissioner said the FCC faced a "damned if you do, damned if you don't" situation. Several times in recent years the FCC has been criticized in Congress for its failure to resolve "one way or the other" the clear-channel case.

The commission said that it would not act on any application for fulltime stations under the new rules until 90 days after it had been received. Applications will be accepted after Oct. 30 which means that Congress will be in session before any grant could possibly be made. Adding to this timetable will be time allowed for petitions for reconsideration, a virtual certainty, and court appeals.

Somewhat ironically, in refusing to increase the power of the clears above 50 kw at this time the FCC referred to a June 1938 Senate resolution against such an action as "due consideration."

Specific Conditions ▪ The new fulltime Class II stations will be required to operate with a minimum of 10 kw at night using directional antennas. At least 25% of the area or 25% of the population to be served must not receive nighttime primary service from any other station. Additionally, the new rules provide safeguards against undue mutual interference or prohibited overlap from applications on adjacent facilities (within 30 kc of the clear channel involved).

A review of the abundant record makes it "convincingly clear that it would be undesirable to set in motion the simultaneous reallocation of all the Class 1-A clear channels," the commission said. "The enormity of the consequent administrative burden alone would further glut our license processing and hearing resources and delay not only the achievement of improved service on the clear channels, but additionally delay our strenuous efforts to reduce the excessive and persistent backlog of pending standard broadcast applications."

Also, the commission said, the present course will give it an opportunity to review and evaluate "as we go along the effectiveness of such reallocations as we herein adopt for some of the channels." The commission then will have the advantage of such effectiveness in further action toward breaking down the remaining clears, it was stated.

Basic considerations, the FCC continued, "strongly underscore the desirability" of breaking down some of the clear channels. To break them all down at this time would "in one stroke crystallize a particular pattern of clear-channel usage which would at least limit and at worst frustrate the future possibilities for employing other techniques of clear-channel utilization," the commission said. Cited also was the proposal to allow powers in excess of 50 kw.

"We thus leave open and unprejudiced the question of whether, and if so

a little disappointment that "public energy which might have gone into establishing general standards was diverted into setting up separate facilities for educational tv."

Government-owned channels might be another way of establishing competition in the area of quality programming, the White House aide suggested in his 1960 discussion. Fuller use of the uhf band could mean more facilities and thus permit the diversification of programming needed to appeal to many audiences, he said.

Dr. Schlesinger implied some scepticism over industry self-regulation:

". . . If television cannot clean its own house and develop a sense of responsibility commensurate with its influence, we are bound to come to a government network. . . . If the industry will not undertake to do itself what is necessary to stop the drift into hopeless mediocrity (and, far from showing any signs of so doing, its leaders deny the reality of the problem and even justify the present state of things by pompous talk about 'cultural democracy'), then it must expect public intervention."

Does the White House adviser watch television? What are his favorite programs?

Dr. Schlesinger smiled his reply: No, he doesn't watch tv much, never has. Recently, however, he has been seeing some good, old movies; that's all there is on the screen when he gets home from his White House duties late at night.

how, the public interest would be served by changing the rules affecting the use of the 12 Class 1-A channels now left in status quo," the commission said. "At such time as further developments, including progress under the changes we now adopt, provide needed additional light on the question we will give further consideration to how best utilize the 12 clear channels not now disturbed."

Basic Considerations ▪ Eight basic criteria were used by the commission in selecting the 13 channels to be duplicated. They included: (1) location of white areas needing service; (2) possibilities for providing a primary nighttime service in those white areas at sufficient distance to protect the existing station; (3) protection to existing co-channel daytime and adjacent channel stations; (4) interference to stations in bordering countries; (5) avoidance of adjacent channel interference among new unlimited time stations assigned to the Class 1-A clear channels; (6) location of white areas beyond the reach of possible new stations; (7) existing and improved additional skywave services, and (8) the location of class 1-A stations so situated as to indicate that they would be best adapted to the provision of additional and improved skywave services.

"We conclude that the proper balance between immediate objectives and possible future goals . . ." can be best achieved by breaking down immediately the 13 channels, the commission said. Here are the reasons the FCC selected the specific channels to be doubled in nighttime service: 880 kc (WCBS New York), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1180 kc (WHAM Rochester) and 1210 kc (WCAU Philadelphia) are located at or near the eastern or northern boundaries of the U. S. and "thereby afford maximum opportunity for assignment of unlimited time stations in the West . . ."

Class 1-A stations on 670 kc (WMAQ), 720 kc (WGN), 780 kc (WBBM) and 890 kc (WLS) all are located in Chicago and "still offer useful opportunity for assignment . . . in the far West." KMOX St. Louis (1120 kc) was chosen because the potential of the channel for providing improved skywave service is considerably limited in all directions because of adjacent channel operations. The remaining frequencies, 750 kc (WSB Atlanta) and 760 kc (WJR Detroit) were chosen to provide new assignments for KFQD Anchorage and KFMB San Diego. Both stations were required to shift from present frequencies (KFMB on 540 kc and KFQD on 730 kc) because of the U.S.-Mexico broadcast treaty.

Specific States ▪ The commission designated specific states where applications would be accepted to cut down delay in getting the new stations on the air and to protect existing co-channel and adjacent-channel stations. Preference will be given to applicants proposing to offer a first nighttime primary service to the largest white area, the commission said.

The new stations will be required to protect the daytime operation of existing Class 1-A stations; nighttime operation within the 0.5 mv/m, 50% skywave field and existing stations of other classes on co- or adjacent channels. All applications which do not meet standards established by the FCC will be returned, the agency said.

Applications for the new Class II assignments will be processed immediately—ahead of applications in the regular processing line, the commission said. It is "unquestionable that the public interest will be served by proceeding with the least possible delay rather than requiring applicants for the new service to wait until "many hundreds of more routine" nature have been disposed of, the FCC stated.

The FCC will, however, impose a 90-day waiting period following the filing of an application so that opposing parties may file. In placing a prohibition on new daytime grants on Class 1-A clears, the FCC said that it has been concerned for some time with the overcrowding of the standard broadcast spectrum without a corresponding gain in service. Under the present circumstances, the commission announced that it would dismiss all pending applications for new daytime stations on the clear channels which could seriously impair future optimum use of these channels.

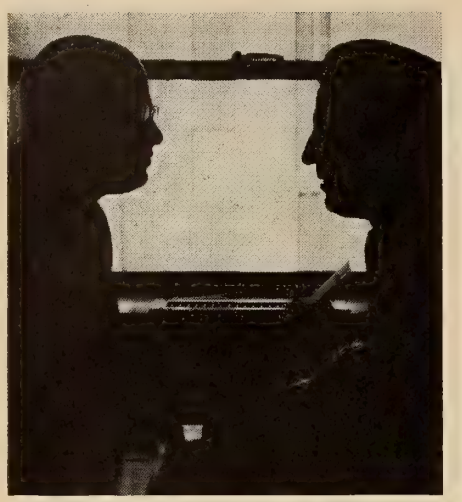
In addition, processing of applications for new stations on adjacent frequencies to the 12 *status quo* clears will be deferred and requests for power increases and changes from daytime to unlimited operations on these frequencies will be closely scrutinized for possible effect on future use of the 12 clear channels, the FCC said. Such applications which might conflict with a new Class II station on one of the 13 clears will not be granted until the location and facilities of the Class II operation has been determined. If a conflict then exists, the application would be set for hearing to determine if interference or overlap with the Class II would be in the public interest.

The "freeze" on grants which might conflict with changes in the 12 remaining one-service clear channels will be maintained until Sept. 1, 1964. By that date, the FCC said it "is expected that we will be able to decide the future use of the 12 Class 1-A channels now left in status quo." In the interim, the FCC found it necessary to defer the processing of all applications for new or changed facilities on these frequencies.

An exception was made for 1230 kc and 1240 kc, both Class IV channels, with applications in those bands to be processed and granted during the general freeze.

Related Pleadings Denied ▪ In reaching its final decision, the FCC denied numerous related pleadings, including a request that specific channels be allocated for educational radio. Many other individual requests were denied which, the FCC said, had the reverse effect of that sought in the proceeding, i.e., increased service in areas already receiving multiple radio signals.

The instant proceeding began in February 1945, when the FCC instituted Docket 6741 on 11 issues of wide scope. Testimony was taken during extended hearings in 1946-47 embracing an "encyclopedic variety of approaches." In late 1947, the daytime skywave proceeding was made a part of the clear channel docket. The sky-



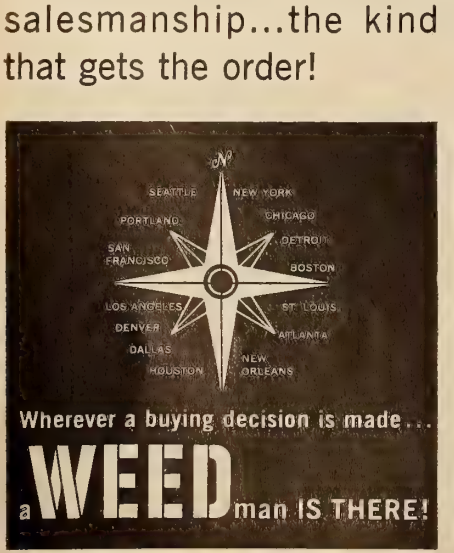
OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



wave proceeding later was severed in 1953 and terminated with a final decision in 1959.

In 1958 the FCC issued rulemaking proposing to duplicate 12 of the clear channels (BROADCASTING, April 28, 1958) and in December of the same year announced staff instructions proposing to duplicate all of the then 24 Class I-A clear channels (BROADCASTING, Dec. 15, 1958). The commissioners were split for many months on whether to break down all, some or none of the frequencies and the case was argued in many executive meetings without a decision being reached. The instant action represents a "considerable compromise" of formerly widely divergent views of individual commissioners, it was pointed out.

Lee, Cross Dissent ▪ Commissioner Lee plumped for adoption of his plan permitting Class I-A clears to increase power to 750 kw. The stations involved would have been given a year to apply for the super power after which each channel would be duplicated by unlimited time Class II stations which would protect the dominant outlet. "This solution appears to me to offer the most substantive improvement in standard broadcast service with a minimum of gimmicks and causes for delay," Commissioner Lee said.

He charged that the majority decision imposes a freeze on 53 channels to permit expedited action on 11 prospective applications, "each one being so highly limited by interference that it can be expected to render nighttime primary service to but scant populations. I submit that the commission's offer of special processing rules to bring new service to less than 1% of the area in the U. S. without such service is hardly the decision the country has been awaiting for the last 16 years. Had the commission deliberately swept the clear channel proceeding under the rug, it could not have done so more effectively."

Also, the commissioner said, the FCC's method of picking the 13 channels to be duplicated is strained and inconsistent. "I submit that it [decision] imposes an unwarranted freeze to foster 11 peanut whistles which may never be constructed," Commissioner Lee said. "Little else is accomplished."

Commissioner Cross said it is "unfortunate" that, after 16 years of consideration, the public has been offered only a "half-solution." He said the basis for selecting the channels to be duplicated will never be understood by the public and therefore the FCC will be subjected to criticism that it acted arbitrarily. The reasons for duplicating 13 channels are just as valid for duplicating the remaining 12, Commissioner Cross maintained.

HILL UNIT PROBING 'RUNAWAY' FILMING

Rep. Dent checks complaints on overseas production

A House labor subcommittee is expected to announce a decision soon on whether to hold hearings on "runaway" tv and movie film productions.

Subcommittee Chairman John H. Dent (D-Pa.) returned to Washington early last week from two days of talks in Hollywood with officials of actors' and musicians' unions and with movie industry representatives.

He said the unions are concerned about the economic hardship they say foreign productions of U. S. tv and movie films are causing their members. The movie people, he added, say such productions are necessary because of the high domestic costs.

Rep. Dent found that actors and musicians unions are becoming as worried about the overseas productions of television films as they have long been about the foreign production of theatrical films.

Musicians expressed considerable concern about the scoring of television soundtracks abroad. Phil Fisher, a representative of the American Federation of Musicians, told the congressman that "over 60%" of the tv films shown in the U. S. are scored abroad. He asked for legislation to protect American musicians from the competition of foreign-made recordings.

Rep. Dent talked with four top movie industry officials in Hollywood—Charles Boren, West Coast vice president of the Motion Picture Assn. of America; Y. Frank Freeman, executive vice president of Paramount Pictures and president of the Motion Pictures Producers Assn.; Walter M. Mirisch, head of the independent Mirisch Co.; and George Seaton, partner in Seaton-Perlberg Productions.

Rep. Dent noted that his subcommittee—on the Impact of Imports and Exports on American Employment—has never looked into the problem of "runaway" film productions. If it does now, he said, hearings may be held in both Los Angeles and Washington. A decision on hearings will be made after he confers with subcommittee members.

Meanwhile, a bill was introduced last week that would go part of the way toward meeting the requests of musicians worried about imports of foreign recordings. The bill (HR 9198), sponsored by Rep. Emanuel Celler (D-N.Y.), would require that music recorded abroad and used for background of U. S. television or radio shows or commercials be identified as reproduced in a foreign country.



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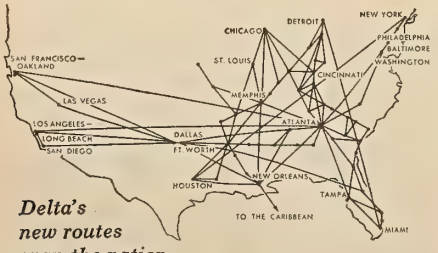
ITA Sales Offices:

Chicago, Ill. AN 3-3797
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Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838
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Following Gen. Forrest's maxim, Delta was *first* in the world with DC-8 and Convair 880 jets—went on to provide the *most* jets over its principal routes—now spans the nation with a new Southern Transcontinental service.



Delta's new routes span the nation

DELTA
the air line with the BIG JETS

Compromise reached on new USIA budget

Congress last week completed action on a compromise appropriations bill that would provide the U. S. Information Agency with $136.55 million to carry on its radio, television and other world-wide propaganda activities during the fiscal year that began July 1, 1961.

The total is about $2 million more than the House had originally voted for the agency and some $2 million less than the Senate had approved. The administration had requested $151.48 million for USIA.

But even before the two chambers had finished their work on the regular money bill, the House Appropriations Committee approved a supplemental proposal that would increase USIA funds for fiscal 1962 by $4.75 million.

The bulk of the new funds—$3.25 million—would be used for building a radio relay station on the Isle of Rhodes in the eastern Mediterranean to replace the Coast Guard ship *Courier.*

The remainder — $1.5 million— would help the agency beef up its Voice of America radio and television activities in Latin America and Southeast Asia. USIA had asked $3.611 million for the radio relay station and $1.975 million for the increased radio and television activities.

'Courier' Replacement ▪ The agency has long wanted to replace its *Courier* facility with a land-based station, but was unable, until this year, to negotiate the necessary agreements with the Greek government.

USIA officials feel the land-based station will have a stronger signal in the Near and Middle East than the *Courier's,* and will cost less to operate.

WPST-TV reprieve pends Supreme Court ruling

Chief Justice Earl Warren last week granted National Airlines a stay of the FCC's order which would have forced its ch. 10 WPST-TV Miami off the air. The stay was given last Monday and runs to Oct. 16, presumably to permit the U. S. Supreme Court to rule on National Airlines petition for *writ of certiorari.* National Airlines asked the Supreme Court to review an appeals court decision of last July upholding the FCC's 1960 order.

The Supreme Court returns for its October term Oct. 2 and usually acts on *certiorari* requests within three weeks.

National Airlines' request for a stay to the Supreme Court came after the U. S. Court of Appeals in the District of Columbia denied a similar request.

In its 1960 order the commission voided the 1957 grant of Miami ch. 10 to National Airlines because principals of the winning applicant had contacted former Commissioner Richard A. Mack off the record. The FCC issued a permit to L. B. Wilson Inc., the only one of the four original applicants found not involved in *ex parte* activities. L. B. Wilson is awaiting an official go-ahead from the FCC to go on the air. This is being held in abeyance until the Supreme Court rules on the request for review.

Baltimore am grant set aside by FCC

The FCC last week set aside an am grant made at Baltimore last Jan. 9 and sent it back to the hearing examiner to find whether agreements—resulting in the withdrawals of two former applicants for mutually exclusive frequencies —were entirely on the up and up.

The grant last January was to Radio Americana Inc. (formerly Caba Broadcasting Co.). The FCC wants to know whether Radio Americana and two former applicants—Rossmoyne Corp. (for an am in Lebanon, Pa.) and Catonsville Broadcasting Co. (for an am in Catonsville, Md.) made agreements for withdrawal of Rossmoyne and Catonsville and for substitution of Radio Americana as applicant in place of Caba Broadcasting because all honestly believed the Baltimore applicant had the best chance of winning or because they were motivated by personal gain.

The FCC also wants the examiner to determine if there are any prospective applicants in Lebanon or Catonsville who would be prevented from establishing a new service by a grant in Baltimore.

A petition for comparative consideration, filed by Lebanon Valley Broadcasting Co., a former applicant for am in Lebanon, was denied last week. Commissioners Rosel H. Hyde, Robert E. Lee and John S. Cross dissented.

FCC survey starts

A special management survey of the FCC by the consultant firm of Booz, Allen & Hamilton, Washington and Chicago, began in earnest last week. Following a Tuesday (Sept. 12) meeting with FCC Chairman Newton N. Minow, a painstaking scrutiny of all the commission offices, practices and procedures was started and will continue throughout the remainder of the year.

A team of up to six experts will be combing the FCC closets to determine how effectively the agency is operating. The $60,000-plus study is under the supervision of, and financed by, the Budget Bureau. It is one of several such surveys being made of government agencies.



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WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

KWK's Hamel tells why he lied

RECOUNTS EVENTS THAT LED TO HIS TELLING FCC TRUE STORY

Don Lee Hamel, general sales manager of KWK St. Louis, testified before an FCC hearing examiner Thursday afternoon that he personally hid the prize capsules in the station's two Treasure Hunt contests last year only hours before they were found.

He said he did this under orders from former KWK General Manager William L. Jones Jr. and that up until the day before in each instance he did not know that Mr. Jones still had not hidden the prizes, although he "suspected it" in the second contest.

Mr. Hamel testified that under orders from Mr. Jones he also repeatedly lied about the true facts to KWK principals, KWK counsel and FCC investigators. He said he was "clearly told" by Mr. Jones "not to make myself available" to the KWK owners or the FCC should they seek to question him about the Treasure Hunt prizes.

The hiding of the prizes is a chief issue raised by the FCC in its November 1960 order to show cause why the KWK license should not be revoked (BROADCASTING, Nov. 7, 1960). The hearing began in St. Louis Monday and is to continue this week. Mr. Jones is expected to be called by the FCC to testify. Also involved in the hearing is the former Bonus Club contest aired by KWK.

Decided to Tell ▪ Mr. Hamel testified that it was not until early this year that he realized the seriousness of the matter and decided "the truth had to be known." Up until then and after the FCC order was issued he said Mr. Jones "continually minimized the entire situation."

He said Mr. Jones coached him before meeting with FCC investigators to be sure their stories were alike and said Mr. Jones was "aggravated" over discrepancies.

Mr. Hamel testified that early this year he also had decided to resign because he didn't want to work for Mr. Jones any more. He explained there were problems working with local agencies and advertisers because of the "image" created by Mr. Jones.

Mr. Hamel said that after a KWK board meeting the night of March 28, while drinking and talking with KWK President Andrew M. Spheeris at the Sheraton Jefferson Hotel's Gas House Room in St. Louis, he ended up by telling the truth about the Treasure Hunt contest. Mr. Hamel said it appeared Mr. Spheeris was "shocked" and kept repeating "you're kidding."

He said the next time he told the true story was to KWK counsel just a few days before the May 15 board meeting and he repeated the truth to the board. He testified he also decided to go to Washington and tell the FCC.

KWK Told FCC, Too ▪ KWK counsel earlier had told the hearing that KWK promptly told the FCC too when it learned the facts.

Mr. Hamel said subsequently Mr. Jones became "very friendly" and told him during a coffee break that FCC has a "file" on general managers but not sales managers. Mr. Hamel said Mr. Jones said he hoped to have his own station some day and suggested that Mr. Hamel assume the blame to keep his record clear. Mr. Hamel said he told Mr. Jones it was a "good idea" just so he could get away from Mr. Jones.

Mr. Hamel said the KWK principals never advised him about his testimony except to tell the truth. He said he has no assurance he will still have a job at KWK.

Earlier in the week, two major holiday prize winners in the Bonus Club contest the station ran told about their "unhappy" travel experiences but related that later KWK reimbursed them for extra personal expenses or made a cash settlement.

In both instances KWK voluntarily had awarded them the prizes even though all conditions of the contest had not been completely fulfilled.

Busy Line ▪ Six other local listeners testified about their inability to get through to the special KWK phone number within the required 60-second time limit when their Bonus Club numbers were broadcast. Of these, one admitted he engaged in "penny-ante pilfering" by registering in the contest with four different names even though he understood the rules said only one registration number was allowed and he already had received one prize.

Another of the six learned on the witness stand he could not get a telephone number by merely hanging on the line while the busy signal was buzzing, expecting an automatic connection when it is clear. A third testified she won a $2,000 settlement against KWK in a jury trial. She said she filed suit over her failure to win an automobile because she claimed the busy Bonus Club phone prevented her call being received in time.

Former KWK employes testified that the special phone line was clearly under orders not to be used for outgoing calls and to their best recollection it was not so used during the hourly Bonus Club contests. The FCC's revocation order alleged that the Bonus Club line was busy approximately one-half the time on regular station business.

Three-Thousand Winners ▪ Stipulation entered in the record and agreed to by both KWK and FCC counsel said that in the 95 weeks that the Bonus Club was on the air more than 10,260 numbers were broadcast. KWK officials told newsmen at the hearing that over 3,000 people won prizes, including 23 holiday trips. The stipulation also said KWK got the idea for the Bonus Club from the success of similar contests by two other St. Louis stations and one in Milwaukee but not WEMP Milwaukee which is under the same ownership as KWK. WEMP is not involved in the St. Louis case.

The stipulation showed that KWK Radio Inc., licensee of KWK, is a wholly owned subsidiary of Milwaukee Broadcasting Co., licensee of WEMP. The parent firm includes Andrew M. Spheeris, president and 23.42% owner; Hugh K. Boice, Jr., vice president, general manager of WEMP, 16.23%; John C. Gagliano, treasurer, commercial manager of WEMP, 18.02%; Thomas

Little public interest

During the FCC's revocation proceeding involving KWK St. Louis, the hearing room was generally empty of spectators except for participants and news reporters. Apart from local newspaper coverage, a few radio and tv stations carried brief reports on regular newscasts. Occasionally a witness would remain in the room after testifying to listen to others.

KWK itself covered the hearing and sent a periodic news report to advertisers and agencies. KWK emphasized the purpose was "not to argue the case for KWK in any forum other than the hearing room at this time. It is simply to provide for those upon whom our economic life depends plain and factual information which will incline them in all fairness to accord to the station the right to due process and suspension of judgment that are essentials of American freedom.

"We are confident that fairness will prevail when the record is complete."

T. Dyson, assistant secretary, assistant commercial manager of WEMP, 14.41% and Suzayne C. Cleveland, secretary-treasurer, comptroller of WEMP, 9.01%. The officers hold the same corporate titles at KWK. Also stockholders in Milwaukee Broadcasting are Rolland E. Paske, WEMP chief engineer, 5.4%; Earl W. Gillespie Jr., WEMP sports director, 4.5%, and Mrs. Robert LaFollette Jr., 9.01%.

The stipulation said the contract of William L. Jones Jr. as general manager of KWK was terminated by the board May 15, 1961.

The stipulation said that in the spring of 1960 Mr. Jones became concerned "over the continued failure of the station to achieve high audience survey ratings and the business which flows from such ratings" and he suggested the Treasure Hunt contest. It again was noted other stations in St. Louis and elsewhere had had success with treasure hunts.

According to the plan, the stipulation said, Mr. Jones was to hide the prize and he alone would know its hiding place. Two Treasure Hunts were held in the summer of 1960. The Bonus Club ended May 8 of this year. Mr. Jones is expected to be called to the witness stand by the FCC during the hearing.

KWK Protest ▪ FCC Hearing Examiner Forest L. McClenning opened the KWK hearing Monday at the U. S. Court House in St. Louis over the station's continuing protests that the inquiry and order were unlawful. KWK counsel Robert M. Booth Jr. in his opening remarks reaffirmed the station's position that the commission had violated both the Administrative Procedures Act and the due process guarantee of the U. S. Constitution when it repeatedly refused to provide KWK with a bill of particulars on complaints about the contests and when it refused to give the station an opportunity to comply with the commission's requirements before the show cause order was issued.

Mr. Booth at various times said for the record that KWK was being unfairly "surprised" by the last minute disclosure of witnesses and certain exhibits presented by the FCC Broadcast Bureau. The FCC earlier had ruled that KWK would be allowed ample recess after the Broadcast Bureau case to prepare its defense, but KWK contends this procedure also is unlawful. The FCC's case is being presented by Thomas B. Fitzpatrick, assistant chief of the Broadcast Bureau hearing division, and Morton Berfield.

In his opening remarks Mr. Booth pointed out that KWK "has bent over backwards" in cooperating with the commission and when it learned that Treasure Hunt prizes were not hidden until "late" in the contest the station supplied the information to the FCC. Mr. Fitzpatrick argued, however, that the prize information disclosure was "withheld" for some 30 days.



Principals and counsel of KWK St. Louis discuss issues raised during the FCC revocation hearing last week in St. Louis. Standing (l to r): Andrew M. Spheeris, KWK president; Hugh K. Boice Jr., KWK vice president, and John C. Gagliano, KWK treasurer. Seated (l to r): Gerald Smith, St. Louis attorney for KWK, and the station's Washington counsel, Robert M. Booth Jr. and Jack P. Blume. The hearing began last Monday.

The stipulation between KWK and FCC counsel showed that from "the very start" of the commission's investigation counsel for KWK "has cooperated fully with the commission." It also showed that when an FCC investigator visited St. Louis in August 1960 all KWK records were made available and that in January 1961 other investigators were allowed to interview any employe. Mr. Jones also supplied an affidavit, it said.

Stock in L. A. ▪ The Bonus Club witnesses presented by the FCC generally had complained to the St. Louis Better Business Bureau about their difficulties and in several cases sent letters to the FCC. Mrs. Raymond S. Varble, who frequently used the term "I hit the ceiling" in relating her many troubles over a Hawaiian trip prize, said she also sent letters to the local newspapers, Sen. Stuart Symington (D-Mo.), two congressmen, the Governor of Hawaii and everyone else except the President in her effort to get "help."

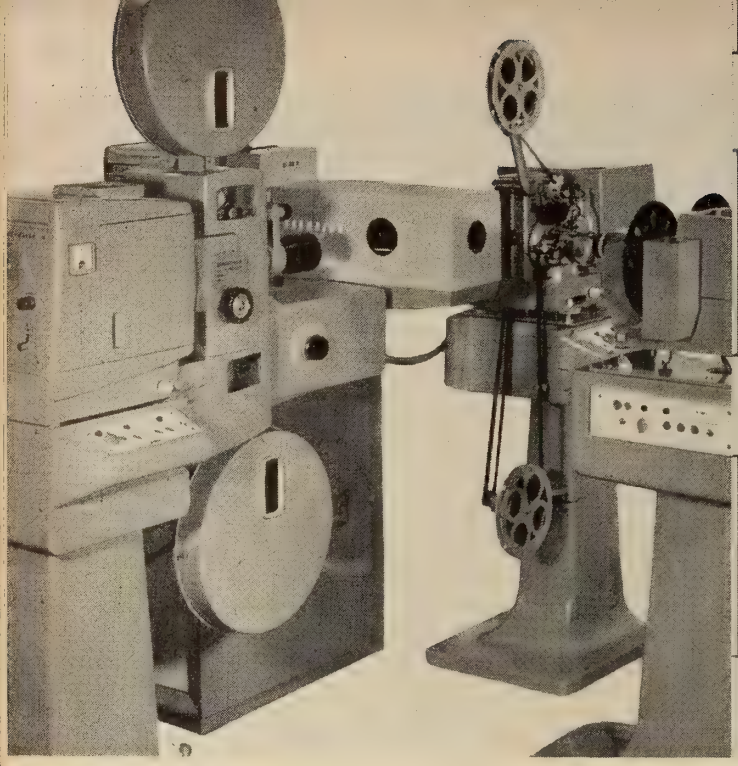
Mrs. Varble testified her Bonus Club number was broadcast while she was at work and her son phoned KWK to claim it. She said the disc jockey said this was all right, however, and said she would get the prize trip. Mrs. Varble said the disc jockey recorded an interview with her and described a "millionaire's vacation for two for two weeks in Hawaii all expenses paid" but subsequently all she got were airline tickets for two plus hotel rooms for six days. She said KWK manager Jones told her the tape was destroyed and she was "too poor" to make such a trip anyway.

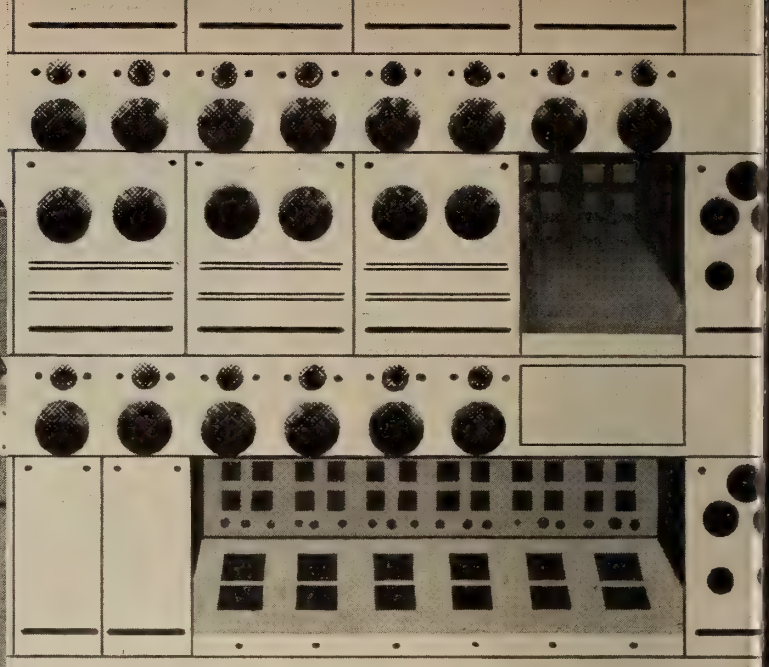
Mrs. Varble related she and her son finally started on the trip but were bumped off the nonscheduled plane in California to make way for revenue passengers. They returned to St. Louis by bus. KWK later settled with her for $3,000 when it learned how the trip turned out. She testified her lawyer got $1,000 of the sum.

Mrs. Alice Stranz testified her husband's Bonus Club number was broadcast, she responded and KWK awarded her the multiple prizes even though the registrant personally was supposed to phone. She won a mink stole, wristwatch, trading stamps and an all expenses trip for two to Las Vegas. She described disappointment over the stole and watch although KWK made amends.

Stuck In Las Vegas ▪ Mrs. Stranz said she and her husband were refused their flight back to St. Louis because it was already full and they came back later on another plane after KWK manager Jones who happened to be there too, gave them part of the fare. KWK later reimbursed them for the rest, Mrs. Stranz said.

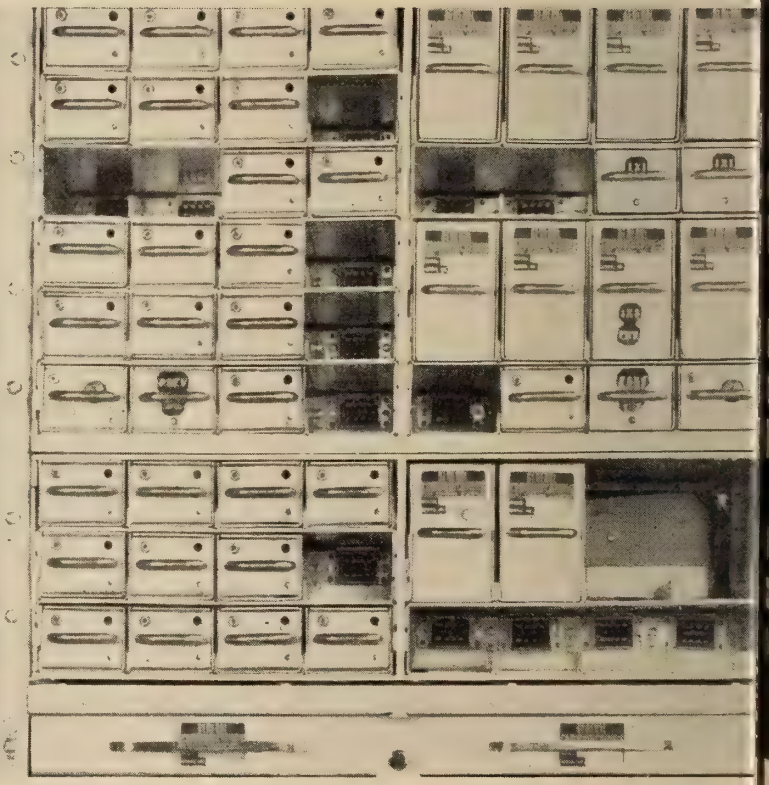
Gordan Eggers, who had been St. Louis manager for Transcontinental Airlines Agency Inc., testified about the half-cash half trade-out advertising



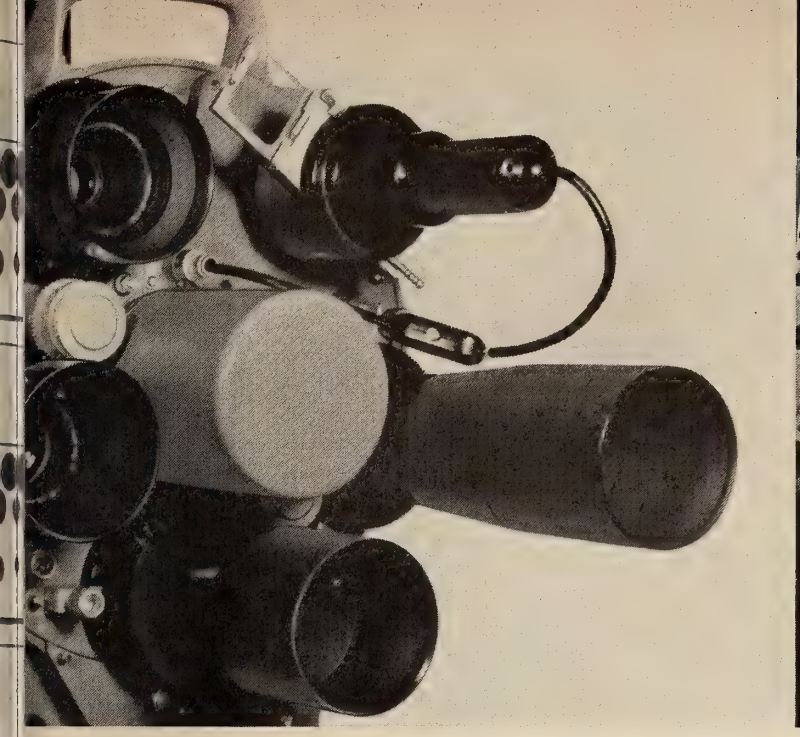


From both England and America, here is the new



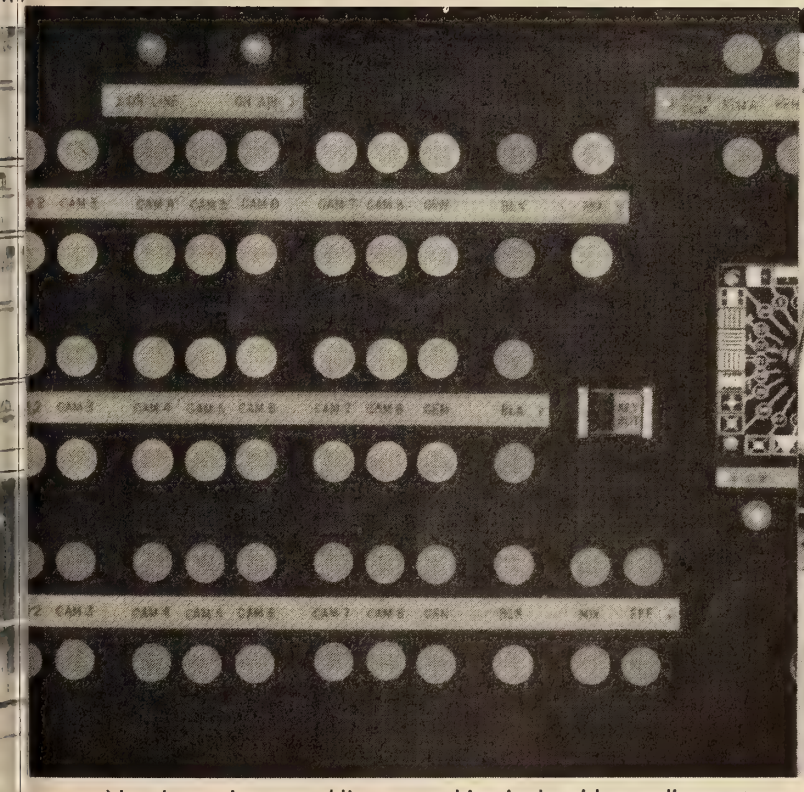


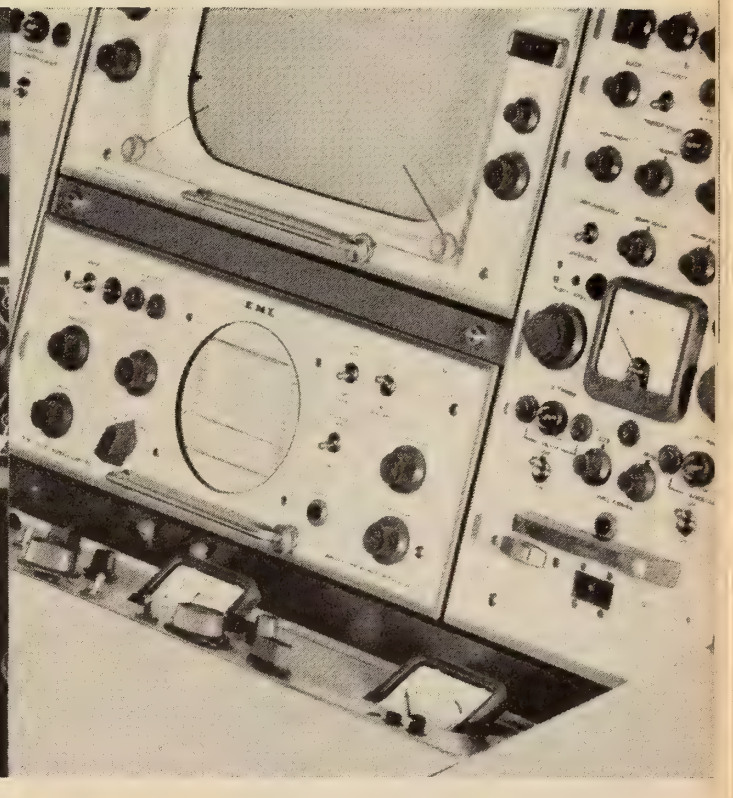
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EMI/US General Communications Division



contract with KWK. He said prize winners were told in a letter the terms were "space as available," and employees were to so advise them. He said the majority of such trips went as scheduled. Mr. Eggers said the TCA contract was with KWK and therefore TCA had no responsibility to the due-bill passengers.

The former TCA manager said he actually got more complaints from the Better Business Bureau about revenue passenger problems: he said other stations and media had used trade-out with TCA at St. Louis in addition to KWK.

Charles R. Thurber, trade practice consultant of the Better Business Bureau, said routine alerts about TCA had been sent to KWK. He could not say whether some contest complaints might properly have concerned other local stations and other promotions. He did testify however that his letter to the FCC, in reply to inquiry from the commission, was not a complaint and only contained unverified "information" from his file.

House Judiciary blesses sports-package tv bill

Legislation that would legalize such contracts as the recently outlawed National Football League-CBS-TV package agreement continued to move through Congress last week, winning the approval of the House Judiciary Committee.

The bill (HR 9096), sponsored by Committee Chairman Emanuel Celler (D-N.Y.), is designed to offset a federal court ruling that the two-year, $9.3 million NFL-CBS television contract signed last spring violates a previous antitrust decree. The bill specifically permits professional football, baseball, basketball and hockey leagues to enter into package tv deals without danger of violating antitrust laws.

In approving the bill, the committee broadened one of its provisions designed to protect college football from the effects of professional football telecasts. It would prohibit telecasts under package contracts on Friday nights, Saturdays and Saturday nights from the second Friday in September until the second Saturday in December. Originally, the proposed prohibition applied only to Saturday afternoons between mid-September and mid-November.

WGMA sale cancelled

Time ran out last week on the proposed sale of WGMA Hollywood, Fla., after the transaction was held up last spring pending resolution of the station's license-renewal troubles. The FCC dismissed its order setting the $265,000 sale for hearing when the deadline passed for implementing the contract and application was withdrawn.

Meanwhile, the WGMA renewal hearing, scheduled for Oct. 17, is to be rescheduled at a prehearing conference Sept. 21. The proposed station sale to Kingsley H. Murphy Jr. and Carroll E. Crawford (BROADCASTING, April 17) was held up by the FCC and its license renewal set for hearing for an investigation of the character qualifications of one of its owners, Daniel Enright, who was implicated in the 1959 tv quiz scandals.

MURROW LOOKS AT TV
Says medium is failing in information function

Edward R. Murrow, longtime CBS commentator and now director of the U. S. Information Agency, last week mourned the failure of television to uplift the American electorate to new levels of political awareness.

Yet, he said, it is not entirely television's fault.

"Television by itself," he said in a speech to the Poor Richard Club of Philadelphia, "does not usher in the democratic millenium, and its inability to do so is not its own peculiar failure. It is due to the unwillingness of men and women, even in as highly developed a democracy as our own, to take more trouble to govern themselves better."

In a totalitarian state, Mr. Murrow said, television will be directed to distract or entertain the people—not to teach them self-government—for "an oppressed people will surely need to be distracted if they are to be ruled by a despot."

"Is it not, then, ironic," said Mr. Murrow, "that we in the United States who ask so much entertainment from television, so much escapism, so much insulation from reality, are not having such programs imposed upon us by force?"

Yet those who control television, he said, have the duty "to use it as a sound mirror to reflect conditions as they are. . . . Television must find a little more time to remind us of our inheritance, and it must find more than a little time for the dissenters, the heretics, the minority spokesmen who may be tomorrow's majority."

Wider Circulation ▪ Television, said Mr. Murrow, offers no guarantee against the seizure of power by demagogues. "It merely provides them with wider and more intimate, more immediate circulation," he said.

The probability is that television will neither save nor destroy the nation, said Mr. Murrow. "It will, however, play an increasingly large role in our lives, and it may come to influence us greatly. The issue, I would suggest, is not so much what television does to us; it is rather what we do with television."



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SUMMIT MEETING ON FORMS

FCC schedules conference with broadcasters who conducted tests of proposed program logs

The FCC thinks it would be "useful and constructive" to talk with broadcasters about what they learned from field tests of program logs held at several radio and tv stations last week under NAB auspices (see story page 51).

The agency accordingly agreed last week to a request by the NAB for a conference-type discussion of the stations' findings and scheduled a public session for that purpose Oct. 6 at 2 p.m. in the FCC's meeting room in Washington.

The FCC's agreement to such a meeting as part of its proceeding on proposed rulemaking to change station program logs was announced Thursday by Chairman Newton N. Minow, who said the broadcast industry participants are to be selected by the NAB. Representatives of the NAB and of the FCC also were to meet last Friday in Atlanta to discuss the program log tests and the FCC's other activities in the field of radio and tv programming (BROADCASTING, Sept. 11).

Mr. Minow made the announcement of the Oct. 6 meeting in a letter to Gov. LeRoy Collins, NAB president, in answer to Gov. Collins' letter requesting such a session. The NAB president said the association feels an informal, oral discussion of the program log tests is desirable, even though the NAB will make a formal filing by Oct. 2 (the deadline for comments) on its findings.

Broadcasters' Side ▪ Gov. Collins in his letter said NAB contemplates that the presentation to the FCC will be made by a number of active broadcasters "broadly representative" of the several segments of the industry. No prepared statements or representation by counsel are planned, Gov. Collins said, since broadcasters want to give first-hand accounts of their experiences with the test logging and to express their concern about the burdens and handicaps they anticipate if the FCC proposals are adopted. Gov. Collins said NAB thinks three hours will be long enough for the meeting.

Among comments filed up to last week on the rulemaking proposals:

Magic Number ▪ KREX-AM-FM-TV Grand Junction and KREY-TV Montrose, both Colorado: Rex G. Howell, president, said he feels the emphasis on the number of spots raises the question of whether there is "some magic number" which would meet FCC approval. If there is, that's censorship, he said. The licensee should be responsible for determining the number of spots and types of programs and conditions vary too much for the FCC to set rigid standards, he said. He thought the FCC ought to set up a voluntary plan whereby the licensee submits, in narrative form, all data he thinks is pertinent.

KCID Caldwell, Idaho: Clair B. Hull, president, said he doesn't understand what can be proved by requiring a station to report on a selected week. Any report a station makes on community needs would be "superfluous," since the station must be on its toes or it won't survive. The reduction of talks with community leaders to written form would be an unending job, he thought.

Empty Ritual ▪ International Good Music Inc.: This licensee—KGMI-FM Bellingham and KGMJ (FM) Seattle, both Washington; KGMG (FM) Portland, Ore.; and KBAY-FM San Francisco, KFMU (FM) Los Angeles, KFMW (FM) San Bernardino, KTSD (FM) San Diego, all California—thought reports on how complaints are handled would be an "empty" ritual because the test of a licensee's response to such situations is "his performance."

IGM felt "selected week" logging should be optional, so that a licensee could make an additional showing for this period if he felt the "composite week" report did not do him justice.

United Press International: The news service objected to proposed classification of wire news copy as "recorded," saying this would be an unrealistic description. The proposal would classify a news report in the same category as rock and roll, though the difference is "manifest," UPI said. A reading of wire service copy, even verbatim, is no more "recorded" than is the reading of the script of a play, the news service said.

KWTX-TV to ask FCC to reconsider order

KWTX-TV Waco, Tex., plans to file this week a petition for reconsideration of the FCC's hearing order on the station's application to increase power from 107 kw to 225 kw and increase antenna height from 520 ft. to 1,140 ft.

The station will maintain that LBJ Co., which owns 29% of KWTX-TV, does not exercise control, an issue questioned by the FCC. A hearing was ordered to determine whether LBJ's KTBC-TV Austin and the Waco station are under common ownership, among other issues (BROADCASTING, July 31). Majority owner of LBJ Co. is Mrs. Lyndon B. Johnson, wife of the Vice President of the U. S.

LBJ Co., which is not a party to the hearing, is represented legally by the Washington firm of Cohn & Marks and not Edward Kenehan, as reported a week ago (BROADCASTING, Sept. 11). Mr. Kenehan's firm, Spearman & Roberson, represents KWTX-TV.

Rochester tv stations reply to appeal on sale

No injury to the public would result from a $6.5 million ownership realignment deal, three Rochester, N. Y., television stations told the FCC last week. On the contrary, injury would result if the deal is not consummated.

This was the reply by WROC-TV, WVET-TV and WHEC-TV to a petition filed by the American Federation of Tv & Radio Artists and the National Assn. of Broadcast Employes & Technicians for a stay of the commission's consent to the deal (BROADCASTING, Sept. 11). The two unions had claimed in the petition that the deal sought to abrogate their contractural rights without prior consultation. Already approved by the FCC without a hearing, the transaction involves the purchase of WROC-TV ch. 5 by ch. 10 sharetimers WVET-TV (Veterans Bcstg. Co.) and WHEC-TV (Gannett newspapers). WVET-TV would then relinquish ch. 10 and take over ch. 8.

In replying to NABET and AFTRA, the three stations claimed that possible injury to union members—a maximum of 23, the stations said—who would be affected by the deal is far outweighed by inconvenience to the public if the stay should be granted. The three stations also pointed out that the 16 NABET members would receive seven to eight weeks' severance pay as well as cash payments for unused vacations, and the seven AFTRA members would get at least two weeks' pay plus vacation money.

AFTRA and NABET previously had been denied a stay by a U. S. court in New York.

Closing of the $6.5 million transaction was postponed last week pending the outcome of the stay request.

Additional power given to Opinions & Reviews

One of the major due-process stumbling blocks within the FCC was corrected last week when the agency announced that henceforth its Office of Opinions & Reviews would be permitted to make recommendations to the commission on adjudicatory matters.

The past divorcement of the commission from its staff was amended by public Law 87-192 (FCC reorganization) (BROADCASTING, Sept. 4). In addition, the FCC now is free to ask

for and receive advice from its general counsel and chief engineer, both formerly prohibited under separation of function requirements.

In the past, the Opinions & Reviews office has been required to ask the FCC for instructions without presenting recommendations. This has necessitated the placing of items on the meeting agenda two separate times when in many instances one could be made to suffice. Donald Berkemeyer is chief of the office.

FCC Chairman Newton N. Minow said last week that other administrative changes made possible under the reorganization bill still are under consideration within the commission. Among other changes, the new law permits boards of commissioners to make decisions rather than requiring all seven members to act on each case.

DRUG AD CLAIMS

Ribicoff backs proposed law requiring manufacturer proof

Secretary Abraham A. Ribicoff of the Dept. of Health, Education & Welfare, last week gave administration support to a bill that would tighten up drug-advertising regulations.

He said drug manufacturers should —as the bill (S 1552) would require— prove their products are effective before being permitted to market them. Present law requires only that drugs be proven safe.

Secretary Ribicoff, who testified before the Senate Antitrust Subcommittee, said he didn't feel a new drug should have to be proven "better" than another already on the market. But a manufacturer should be required to prove his claims are factual, he insisted.

The Welfare Secretary criticized drug manufacturers' "extravagant advertising and promotional campaigns" on two counts. He said the claims made are not always "accurate or wholly truthful" and that the campaign's cost contributes to an "unreasonably" high price charged the consumer for many drugs that are essential to "maintenance of health and even life itself."

ITU treaty gets committee ok

The Senate Foreign Relations Committee has approved the International Telecommunications Convention, which went into force last Jan. 1 for the 35 countries that had ratified it. The treaty, an extension of a previous agreement, constitutes the bylaws for the International Telecommunication Union, which serves to coordinate all forms of communications activities of member nations. The treaty, which has 97 signatories, was signed in Geneva in 1959.

FCC TO GET NAB LOG TEST RESULTS

Completion due over past weekend, analyses due this week

The field testing of two NAB versions of station logs was to be completed by last weekend, and results are to be analyzed this week for submission to the FCC.

The NAB logs (BROADCASTING, Sept. 11) are designed (1) to meet the full specifications the FCC has proposed for revised logs, and (2) to supply what NAB hopes will be adequate information for Commission needs.

Both NAB and FCC representatives took part in an industry conference on logging forms, scheduled Sept. 15 in Atlanta. It was titled South East Radio-Tv Seminar and was under sponsorship of the Georgia Assn. of Broadcasters (see story, page 57).

Representing the FCC were Kenneth A. Cox, chief of the Broadcast Bureau, and H. H. Goldin, chief of the Economics Division. NAB sent Vincent T. Wasilewski, executive vice president, and Douglas A. Anello, general counsel.

NAB selected cross-sections of radio and tv operations for its dry run of the

WMCT/MEMPHIS features more local interest programs than all other Memphis TV stations combined!

In fact, locally-produced programs that **serve** the community's needs and interests have been a major effort of WMCT for over twelve years. Here are a few.



1. **Mid-South Today . . .** the area's only daily television farm information program.
2. **Your Esso Reporter . . .** Memphis' top rated television newscast for over nine years.
3. **Looney Zoo . . .** the most popular children's show in the Memphis market.
4. **News Specials . . .** the largest TV news staff in the Mid-South prepares special programs on local events.
5. **News Picture . . .** News Director Norm Brewer's popular evening regional and local news.
6. **Weather . . .** three daily weather programs. Complete in every detail.
7. **Sports . . .** golf, bowling, and other leading sports action is covered by WMCT's mobile unit.
8. **Pride of the Southland . . .** amateur talent show seen every Saturday morning.
9. **TV Chapel (Religion) . . .** live religious program featuring a different church each week.
10. **Remotes . . .** on-the-scene live coverage of important Mid-South events.

If it's of interest to the Mid-South, it's of interest to WMCT

WMCT 5 MEMPHIS

FULL POWER • NATIONAL REPRESENTATIVE: BLAIR-TV

two forms. The association has been in touch with the FCC in its efforts to develop logging forms that won't prove heavy burdens on stations.

Tests Last Week ▪ The NAB No. 1 form, designed to meet all the proposed Commission requirements, was used the first three days of last week (Sept. 11-13) by the test stations. Its simplified No. 2 form was used the last three days of the week.

Among stations taking part are: Radio — WWDC Washington; KVGB Great Bend, Kan.; WVPO Stroudsburg, Pa.; WTVL Waterville, Me., and WABI Bangor, Me. Tv stations: WMAR-TV Baltimore; KROC-TV Rochester, Minn., and WIBW-TV Topeka, Kan.

NAB's No. 2 form eliminates logging of all call-letter announcements except the statutory half-hour announcement. A basic change that would effect major relief in the apparently burdensome logging requirements centers around the "announcement times" entries. NAB has removed the commercial continuity entry in favor of a general statement of station policy in handling commercials (adherence to NAB codes, for example).

Stations would still log on-and-off times for spot announcements and non-commercial announcements. But it would not be necessary to log every piece of commercial continuity in commercial programs.

Finer Points ▪ A practical problem involved in commercial logging arose the first day of the NAB tests. A test station found itself involved in the problem of logging commercials in an informal interview program originating in a store. For example, suppose a customer being interviewed happens to mention an item bought at the store. Is this a commercial and must it be separately logged? And how about personality programs? Must a stop watch be used, requiring extra personnel?

In NAB's No. 1 form a separate line is required for every change in program content. A five-minute program might require as many as eight or nine entries, in some cases. The number of entries will be sharply reduced in the No. 2 forms, NAB felt as the testing of No. 1 form was completed Wednesday.

A basic problem in the whole logging confusion arises because FCC's present logging forms do not provide all the information needed by stations to fill out license renewal applications, according to some broadcasters. As a result, large numbers of renewal applications have been based on estimates rather than precise figures on programming, it was indicated.

No Pin-pointing ▪ NAB's No. 2 form eliminates the need for log entries of network commercial continuity and it is based on the feeling there is no need for stop-watch accuracy for individual commercial messages. And NAB feels there is no need to measure accurately the amount of local news in each newscast. This local news entry is eliminated in form No. 2.

Dodd to keep door shut a little longer

CITES NEED TO UNTANGLE CONFLICTING TESTIMONY

The Senate Juvenile Delinquency Subcommittee, which has taken its television inqury behind closed doors (BROADCASTING, Sept. 11) intends to keep the hearings private for another two or three weeks.

The purpose, Subcommittee Chairman Thomas Dodd (D-Conn.) said last week, is to give him an opportunity to try to unravel, in private, what he considers a tangle of conflicting testimony given the subcommittee since public hearings began in June.

The subcommittee, which is investigating the effects, if any, of television crime and violence on juvenile delinquency, has been directing a major share of its attention to pinpointing responsibility for the amount of sex and violence on television.

And although no one connected with the subcommittee will discuss the closed sessions, Sen. Dodd made clear that this is the question under study.

The subcommittee first went out of sight two weeks ago when it took testimony on successive days from David Levy, NBC's former vice president in charge of programming, and Robert E. Kintner, NBC president.

Additional closed sessions were held on Sept. 8 and 11, but the names of witnesses were not disclosed. Further executive sessions will "probably" be held this week, according to Sen. Dodd.

He said the subcommittee intends to resume open hearings at a later date. But in the meantime, he said, he wants to "resolve conflicts" in testimony given the subcommittee. He said there were "several" such conflicts and that the subcommittee is trying to get at the facts by hearing "all sides."

Who's Responsible? ▪ In this connection he implied that serious accusations about responsibility for excessive sex and violence on television have been—or are expected to be—made in the closed sessions. "People want these hearings public," he said. "But I want them to be factual. I want every aspect checked in advance."

Sen. Dodd would not specify the

BIGGER than SACRAMENTO - STOCKTON

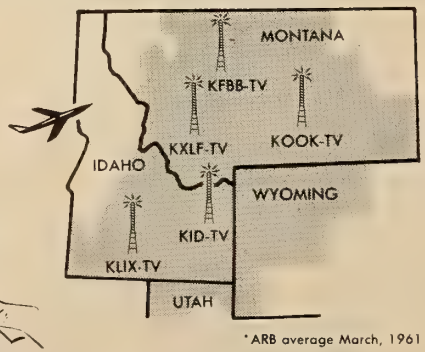
One Buy Delivers IDAHO - MONTANA

plus 11 counties in Wyoming at lower cost per thousand

SKYLINE TV NETWORK delivers 10,100 **more** TV homes than the highest rated station in Sacramento-Stockton at nearly 18% **less** cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO — KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings



Skyline TV NETWORK
P. O. Box 2191 Idaho Falls, Idaho

*ARB average March, 1961

Call Mel Wright, phone JAckson 3-4567 - TWX No. 1 F 165
or your nearest Hollingbery office or Art Moore in the Northwest



Get the high quality you require with the new General Electric GL-8093 Image Orthicon

GL-8093/ZL-7803—3-inch image orthicon specifically designed with video taping in mind. *This one has it!* High signal-to-noise ratio (peak-to-peak signal vs. [RMS] noise—min.: 38, av.: 50) and improved definition you need for critical video tape recording. Yet, it is competitively priced with standard camera tubes. Key to its high signal-to-noise ratio is an improved target-mesh assembly in the scanning section which improves your picture quality . . . provides sharp transition from black to white without white edges. This also improves flatness of field and corner resolution—helps prevent distortion.

The GL-8093 is especially recommended for critical video tape recording work, such as found in network centers and tape production centers. Its good definition and improved signal-to-noise ratio are important features where numerous copies are made from an original tape, as in many educational programs, and for those productions where you can't settle for less than top quality.

The GL-8093 will save you set-up time—reduce the need for compromise between sharpest focus and minimum background blemishes. It is interchangeable with the 5820, 5820A, 7293, 7293A and 7513. Try this new G-E image orthicon in your own cameras. You'll like the difference it makes in your video tape recording work.

For more information, call your General Electric tube distributor or write for descriptive literature, ETR-2801, to General Electric Company, Room 7246B, Owensboro, Ky.

From General Electric—a full line of 3" image orthicons for any *TV broadcast application: GL-5820, GL-7293, GL-7629, GL-8092/ZL-7802, GL-8093/ZL-7803.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE
★ ANDY GRIFFITH
★ DANNY THOMAS
★ GARRY MOORE
★ HAVE GUN WILL TRAVEL
★ G. E. THEATER
★ CHECKMATE
★ RED SKELTON
★ CANDID CAMERA
★ I'VE GOT A SECRET
★ RAWHIDE
★ JACK BENNY
★ BONANZA
★ DUPONT SHOW
★ DENNIS THE MENACE
★ TO TELL THE TRUTH
★ (SYNDICATED)
★ DOBIE GILLIS
★ ED SULLIVAN
★ WAGON TRAIN

* ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV
NBC CHANNEL 13 CBS
BIRMINGHAM, ALA.

REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

conflicts in testimony that concerned him. But during the public hearings, network officials have blamed tv writers for the amount of sex and violence in their shows; the writers have blamed producers; and some producers, to complete the circle, have blamed the networks.

The closed sessions weren't prompted exclusively by the testimony given publicly. Since the public hearings, which closed July 28, "certain information has come to the subcommittee bearing on sex and violence in television programs," Sen. Dodd said.

"We're trying to find out who started stepping up excessive sex and violence —how the trend got started—what individual or group has been promoting it and why," he said.

HARRIS MAY AIR DEINTERMIXTURE

House members whose states are affected apply pressure

Members of the House Commerce Committee are pressing for a wide-ranging inquiry into the FCC's proposed deintermixture plans. And indications last week were that hearings will be held, probably by the committee's Regulatory Agencies Subcommittee, soon after Congress reconvenes in January. Chairman Oren Harris (D-Ark.) has told committee members he will abide by their wishes in the matter.

The inquiry is being urged most forcefully by members — both Democrats and Republicans—whose states are affected by the FCC's proposal to delete vhf channels from eight markets and shift the stations involved to uhf bands (BROADCASTING, July 31).

Prominent among those calling for the hearings are Reps. Peter F. Mack Jr. (D-Ill.) and William L. Springer (R-Ill.), two veteran members of the commerce committee. Both are primarily concerned with the proposed loss of ch. 3 at Champaign, Ill.

Two freshmen legislators are also behind the move—Reps. Vern Thomson (R-Wis.) and Abner Sibal (R-Conn.). Rep. Thomson, who has protested the proposed deletion of ch. 3 from Madison, Wis., has introduced a resolution (H Res 450) asking the FCC to delay its deintermixture plans pending the completion of its $2 million uhf study in New York. (BROADCASTING, Sept. 4). Rep. Sibal has joined with the seven other members of his state's delegation in opposing the removal of ch. 3 from Hartford (BROADCASTING, Aug. 21).

No decision on the form or scope of the proposed hearings has been made, but Rep. Springer feels the whole deintermixture problem should be examined. There are so many questions of public policy involved, he said, that Congress has the "duty" to review the FCC proposal to determine if it is in the public interest.

Among those who would be expected to testify at the hearings are officials of the stations affected by the deintermixture plan, as well as viewers whose television service might be curtailed or eliminated. Rep. Springer predicted a number of bills dealing with deintermixture would be introduced, and said he expects to offer one himself. These, as well as Rep. Thomson's resolution, could be considered at the proposed hearings, he said.

The FCC, which has extended its deadline for filing proceedings in the deintermixture proposal to Jan. 2 (AT DEADLINE, Sept. 4), will probably take several months to arrive at its final decision. This would give the committee ample time to hold hearings.

KDB, WKKO granted short-term renewals

The alleged failure of two stations to live up to their programming proposals was cited by the FCC last week in granting the two licensees renewals for less than the normal three-year period.

KDB Santa Barbara, Calif., received a license renewal to Dec. 1, 1962, and WKKO Cocoa, Fla., to Sept. 1, 1962, and both stations were told their past actions fall short of the degree of responsibility to the public the "commission has a right to expect of its licensees." The KDB application has been pending nearly two years and, the commission admonished, the renewal granted is considered the equivalent of a short-term renewal.

The commission charged that KDB's programming during the past license period was "inconsistent" with proposals made in a July 1959 application for sale and that subsequent statements by the licensee, KDB Broadcasting Co., raise questions whether KDB intended to carry the programming listed. There are "disparities" between proposed and actual live programs and commercial spots in the 1959 renewal application and in the transfer application, the commission said.

Commissioners Rosel H. Hyde and T. A. M. Craven dissented to sending the FCC letter to KDB explaining the short-term renewal.

Percentage Troubles ▪ In censuring WKKO, the commission compared programming proposals contained in a 1959 application for approval of the sale of the station to WKKO Radio Inc. with actual composite week pro-

gramming listed in the station's pending renewal application. According to the FCC, these percentages were proposed by the present licensee at the time of the sale:

Live, 14%; entertainment, 70%; religious, 6%; agricultural, 1%; educational, 2%; news, 17%; discussion, 2%; talks, 2%; with 944 commercial spots during an 84-hour week. WKKO's renewal application listed the following actual performances, the commission said: Live, 6.6%; entertainment, 82.9%; religious, 0.6%; agricultural, 0.0%; educational, 0.0%; news, 11.5%; discussion, 0.0%; talks, 3.4%; civic, 1.6%, with 1,461 commercial spots.

After an earlier commission inquiry, WKKO in March amended its application to include proposed religious, agricultural and discussion programs and to reduce the number of spots from 1,461 to 1,170 weekly. The commission said the station's actual programming, when compared with representations made when the present licensee acquired WKKO, "falls short" of the performance expected.

In letters to both KDB and WKKO, the commission cited its policy-making decision in the KORD Pasco, Wash., case (BROADCASTING, July 17).

—EQUIPM'T & ENGINEERING—

STEREO AT HI-FI SHOW

Immediate future will spell success or failure for it

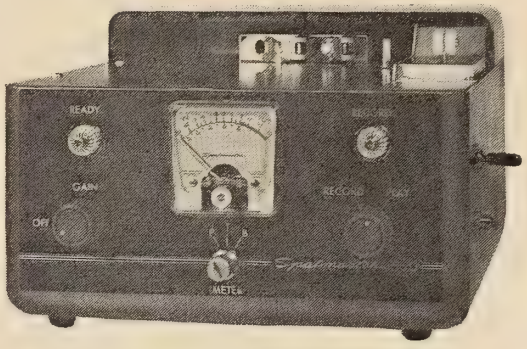
Controversy over the uncertain future of an infant medium—stereophonic broadcasting—dominated the 11th annual High Fidelity Music Show which opened in New York on Sept. 14 and concluded yesterday (Sept. 17).

The some 125 exhibitors, who showed more than $6 million worth of the latest advances in fm, hi-fi and stereo equipment to more than 30,000 visitors, apparently are all agreed on only one thing: that the four-month old multiplex stereo broadcast industry (multiplex stereo broadcasting was approved by the FCC in April and stations were allowed to start using the system on June 1) (BROADCASTING, April 24) is entering its make or break stage. On most other issues suspicions and recriminations reigned free.

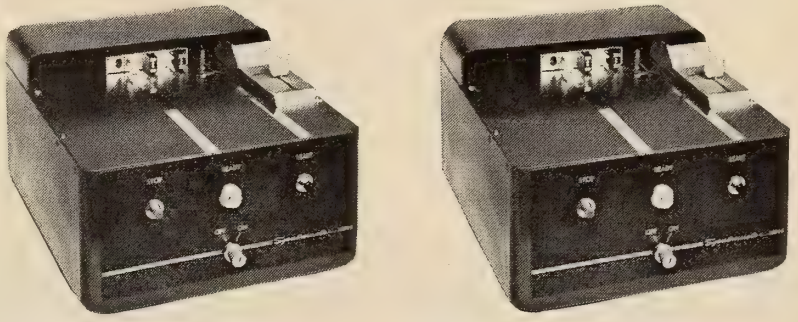
A spokesman for WNCN (FM) New York, one of four metropolitan New York fm stations broadcasting on an irregular basis from the Hi-Fi Show, told BROADCASTING that stereo manufacturers big and small will have to give more advertising support to stereo programs if they want the industry to thrive. WNCN (FM) currently is broadcasting only monaurally, but hopes to do some stereocasts before the end of the year.

The Future ▪ A BROADCASTING survey of about a dozen exhibitors at the

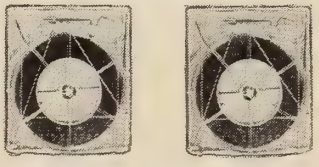
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GUARANTEED! FOR ONE YEAR!

Check this equipment against any other for compactness, efficiency, reliability, design and low maintenance requirements—and you will see why the SPOTMASTER Cartridge Tape Recorder is the recognized standard of the industry. And why not! It is the most field tested and field proven cartridge equipment manufactured anywhere. Just insert a cartridge, push a button and your spot is on the air, instantly—on cue, on time, every time with no fluffs—only the highest quality sound for every client. New heavy duty deck with hysteresis synchronous motor, at no increase in cost. SPOTMASTER is available in the BE500 combination recorder-playback model and BE505 companion playback model. For further information wire or write today.

Your key to pushbutton broadcasting

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Visual Electronics Corp., 356 West 40th Street, N.Y., N.Y. • Richard H. Ullman, Inc., 1271 Ave. of the Americas, N.Y., N.Y. • CANADA—Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ont., Canada.

show, indicated that all the stereo component producers are convinced that the future of the new industry, in varying degrees, will affect the future of them all. With the exception of one prominent component producer, all said they're now advertising on at least one of the 50 or so stereo shows programmed by the approximately 20 stations currently engaged in fm stereocasts, and that their participations are likely to increase with the advent of more stereo outlets. But the exhibitors were unanimous in the belief that they are too small to subsidize a comparatively expensive and demanding medium like stereo. They say that the bulk of advertising billings for the prodigy's growth (development they would love to see) will have to come from the big electronics industries manufacturers such as General Electric or RCA. Other likely benefactors for the orphaned industry, they feel, are those heavy budgeted advertisers whose products would sound extra inviting when described via the majestic tones of stereo.

Among exhibitors canvassed, H. H. Scott Inc., Maynard, Mass., which exhibited a wideband fm multiplex adapter ($99.95) and a new wideband stereo fm multiplex tuner ($199.95), said that it is all for supporting stereocasts with ample advertising billings, and is indeed doing so. The component manufacturer currently is sponsoring a half-hour a week on WQXR-FM New York, three half-hours on WDHA (FM) Dover, N. J., 200 spots a week on WLIR (FM) Garden City, N. Y., and has similar campaigns started or contemplated in every major city in the country where stereocasts are carried.

Sherwood Electronic Labs, Chicago, which exhibited an fm multiplex stereo 64-watt receiver ($299.50) and an fm multiplex self-powered adapter ($69.50), said it is doing some advertising on stereocasts as part of co-operative deals with its dealers. Included among the stereo programs it sponsors are ones on WJBR (FM) Wilmington, Del., WKFM (FM) Chicago, and WFLN-FM Philadelphia.

Fisher Radio Corp., Long Island City, N. Y., which exhibited a 65-watt fm stereo multiplex receiver ($359.50) and MPX-100 stereo adapter ($89.50), said it is represented on stereo programs of KFMU (FM) Los Angeles, WKFM (FM) Chicago, WQXR-FM New York, and WDHA (FM) Dover, N. J.

Bogen-Presto, a division of the Siegler Corp., Paramus, N. J., which exhibited a multiplex fm stereo adapter ($69.50), among other products, said it is "highly in favor" of advertising on stereocasts and hopes to advertise more than it has, as more stations program stereo shows.

A Dissent ▪ McIntosh Lab Inc., Binghamton, N. Y., which will be showing its fm stereo multiplex equipment for the first time next month, but which exhibited other products, is not interested in stereocasts. The company currently is not advertising on any stereo program. "Why should we subsidize a radio station?" the manufacturers' representative asked when questioned at the show, "Besides we manufacture fine equipment," he asserted," and a radio station can't duplicate the sound we give our customers."

Fm stereo complaints aired at EIA meet

Highlights of last week's Electronic Industries Assn.'s fall meeting in New York included a retort to complaints from fm stations that equipment manufacturers haven't been supporting their efforts to launch stereo broadcasts.

Others were: the approval of an advertising code to be followed voluntarily by radio-tv-phonograph manufacturers, distributors and dealers, and the appointment of an advertising agency to handle an informational program at the grass roots level to seek support for protective legislation against the flow of electronic imports.

A high priority subject at the EIA radio section's meeting: how to make radio listeners aware of the life-like music available on fm stereo. The group decided an EIA-sponsored national promotional campaign would not be considered until fm stereo itself is nationwide. It's believed that stations devoted to such broadcasting will be too "spotty" to warrant a campaign at least during the next few months.

In answer to station complaints about lack of advertising and promotional support, the committee agreed that for the time being where stations do a "first-rate programming job" there will be little trouble selling time. The station progress report included enthusiastic approval of the way KPEN (FM) San Francisco is handling its stereo operation (see page 66).

The EIA's consumer products division approved plans to go ahead with the compilation of an advertising code designed basically for the protection of consumers.

The parts division of the EIA has named Henry J. Kaufman Assoc., Washington, D. C., to prepare material aimed at informing small U. S. electronics manufacturers of the dangers to their business from the increased importing of foreign equipment.

At last! HEAVY DUTY PROFESSIONAL QUALITY AUTOMATIC TAPE CARTRIDGE EQUIPMENT THAT IS DESIGNED ESPECIALLY FOR RUGGED BROADCAST USE AND IS FULLY COMPATIBLE WITH ANY SIMILAR UNIT



Professionally Engineered, Professionally Manufactured for Professional Use — featuring

- conventional type wiring — no trick circuits.
- double cue system isolated so no transient current interference!
- heavy duty synchronous motor.
- simple operation — only six moving parts!

Available on sale, lease or time payment plans — with or without trade-ins.

TAPE CARTRIDGE PROBLEMS?

Just send *any* Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE-IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES

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ATlantic 3-1709 • DES MOINES 9, IOWA

THE NATIONAL MARKETING ORGANIZATION FOR MOULIC SPECIALTIES COMPANY OF BLOOMINGTON, ILLINOIS -

SUPPLIERS OF CONTINUOUS LOOP TAPE CARTRIDGES AND RECORDING AND PLAYBACK EQUIPMENT.

Burdensome logs could hurt tv quality

THAT'S OPINION TESTERS GIVE SOUTH EAST RADIO-TV SEMINAR

Dry-run logging by two Georgia television stations has demonstrated that the FCC's proposed overhaul of logging and renewal regulations will prove burdensome and affect the quality of programming, the South East Radio-Tv Seminar was told Friday at Atlanta.

Reports of these tests, completed Thursday, were presented to the opening session of SERTS Friday morning as approximately 100 broadcasters from states east of the Rockies assembled to discuss the affect of the new FCC proposals (story on NAB logging tests page 51).

Marcus Bartlett, WSB-TV Atlanta, and Frank Ragsdale, WTVM (TV) Columbus, Ga., described the problems they encountered in their efforts to learn the practical impact of the FCC proposals. WSB-TV used its existing logging forms; WTVM used a form developed after three weeks of study.

Training Needed ▪ WSB-TV found right at the start that it faced a problem in training personnel to keep accurate logs. After a week of testing the station still had trouble interpreting some of the FCC's requirements.

Mr. Bartlett said more time is consumed keeping log on four- or five-second items than the event itself. WSB-TV's experience, which was based on use of its normal logging forms, suggested it is unnecessary to log both starting and ending time. "The next item usually begins immediately following the last item," he said.

The audio man at WSB-TV normally keeps the tv log. During the trial run he was unable to keep the log and handle his audio work normally. "One or the other had to suffer," Mr. Bartlett explained.

Entries Tripled ▪ This basic conclusion came out of WSB-TV's experience, he said: "The proposed requirements necessitate approximately three to three-and-a-half times as many individual entries as our present log."

In the case of network shows, a literal interpretation would require separate entries for audio and video for closing credits on video and the "stay tuned for the next program" audio announcements.

Mr. Ragsdale said his tests showed the absurdity of the FCC's requirement for both on-and-off log entries. He said his staff felt the time-consuming logs would lead program personnel to follow rigid time patterns in their programs. Newscasts, they believed, would eventually adhere to fixed local-national-international time segments regardless of the relative importance of news developments at time of broadcast. FCC's proposal calls for logging of local news in newscasts.

At WAVM three fulltime announcers keep logs. In the test they kept both normal operating sheets and test logs.

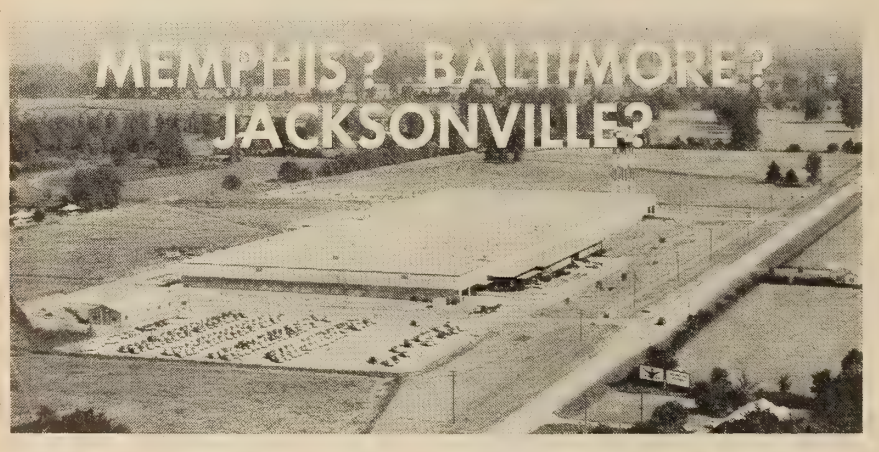
WTVM's experience suggested the mass of paper work would lead to curtailment of public-service announcements because so many on-and-off entries are required. The staff couldn't see any purpose in logging on-and-off entries for each spot in a commercial program. Because of the logging, it was noted, some scheduled program material was lost.





Broadcasting financiers organize

Directors of the newly formed Institute of Broadcasting Financial Management, which is concerned with the management end of the broadcasting industry, held their first meeting, in Washington, last week. Seated, from left to right: E. S. Zimmerman, Crosley Broadcasting Corp., Cincinnati; Richard M. Thomas, The Goodwill Stations Inc.; Aubrey H. Moore Jr., WRAL Raleigh, N. C.; H. W. Dornseif, IBFM president, WCCO-AM-TV Minneapolis; A. B. Suhor, WDSU, New Orleans; Charles A. Hart, WHDH Boston; Richard C. Percival, KRNT Des Moines, Iowa. Standing, from left, Joseph J. Madden, IBFM membership chairman, Metropolitan Broadcasting, New York; Richard Stakes, IBFM treasurer, WMAL Washington; Thomas E. Carroll, IBFM vice president, WFBM-AM-FM-TV Indianapolis; Miss Julianna Royal, KCOP-TV Hollywood; Edward Mitchell, WPIX New York. Not shown, John Hinkle, WISN-TV Milwaukee; Joseph K. Mikita, Westinghouse Broadcasting Co., New York; Norman Hadley, CBS New York.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Westinghouse Electric Corporation, Lighting Division Plant, Vicksburg, Mississippi, producers of fluorescent and incandescent lighting equipment for commerce and industry.

CBS Radio's Hayes sees black ink ahead

Black ink, not red ink, will dominate talk of the CBS Radio network's financial position when the CBS Radio Affiliates Assn. meets in New York today (Sept. 18) and tomorrow in its eighth annual convention.

CBS Radio President Arthur Hull Hayes is slated to tell the 175 to 200 affiliates on hand that, despite rocky going during the general recession that marked the first half of this year, a bounce-back in sales since then virtually insures that the network will not operate at a loss during 1961's second half.

Mr. Hayes also is hopeful that this gradually rising curve will continue into 1962 and beyond, based on an apparent reawakening advertiser interest in network radio.

This optimistic outlook contrasts sharply with the red-ink reports that have consistently marked the accountings of network operations at CBS Radio conventions during the past few years. Although the CBS Radio division as a whole—including owned stations and CBS Radio Spot Sales—has never failed to show a profit, the network part of the operation has lost money since the early 1950s when the rise of television sent all radio networks into a slide that only in the last year or so has begun to bottom out.

PCP ▪ Results of the Program Consolidation Plan, to which the network attributes much of its success in stemming its losses, also will be presented to the affiliates. Under PCP the network cut back on its entertainment programming, increased its news and information broadcasts and introduced a new station-compensation plan in which payments for clearances are made in programs which the stations may sell locally.

Mr. Hayes' report, dealing with major areas of network activity and network-affiliate relationships, will be the keynote of the network's presentation during the two-day meeting, to be held at the Waldorf-Astoria starting at 10 a.m. today (Sept. 18).

Dr. Frank Stanton, CBS Inc. president, will address the luncheon session tomorrow.

John S. Hayes, WTOP Washington, is chairman of the affiliates association, and J. Frank Jarman, WDNC Durham, N. C., is convention chairman. Officials foresaw a record or near-record attendance, based on advance registration of 171 representatives of 116 affiliated stations as of early last week.

New officers, executive committee members and convention committeemen will be named and take office at the Tuesday luncheon.

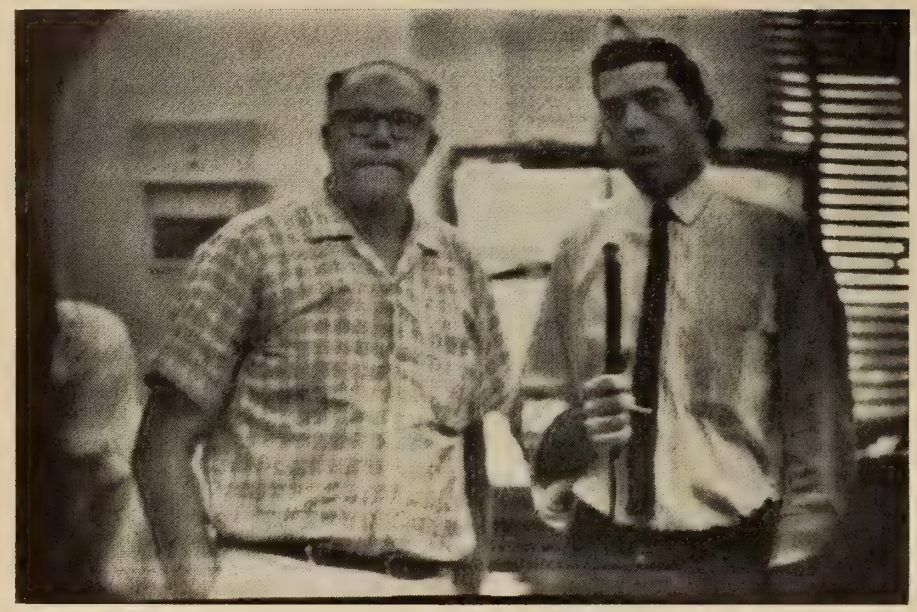


Are you moving, too?

Monday, September 18, Videotape Productions of New York, Inc. moves into America's great new Videotape Center at 101 West 67th Street, New York City

Videotape* is really on the move—and for a very good reason! The rapid succession of recent technological advances in Videotape has been moving more and more creative advertising people and their clients from film to Videotape. To accommodate this trend we are tripling our size and operation, moving into our great new multi-studio complex—Videotape Center. The electronic compatibility of Videotape and the television system, the reason for the vastly superior picture and sound quality of Videotape, has won more and more decision makers in advertising to tape as an improvement over the limitations of film for television. Certainly Videotape has come a long, long way from its early days, not so long ago, when it was the fast, inexpensive way to put your stand-up commercial on television. It is still fast, still less costly. But today both these reasons are secondary to the real importance of Videotape. As a growing advertising medium, the television commercial is necessarily linked with the growing technology, electronics and flexibility of Videotape. The newest and most original means of exploring the selling powers of television are happening on Videotape—at Videotape Center. Day by day more advertisers are finding this out. People concerned with investing the television advertising dollar are moving to the top-notch creative personnel and facilities at Videotape Center. These people are moving ahead with the industry. Are you moving, too?

Visit our great new Videotape Center, 101 West 67th Street, New York • Telephone: TR 3-5800



KHOU-TV Houston moved its cameras to the U. S. Weather Bureau's Galveston headquarters where for more than three days Weather Bureau radar expert Vaughn Rockney (l) and Dan Rather, KHOU-TV's news director, briefed viewers on the movements of Hurricane Carla.

Radio-tv keeps date with Hurricane Carla

CREDITED WITH PREVENTING HEAVY LOSS OF LIFE

A KTRK-TV Houston tv cameraman volunteered to swim across storm-tossed Galveston Bay to get his films of flooded Galveston Island to the mainland so they could be shown on the station. He was forbidden to do so, and was told no one would meet him on shore to keep him from making the attempt.

A KHOU-TV Houston engineer climbed a 75-ft. pole in gale-force winds to replace the hook in a tv microwave dish which had gone out because of the drenching rain.

These are two of the many hair-raising incidents which newsmen and cameramen of Houston tv stations underwent during the 72-hours of Hurricane Carla.

All radio and tv in the Texas coast area went on 24-hour transmission during the approach of the first 1961 hurricane to hit the United States and during its devastating strike at the Gulf Coast region.

Special commendations for broadcasters in the area were issued Wednesday by Secretary of Commerce Luther H. Hodges and Defense Mobilization Director Frank B. Ellis.

Secretary Hodges referred to Gulf Coast broadcasters' "invaluable service" in relaying the storm warnings issued by the Commerce Department's Weather Bureau. These, he said, "had much to do with preventing heavy loss of life. Once again broadcasters have made a lasting contribution to the welfare and safety of the nation."

Mr. Ellis said advance warning by radio and tv broadcasters were "an outstanding example of public service in the interest of orderly evacuation from the Texas coast. The achievement demonstrates capacity and preparedness."

Radio Towers Down ▪ Only four radio towers were reported toppled by the roaring hurricane winds. These were KINE Kingsville, KUNO Corpus Christi, KCOH Houston and KHUL (FM) Houston. Despite the intensity of Carla's winds, up to 175 miles per hour peak, no tv towers were reported damaged to the FCC as of week's end.

Highlights of the hectic three days:

▪ KHOU-TV Houston, acting on a hunch, on Friday set up a tv camera in the Weather Bureau station in Galveston and fed live telecasts throughout the emergency period. An eight-man crew, headed by KHOU-TV News Director Dan Rather kept up a three-day vigil as Carla roared in from the Gulf of Mexico.

At one point when the video went out, the Weather Bureau crew continued transmitting audio over a telephone line to the studio where charts and maps were used to keep up audio-visual presentation of official Weather Bureau bulletins and advisories. The Weather Bureau chief actually corrected the studio crew when necessary over a broadcast line, watching the station visuals on a monitor at the Weather Bureau station.

James C. Richdale, station manager, estimated 85% of regular programs were preempted by hurricane reports. Program Manager B. Calvin Jones referred to programs as "filler" between news reports.

▪ KPRC-AM-TV Houston was on the air continuously for 113 hours, beginning 72 hours before Carla smashed ashore. Marshalling 21 newsmen and cameramen, stations covered the Texas coast from Port Arthur to Corpus Christi, a 190 mile crescent.

KPRC used its own radar and meteorologist to broadcast the course of the hurricane. The stations had a plane covering the area from Port Arthur to Freeport. Two men were on Galveston Island, reporting continuously to KPRC by telephone.

KPRC's Newsreel division during a

NEGOTIATIONS APPRAISALS

HOWARD S. FRAZIER
AND
HORACE W. GROSS
ARE PLEASED TO ANNOUNCE THAT
WM. WALLACE WARREN
FORMERLY OF GATES RADIO COMPANY
HAS BECOME ASSOCIATED WITH THE FIRM

HOWARD S. FRAZIER, INC.
TELEVISION AND RADIO
MANAGEMENT CONSULTANTS
1736 WISCONSIN AVENUE, N.W.
WASHINGTON 7, D.C.

MANAGEMENT FINANCING

72 hour period processed more than 8,000 ft. of film in 26 different processing runs.

From the very first warning of approaching hurricane, KPRC Radio served as key station in the 40-odd station Gulf Coast Hurricane Warning Network, organized in 1954.

▪ When power failed at the KTRK-TV Houston transmitter site, the station maintained broadcast operation through use of an emergency, standby generator for 60 hours during that outlet's four-day crisis operations. The station received civil defense authorization to ferry additional fuel to the transmitter site when its supply ran low.

From Sept. 8 to Sept. 12, KTRK-TV telecast 100 news bulletins, weather advisories, public-service emergency announcements—and transmitted film coverage of the storm's approach and its aftermath from 10 seconds up to 20 minute segments. All this along with 14 regular newscasts adding up to six and a half hours of telecast time.

The station went on continuous operation beginning at 6:20 a.m. Sunday and remained on the air until 1 a.m. Tuesday.

National Feeds ▪ Network tv coverage of the destructive storm began Sunday as the storm's center edged toward the Galveston area. By then the intensity prompted ABC-TV to rush a special 15-minute news segment into its regularly scheduled *Editors Choice* program (10:30-11 p.m.).

CBS-TV broadcast a special report on Sunday, too, from 11:15-11:40 p.m. A second special was presented Monday in the same time period.

NBC-TV presented a *Gulf News Special* Sunday from 10:30-11 p.m. Extensive storm coverage continued throughout the duration of the storm on regular news shows, including the *Huntley-Brinkley Report.*

Warning about liquor from NAB code head

Charles M. Stone, director of the NAB's Radio Code, last week warned radio and television stations against accepting hard-liquor advertising.

Mr. Stone, noting recent reports (BROADCASTING, Sept. 4) that a distiller planned to use broadcast facilities to advertise hard liquor, pointed out that the broadcasting industry, acting through the NAB codes, has held consistently that such advertising is contrary to the best interests of radio and television. He spoke before the Michigan State Broadcasters Assn. at Hidden Valley, Mich.

He also reminded the group that Sen. Warren G. Magnusen (D-Wash.), chairman of the Senate Commerce Committee and Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, said in a recent letter to NAB President LeRoy Collins that they would consider legislation to ban such advertising if the industry's efforts at self-regulation were ineffective.

Census shows Utah has tv in 88% of homes

Eighty-eight percent of 212,683 of the 241,532 occupied dwellings in Utah had one or more tv sets in April 1960, according to an analysis of the 1960 U. S. Census. Of the total homes, 192,795 or 79% have one tv set and another 19,888 or 8% have two or more sets.

The census shows that 223,104 Utah homes or 92% have one or more radio sets. Of the total homes, 128,942 or 54% have one radio and another 94,162 or 39% have two or more radios.

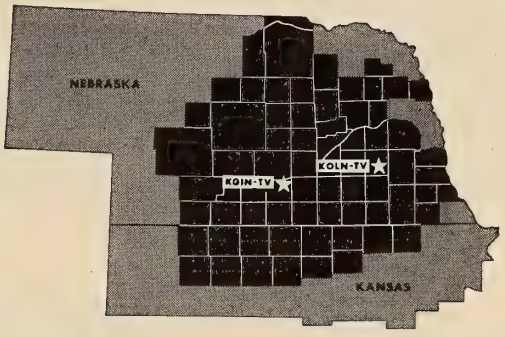
Salt Lake County, largest in the state, had 85,973 homes with one tv set and another 12,223 with two or more tv sets. Only 9,811 homes in the county reported no tv set. The county had 54,389 homes with one radio plus 45,500 who reported two or more sets.



You're only half-covered in Nebraska if you don't use **KOLN-TV**

NOW-

KGIN-TV joins KOLN-TV



...and look at what it does to LINCOLN LAND!

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
Urban Population	371,000
Rural Population	517,200
TV Homes	237,900
Retail Sales	$1,124,130,000

The *new* Lincoln-Land — Nebraska's other big market—is bigger and better than ever before! Satellite KGIN-TV now adds its coverage to that of KOLN-TV, greatly expanding your sales opportunities in Nebraska.

The map shows the *new* Lincoln-Land . . . and the figures at left give you an idea of what it has to offer.

For full details on the most sales-provoking TV-coverage news in Nebraska, talk with your Avery-Knodel man.

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
KGIN-TV CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

FOR YOUR TRANSMITTER PLANT...



20-KW FM Transmitter
Type BTF-20D



FM Stereo Generator
Type BTS-1

Now..."One Stop" Shopping

...for your complete FM

Here's the Complete Package:

FM TRANSMITTERS FOR STEREO

A complete range of transmitter power is available —1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1

Heart of the new stereo system is this double sideband generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-sideband, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO

The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLETTE

Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design — with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be "ganged" for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE

High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.



Stereo Package...from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of "matched" equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment. Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now "on the air" at a number of FM stations.

RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. ZC-22, Building 15-5, Camden, N. J.

RCA

The Most Trusted Name in Broadcasting

STATE GROUP WOULD DROP CONELRAD

West Virginia broadcasters would form new alerting system

The abandonment of Conelrad as an alerting system in the event of a national emergency and substitution of a state-wide network utilizing the communications facilities of the state police and of the roads commission which would be tied into commercial broadcasting stations in the state is the goal of the West Virginia Broadcasters Assn. and State Civil Defense.

At its annual meeting Sept. 8-10 at White Sulphur Springs, W. Va., the association approved immediate steps to memorialize the state legislature at its next session in January to approve a $250,000 budget for the alerting system. The action followed a discussion at which it was concluded that Conelrad is obsolete since it was premised on possible use of broadcast transmission as homing beacons by enemy bombers. In this nuclear age, it was pointed out, attack would come by nuclear devices guided to predetermined targets.

Col. M. L. Zickefoose, deputy director of civil defense for West Virginia, agreed that Conelrad, even with the recently developed plan for an fm backup network and use of the press associations automatic printer service for emergency transmissions, would be inadequate in the nuclear age. By utilizing state police and road commission communications tied into commercial stations to which the public habitually tunes, the chances of survival for public, government and industry would be enhanced, he said. He outlined steps being taken to develop fall-out shelters throughout the state as part of the national civil defense effort.

WSB Success ▪ Elmo Ellis, program coordinator of the Cox Radio Stations (WSB Atlanta, WHIO Dayton and WSOC Charlotte) urged radio stations to maintain their individuality and not operate on a strict formula basis. He outlined the success achieved by WSB in using ingenuity in its programming and in exploring community needs.

In a panel discussion, Eula Reggin, manager of radio and television of the Ralph H. Jones Agency, Cincinnati, said that time-buying no longer is a matter of "buying by the numbers." She urged managers to make up their minds as to what they want to be and then "be it." Buyers, she said, should not have to scrounge to get rate and coverage data. "Get your rate structure set and stick to it." In so doing stations temporarily "may lose an account or two to the rate-cutters but they will come back."

Franklin C. Snyder, vice president-general manager of WTAE (TV) Pittsburgh, said that as a consequence of the Washington crusade for higher level programming, television broadcasters are taking a "harder look" at their operations. There will be more live productions geared to community needs, he said, pointing out that more stations are reserving prime time for themselves.

FCC Sincerity ▪ Thomas H. Wall, of Dow, Lohnes and Albertson, Washington communications law firm, said he feels the FCC is "really sincere" in its drive toward programming improvement and station responsibilities. He urged stations to examine painstakingly the proposed new renewal form and logging requirements and then tell the FCC of the hardships and inequities that would be imposed.

At its concluding business session, the association deprecated the abandonment of the *Voice of Democracy* contest by the NAB and expressed the hope that an adequate replacement would be evolved, either by the NAB or through the current effort of the Veterans of Foreign Wars to resuscitate the project.

The speaker at the dinner session Friday was Sol Taishoff, BROADCASTING and *Television* magazines. His subject was the FCC and the NAB under the New Frontier.

Mel Burka, WTIP Charleston, and John Carr, WDNE Elkins, were nominated for the association's presidency, the winner to take office next January. Election for all offices will be by mail ballot. John C. Shott, WHIS-TV Bluefield, incumbent president who presided at the two-day meeting, automatically becomes a member of the board upon relinquishing the presidency.

our clients are our best advertisements

In negotiating for broadcast properties, the reputation of a broker is your best protection. Hundreds of satisfied Blackburn clients provide eloquent proof of the reliability of our service. No lists are sent out; each sale is handled individually. Our knowledge of the market protects you from the hazards of negotiating on your own.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KWG Stockton, Calif.: Sold by KMO Inc. to Roland B. Vaile and associates for $200,000. Mr. Vaile is former general manager of KTOO Las Vegas. The buying group includes Los Angeles tv performers and staffers John Jacobs, Steve Dunne, Martin N. Hill and Ray Rowan, among others. KWG is on 1230 kc and operates with 1 kw daytime, 250 w night. Broker was Edwin Tornberg & Co.

▪ KLMR Lamar, Colo.: Sold by Ralph Eaton and associates to Douglas D. Kahle for $158,000. Mr. Kahle owns KWIN Medford, Ore., and is associated with the Edwin Tornberg & Co., station broker, which handled the transaction. KLMR is on 920 kc with 1 kw daytime and 500 w nighttime.

Talks stalled again in KFWB strike

Negotiations between the American Federation of Television & Radio Artists and KFWB Los Angeles aimed at ending the 10-week-old strike of the union against the station were on again-off again last week. AFTRA proposed a three-year contract for the KFWB newscasters, starting at $200 a week, going to $210 the second year and to $220 the third. KFWB rejected this as no reduction from the union's pre-strike demands and stood pat on its own offer of $170, $177.50 and $185. AFTRA broke off the talks, charging KFWB management with refusing to bargain in good faith.

AFTRA meanwhile signed new contracts with three more independent Los Angeles area radio stations: KDAY Santa Monica and Spanish-language stations KALI San Gabriel and KWKW Pasadena. The KDAY contract runs for two years, calls for a $5 a week increase for staff announcers the first year, with future wages to be negotiated at the end of that time. The KALI and KWKW agreements are three-year pacts, calling for $15 increases for announcers over that period. All three contracts are retroactive to May.

Paar's Berlin episode called 'sad, puerile'

The well-publicized, controversial tv show that Jack Paar taped earlier this month on the Berlin border, was telecast by NBC-TV to American viewers last week. It proved to be only slightly less provocative in its aftermath than it had been in its birth. Early reports of the show caused a furor in official Washington circles and were widely greeted with bi-partisan disapproval (AT DEADLINE, Sept. 11).

The border footage, which was shown on Sept. 12 as a 52-minute segment of Mr. Paar's regularly scheduled late-night variety and talk program, was shot at Friedrichstrasse, one of the three crossing points between West and East Berlin. Comedienne Peggy Cass joined Mr. Parr in what amounted to an entertainer's view of a world crisis.

Among other goings on, Mr. Paar and Miss Cass exchanged banter, pointed out local points of interest, glared at communist photographers, and policemen standing on the other side of the crossing point, and interviewed U. S. military personnel stationed in the area.

The show received mostly condemnation from tv critics, with opinions ranging from "puerility" to "sad." NBC-TV officials refused to comment except to say that the Berlin border footage had not been edited to delete anything that might have been considered provocative or in bad taste.

Washington was relatively calm following the show. "About all you can say was that it was typically Jack Paar," Sen. Jacob K. Javits (R-N.Y.) said, in commenting on the program. He said he saw "nothing fatal" in the show, but added, "I don't think anything so sensitive should be handled in this manner."

Sen. Mike Mansfield (D-Mont.), Senate majority leader, had expressed dismay following first reports of the taping incident at the touchy border crossing. But when asked if he watched the program, he replied:

"No—lord, no! The incident is closed as far as I am concerned."

But the program did uncover at least one unexpected Paar defender.

David Lawrence, syndicated Washington columnist for the *New York Herald Tribune*, gave the Paar Berlin show an unequivocal rave in his daily column which was under a lead sentence that asked—"What was all the hullabaloo about?" Mr. Lawrence went on to say that "actually, the show did more to enlighten the American people about the inhumane acts of the communists . . . than may have been obtained from reading some of the fragmentary news accounts over a series of days."

Mr. Paar took up his own defense on his next night's show, also taped in Berlin, but this time in friendlier studio surroundings. In an approximate 15-minute review of his latest imbroglio, Mr. Paar said in part that he though it was a good show, the Berlin situation was "less tense" than "hysterical headlines" in this country indicate, and that senators who had denounced his actions were misled by an exaggerated newspaper report.

NAB changes schedule of its fall conferences

NAB has revamped its annual Fall Conference schedule by setting the opening session Monday, Oct. 9, in Dallas. This fits into the schedule of the Texas Assn. of Broadcasters, which meets Oct. 10-11. Both meetings will be held at the Adolphus Hotel, Dallas.

Originally NAB had planned its southwestern conference for Oct. 12-13 at the Sheraton-Dallas. TAB then set its Oct. 10-11 schedule. But NAB overhauled its schedule to provide one-day instead of two-day meetings, rescheduling its southwestern session to Oct. 16 at the Sheraton-Dallas.

This brought complaints from TAB so the NAB shifted to Oct. 9, permitting Texas broadcasters to attend both meetings during one trip to Dallas.

"NO BROKERS, PLEASE!"

. . . is no insurance of saving money when buying or selling a radio or television station.

Unless, of course, you are an expert on station values, tax laws and negotiations. Your insurance of knowledgeable dealings comes through working with someone who is.

We immodestly recommend . . .

HAMILTON-LANDIS AND ASSOCIATES, INC.

John F. Hardesty, President

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John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

KPEN's happier experience with stereo fm

CITES SELLOUT IN WAKE OF OTHER GLOOMY REPORTS

KPEN (FM) San Francisco has signed "enough new business to pay for our stereo installation costs two times over," according to James Gabbert and Gary M. Gielow, co-general managers. They cited the station's stereo success in response to an article "Rough Going for Stereo" in the Sept. 4 BROADCASTING.

KPEN started stereo Aug. 10 with 50 hours of programming per week, or 40% of the total schedule. "Our prime evening time between 6 p.m. and 10:30 p.m. is essentially SRO," the co-managers said. "In just one month, high-fidelity representatives report the sale of over 3,000 multiplex units in this area, approximately one-half million dollars in home receivers."

Extensive promotion was given the station's multiplex stereo, including newspaper ads, signs for dealers, a dinner and a huge billboard. Over 1,000 on-the-air announcements were carried on the station in advance of the stereo starting date. Stereo programming was to be increased to 70 hours a week starting Sept. 17.

The station operators contend some stereo stations have not devoted enough hours to the new service to create consumer demand. They stress the importance of near-perfect transmission. In the last week, they added, three hi-fi manufacturers were refused air time because it wasn't available.

Messrs. Gabbert and Gielow offer these rules for stereo success: Enter fm stereo with the enthusiasm a new medium deserves. Promote thoroughly. Program enough stereo hours, creating a demand for stereo rather than limiting stereo to the time hi-fi companies will buy. Approach stereo on a long-term basis, realizing that the number of sets in the early days will not necessarily warrant bank, auto, food and other non-hi-fi advertising. Maintain quality in audio and programming to demonstrate stereo's excellence.



Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

Radio-tv defense role to get NAB priority

NAB plans to take up the problems of broadcasters and civil defense in the near future and give the study high priority. That's the attitude of NAB President LeRoy Collins as expressed in a letter to N. Joe Rahall, president of the Rahall Radio Stations, responding to one from Mr. Rahall late last month.

Mr. Rahall told Gov. Collins that he had been impressed at the Defense Communications Seminar in Washington (BROADCASTING, Aug. 28) with three problems facing broadcasters:

- The "urgent" need for some authority to be vested in station managers or licensees to assure that essential operating personnel remain at their posts during alerts. There is a corollary need for proper credentials to permit essential personnel to get to and from stations in time of emergency without undue delay.
- Construction of fallout shelters at stations participating in Conelrad alerts or during and after an attack. Although some broadcasters can build shelters on their own, others would need help from the government in some form (outright grants, matching funds in cooperation with state and local authorities) or long-term financing at low interest rates.
- The use of familiar local radio station voices (disc jockeys, announcers, personalities) on the air after an attack to boost the morale of listeners—through information and entertainment. These local familiar voices could be of "invaluable help" to families in time of emergencies or during prolonged confinement in shelters, Mr. Rahall explained.

In his reply, Gov. Collins said he thinks the whole matter of the relationship of broadcasting to civil defense has not received the attention it should at the higher level of government. "I am confident, however," the NAB president said, "that the transfer of the operations of OCDM [Office of Civil & Defense Mobilization] to the Department of Defense, and the recent appointment of a man in the Defense Department to be responsible for civil defense activities, will provide a better possibility of getting some answers."

WFBM-FM defers stereo

WFBM-FM Indianapolis has decided fm stereocasting "is still not ready for complete service," according to Shirl K. Evans, manager.

After a study by the station's engineering department, Mr. Evans added, the Time-Life Broadcast Inc. station deferred plans to install stereo. "If we were to start stereocasting tomorrow, we would satisfy some listeners but cause problems for others," he said.

"Present stereocasting systems are still not compatible with all brands of receiving equipment. When a fully compatible system is perfected, we'll go stereo."

AB-PT redeeming 5% preferred stock

American Broadcasting - Paramount Theatres Inc. board of directors last week approved an Oct. 20, 1961, redemption of all outstanding shares of 5% preferred stock at a $20.50 price plus an amount equal to the accrued dividend to that date of five cents a share, or a total $20.55 per share. Par value of the stock is $20.

AB-PT President Leonard H. Goldenson said shares of preferred stock outstanding amounted to 67,931. These shares are entitled also to receive the regular 25 cent dividend payable on Sept. 15, 1961, to stockholders of record on Aug. 25, 1961.

Books will be closed on Sept. 20, 1961, to further the transfer of all shares of 5% preferred stock, and notice mailed that day to preferred stockholders. Payment of the redemption price to preferred holders starts Sept. 21 upon surrender of certificates to Bankers Trust Co.'s Wall St. offices in New York. Early in 1953, AB-PT issued 608,041 shares of preferred. AB-PT said the preferred stock would be eliminated to simplify the capital structure of the corporation and to eliminate the dividend requirements on the stock.

MCA would be most affected by SAG edict

AIM: TO TAKE TALENT AGENCIES OUT OF TV PRODUCTION

The Screen Actors Guild's recent ruling to prohibit talent agencies from producing tv film programs and motion pictures (BROADCASTING, Sept. 11) would affect primarily the activities of the Music Corp. of America. An MCA spokesman last week declined to discuss SAG's demands, pointing out they had not been adopted and were subject to further negotiation.

SAG's demands banning talent agencies from production were part of a proposed contract between the union and the Artists Managers Guild, an association of talent agencies. The present contract expires Dec. 31 and a meeting between SAG and the managers guild is scheduled tentatively for Oct. 1.

MCA's Revue Productions is one of the larger tv program producers. For 1961-62, it will produce, co-produce or serve as sales agent for 11 network series: *Wagon Train, Checkmate, Jack Benny Show, Alfred Hitchcock Presents, Leave It To Beaver, General Electric Theatre, Laramie, Ichabod and Me, Tall Man, Tales of Wells Fargo* and *My Three Sons.*

SAG's ukase would grant talent agencies a six-month period after Jan. 1, 1962, to cease production activities. In the past, agencies were able to obtain production waivers from SAG, but the union noted that this practice was instituted during tv's developmental stages to encourage production. SAG added that this phase of tv has ended.

Reports circulated in Hollywood that the Artists Management Guild would seek to modify SAG's demands, and failing this, might institute a test case in the courts.

The separation of talent agencies from production is reported to be under study by the Justice Dept., which has investigated the activities of MCA and other television producers.

MCA officials declined to discuss the steps it would take if it were compelled to spin off the production company from the talent agency. The general feeling is that the present ownership would retain Revue, which accounts for more than 80% of the company's gross revenue.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 18-22, 25-27 (10:30-11 a.m.) **Play Your Hunch,** part.
Sept. 18-22, 25-27 (11-11:30 a.m.) **The Price Is Right,** part.
Sept. 18-22, 25-27 (12:30-12:55 p.m.) **It Could Be You,** part.
Sept. 18-22, 25-27 (2-2:30 p.m.) **The Jan Murray Show,** part.
Sept. 18-22, 25-27 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.
Sept. 18, 25 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell, American Home Products through Ted Bates.
Sept. 18 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.
Sept. 20, 27 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.
Sept. 21 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.
Sept. 23 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.
Sept. 23 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
Sept. 23 (10:30-11 a.m.) **King Leonardo and his Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
Sept. 23 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.
Sept. 23 (9 p.m. to conclusion) **Saturday Night at the Movies,** part.
Sept. 24 (6-6:30 p.m.) **Meet the Press,** Co-op.
Sept. 24 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beechnut Gum through Young & Rubicam.
Sept. 24 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color.** RCA and Eastman Kodak through J. Walter Thompson.
Sept. 24 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.
Sept. 24 (10-11 p.m.) **DuPont Show of the Week,** duPont through BBDO.
Sept. 25-27 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.
Sept. 25-27 (6:30-7 a.m.) **Continental Classroom,** American Government.
Sept. 26 (7:30-8:30 p.m.) **Laramie,** part.

WBC offers three tv series

Westinghouse Broadcasting Co. last week announced a trio of new tv offerings, two of which are immediately available to tv stations throughout the country without cost. The third series is a program subsequently to be released for syndication.

Introduced are: a series of 12 one-minute dramatizations of classics in children's literature (labeled as *I Have a Story* series); *English for Americans,* an educational tv series of 50 half-hour programs which form a basic course in written and spoken English language, and *College Presidents Speak,* a series of 42 two-minute "programs" concerning urgent problems facing the nation's colleges as well as those that confront the individual president.

Only the *English for Americans* series will not be immediately available to stations. This series starts today (Sept. 18) on the five WBC tv stations and on WNEW-TV New York (Mon.-Fri., 6:30-7 a.m. and in a Sunday afternoon time period to be announced). The program features Dr. Bergen Evans, professor of English at Northwestern U. WBC produced the series in cooperation with the university.

WBC's *I Have a Story* is aimed at young people between 6 and 12 years. It combines both sophisticated tv advertising techniques with still motion animation of illustrations from the actual books. Narration is handled by announcer Rex Marshall and Joyce Davidson, feature editor of WBC's *PM East.* Each episode concludes with an announcement the story can be found "at your nearest library."

The programs in the *College Presidents Speak* series have been produced by each of the WBC tv stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco). Many of the spots were filmed on location at various colleges and others were taped in WBC station studios. The concept for this project grew out of WBC's third produced and sponsored conference on local public affairs programming held at Stanford U. in 1959.

MGM-TV to syndicate two hour-long shows

MGM-TV, in its most recent diversification move, last week announced its participation in the syndication field for the first time. The tv arm of MGM Inc., said that *The Asphalt Jungle* and *The Islanders,* both hour-long filmed series it has produced, would be put into syndication this fall. The programs were on ABC-TV during the 1960-61 season.

There are 24 episodes in *The Islanders* series and 13 *Asphalt Jungle* programs available. MGM-TV officials indicated that both properties probably would be ready for local programming by Dec. 1. The company also has 78 episodes of *The Thin Man,* and 26 color programs in the *Northwest Passage* series available for future syndication. The two series were originally televised on NBC-TV and chances are both also will soon be put into syndication.

Richard A. Harper, director of syndicated sales for MGM-TV, said last week that the decision specifically to release the *Asphalt Jungle* and *The Islanders,* stemmed from "a demonstrated demand" among stations and advertisers

for quality 60-minute programs (also see lead story, page 19).

MGM-TV's move into syndication is only one of several actions the company has taken to implement its general diversification plans. Earlier this month the company announced its entrance into live and tape production (BROADCASTING, Sept. 11). Previously MGM-TV expanded both its international and domestic sales forces, and syndicated its first package of 30 post-'48 motion-picture features.

On the international front last week, three of the film company's four network programs this fall were sold to the Canadian Broadcasting Corp. *National Velvet* (NBC-TV, Mon., 8-8:30 p.m.) was renewed for the second year on the full CBC network and will start today (Sept. 18), the same premiere date as in the U. S. *Father of the Bride,* (CBS-TV, Fri., 9:30-10 p.m.) was sold to the eight CBC owned-and-operated stations and will begin the end of this month. *Dr. Kildare* (NBC-TV, Thur., 8:30-9:30 p.m.) was sold through NBC International to the full CBC network and its opening program is scheduled for Sept. 23, five days before its American premiere. The remaining MGM-TV-produced program is *Cain's Hundred* (NBC-TV, Tue., 10-11 p.m.).

NBC films syndicates 'The Best of Groucho'

NBC Films has sold its 250-segment package of *The Best of Groucho* in 40 key markets. Presented by NBC-TV for the last nine years under the titles of *You Bet Your Life* and *The Groucho Show,* this is the first season that the comedy-quiz series, starring Groucho Marx, has been sold off the network as a syndicated program.

Among the stations which have bought *Best of Groucho* are KTTV (TV) Los Angeles, WPIX (TV) New York, KTVU (TV) San Francisco, WWJ-TV Detroit, KOMO-TV Seattle, WJXT (TV) Jacksonville, WMAR-TV Baltimore, WRC-TV Washington and WGN-TV Chicago. Bill Breen, national sales manager for NBC Films, estimates that more than 150 stations will buy the package.

NBC (Canada) Ltd., newly created Canadian subsidiary of NBC, has sold three tv programs in Canada. *The Tab Hunter Show* and the new hour-long *Dr. Kildare* series were sold to the Canadian Broadcasting Corp. tv network, and 57 episodes of the *Loretta Young Show* were sold to Procter & Gamble for showing in 19 major Canadian markets. *Tab Hunter Show* is being sponsored by Jergens Lotion, through Vickers & Benson Ltd.

George W. Harper, vice president and general manager of the Canadian subsidiary, said these are the first sales to be announced by NBC (Canada) Ltd., which was established in July to distribute and produce tv programs in that country.

Film sales...

The Life and Legend of 'Wyatt Earp' (ABC Films): Sold to KARK-TV Little Rock, Ark.; WRGP-TV Chattanooga, Tenn., and KMED (TV) Medford, Ore. Now sold in 25 markets.

Everglades (Ziv-UA): Sold to Continental Baking Co. for WRC-TV Washington; Progresso Foods for WTVT (TV) Tampa-St. Petersburg; Food Town Inc. for WAFB-TV Baton Rouge, La., and Rural Electric Assn. for WJBF (TV) Augusta, Ga. Also sold to WRCV-TV Philadelphia; WNAC-TV Boston; WCSH-TV Portland, Me.; WINK-TV Fort Myers, Fla.; KLIX-TV Twin Falls, Idaho; KIMA-TV Yakima, Wash.; KHSL-TV Chico, Calif., and WNEP-TV Scranton-Wilkes Barre, Pa.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WKZO-TV Kalamazoo, Mich. Now sold in 45 markets.

FATES & FORTUNES

BROADCAST ADVERTISING

Charles Barker, account executive of National Gypsum, Cleveland, named vp of Fuller & Smith & Ross. Others named vps were **Leonard Hall,** creative director, Cleveland; **Charles Hanson,** creative director, Pittsburgh; **George Schnake,** group supervisor of consumer section for Alcoa, Pittsburgh; **Donald F. Sternloff,** creative director, San Francisco and **Ralph Zylke,** copy director, Chicago.


Mr. Daigh

Donald Daigh appointed writer-producer in creative radio-tv department of D'Arcy Adv., St. Louis. He previously was with Lambert & Feasley in New York and prior to that with J. Walter Thompson and William Esty agencies.

Wallace J. Gordon, vp and copy chief of Grant Adv., New York, transfers to agency's Chicago office in similar capacity.

Herb Gottschalk, formerly executive vp of Frem Diversified Industries, joins Mohr & Eicoff, Chicago advertising agency.

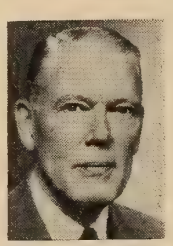
Louis Meisel, account executive, Coordinated Marketing Agency, New York, joins Charles Jay Co., advertising agency, that city, as executive vp in charge of that agency's new package goods division specializing in food and drug field.

Don Weiner named vp and operations manager of Norman, Craig & Kummel, New York. Previously he has held high administrative posts in every one of McCann-Erickson's (now Interpublic Inc.) numerous divisions except international section. **Murray Roffis,** media supervisor of McCann-Erickson, New York, named assistant vp and media director of NC&K. **Eugenie Stamler,** previously in charge of NC&K print buying group, promoted to newly created media relations position. She also is vp. **Henry Halpern,** acting media director, will continue as vp-marketing and research director. **Sheldon Boden, George Coleman** and Mr. Roffis, who are all associate media directors and assistant vps, will head new media buying groups. **Bruce Graves,** formerly with M-E, named manager of newly created media research department.

Phil Townsend Hanna named vp of Allen, Dorsey & Hatfield, Los Angeles advertising and marketing firm. For last four years, Mr. Hanna has been operating pr counseling service under his own name.

George Place, for past 11 years member of the retail advertising department of *Milwaukee Sentinel,* appointed account executive of Bundy Assoc., Milwaukee advertising agency.

Alex G. Pappas, formerly vp of Erwin Wasey, Ruthrauff & Ryan, joins The Jack Wyatt Co., Dallas, as account executive.


Mr. Cleland

Philip A. Cleland, vp and account supervisor at C. J. LaRoche agency in New York, named vp and manager of Pittsburgh office of Fuller & Smith & Ross. He succeeds **George Welch,** who resigned to join IT&T International.

Hy Schneider, associate director, merchandising, Lennen & Newell, New York, named account executive on Benrus Watch Co. account.

George R. Christie, account executive on Fleischmann Distilling Corp. account, and **Tod Moore,** account executive on National Biscuit Co. account,

Ted Bates & Co., New York, elected assistant vps of agency.

Peter T. Andrews joins Seattle office of Guild, Bascom & Bonfigli, as account executive. He formerly was associated with Richard N. Meltzer Adv., Los Angeles.

William J. Callahan Jr., research business director, Sullivan, Stauffer, Colwell & Bayles, New York, re-elected president, Marketing Research Trade Assn., that city. Other officers elected include: **Frances Reitmeyer,** Pepsi-Cola Co., vp; **Beatrice Gorbaty,** Survey Service of Western New York, corresponding secretary; **Isobelle Rhodes,** Opinion Research Corp., recording secretary; and **Frances Kienker,** General Foods Corp., treasurer.

F. Michael Latta, art director, J. Walter Thompson, New York, joins Fuller & Smith & Ross, that city, in similar capacity.

Keith Holden promoted to assistant director of radio-tv department of W. E. Long Adv., Chicago.

Tom G. Barnes, traffic coordinator, BBDO, New York, joins Smith/Greenland, that city, as traffic manager.

Robert A. Wahl, radio-tv creative director, Cohen & Aleshire, New York, and most recently producer of *TV Health Fun Club,* program produced for President's Council on Youth Fitness, appointed creative director of Product Services, advertising agency, New York.

Ola Pfeifer, advertising director of Curon Fiber Div., Curtis-Wright Corp., named pr director of Gerald F. Selinger Adv., Bala Cynwyd, Pa. Miss Pfeifer will be headquartered in agency's New York office.

Stanley Kohagen joins Baker & Stimpson Adv., Seattle, as assistant production manager.

Ken Rainwater joins Rosenwald & Assoc., Amarillo, Tex., advertising agency in copy-contact capacity. He had been engaged in sales promotion for Shamrock Oil & Gas Co., that city.

Ruth Lembeck, formerly with Compton Adv., New York, and **Thomas Rondell,** who was with William Esty Co., New York, joins Smith/Greenland, that city, as members, copy department and account service department, respectively.

Barry Biederman, copy department, Cohen & Aleshire, New York, and **Howard Robin,** group supervisor, Mogul, Williams & Saylor, New York, join copy department, Lennen & Newell, that city.

Alan Meyer appointed copywriter of Tracy-Locke Co., Dallas agency. He



here's why you should choose

AUTOMATIC ATC TAPE CONTROL

Since ATC's introduction of the tape-in-magazine system in 1958, all new tape cartridge developments have come from one company . . . Automatic Tape Control Inc. In 1960, ATC introduced the Dual-Tone system which allows automatic actuating of other equipment, such as reel-to-reel tape machines, Seeburg record changers, slide changers in TV, etc. In 1961 came the remarkable ATC 55, which plays up to 55 magazine-loaded tapes (and actuates other equipment) in sequence without reloading, resetting or manual cueing. And, in 1962, Automatic Tape Control Inc. will introduce *an accessory unit that performs the functions of automatic program logging and automatic billing direct from magnetic tape!* Only Automatic Tape Control equipment is designed for maximum flexibility and for the future . . . allowing for easy conversion to full or part-time automation or to automatic program logging and billing for your station! Made by broadcasters for broadcasters, and formerly distributed exclusively by Collins Radio Company, there are more than 4,000 thoroughly tested and proved ATC units in use in over 600 radio and TV stations. For complete information, a collect phone call will put you in touch with First Class licensed broadcast engineers who can answer all your questions. **AUTOMATIC TAPE CONTROL INC., 209 E. Washington Street, Dept. 109, Bloomington, Illinois.**

had previously been with BBDO in San Francisco.

Stephen P. Kelner joins marketing department, Lambert & Feasley, New York.

THE MEDIA

Robert A. Hinners, general manager of WFLM (FM) Ft. Lauderdale, Fla., named vp and station manager of WWIL-AM-FM, that city. Mr. Hinners is board member of Fourth District Advertising Federation of America and director of National Assn. of Fm Broadcasters.

Arthur O'Connor, vp and sales manager, Devney-O'Connell, station representative, New York, succeeds **Philip Waterman** as member, tv sales staff, Avery-Knodel, station representative, that city. Mr. Waterman was appointed sales manager, KTUL-TV Tulsa, Okla.


Mr. Ritchie

William S. Ritchie, local sales manager of KTVH (TV) Hutchinson - Wichita, Kan., promoted to general sales manager. Mr. Ritchie, who will continue to head local sales department as well as coordinate all KTVH sales effort, has been with station since 1953. He first served as promotion director and later as regional salesman.

Richard Golden and **David Fuchs** named to newly created positions of director of market planning and director of market development, respectively, of CBS-TV Network sales department. Mr. Golden was director of sales presentations and market planning in network sales promotion and advertising since 1958. Mr. Fuchs was director of sales presentations since early this year. New titles for three other sales staff executives: **Robert E. Philpot,** formerly director of sales services, named director of sales development; **George Zurich,** manager of station clearance, named manager of sales service, and **Robert L. Pike,** formerly assistant manager of station clearance, now assistant manager of sales service.

Stan Richards named manager of WCCB-TV Montgomery, Ala. Station is scheduled to begin telecasting at end of year. Mr. Richards, formerly with WINS New York, has served as program director of WORL Boston and executive vp of WILD, that city.

F. Chase Taylor Jr., program director of WVET-TV Rochester, N. Y., named vp of Veterans Broadcasting Co., parent corporation.

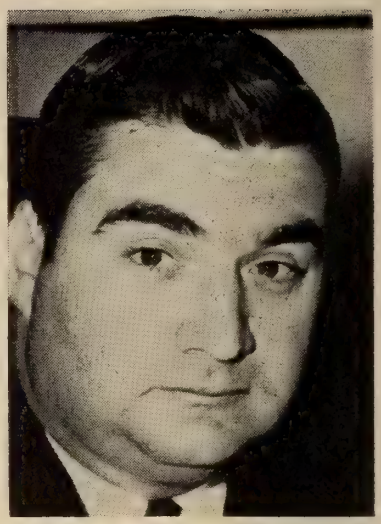
W. B. Taylor Eldon, radio sales manager, Advertising Time Sales, New York, appointed vp in charge of radio sales. **James A. McManus,** tv sales manager, named vp in charge of tv sales and **Monroe H. Long Jr.,** tv account executive, elected secy-treasurer.

Dick T. Hollands joins New York sales office of Triangle Stations as account executive. He formerly was tv station operations consultant for NBC International in Argentina.

John E. Buzby named account executive in Chicago office of CBS Radio Spot Sales. He had been with Headley-Reed, since Aug. 1955, and continued with The Bolling Co., following merger last February.

Leonard T. Giarraputo, formerly account executive, WNBC-TV New York, joins WNEW-TV New York, in similar capacity.

Hank Weiss, national sales representative for KNX and CBS Radio Pacific Network, Los Angeles, named account executive, succeeding **Ray Barnett,** who resigned to establish Los Angeles offices of Garland Agency, Phoenix. **Frank Oxarart Jr.,** promotion and merchandising manager, takes over former duties of Mr. Weiss. **Sherril Hops,** research coordinator, department of information services, assumes former duties of Mr. Oxarart. **John Hokom** named research coordinator, shifting from sales service.



Salinger honored

Pierre Salinger, White House news secretary, has been selected to receive Pulse *Man of the Year* award. Mr. Salinger will receive award at special luncheon to be given at Plaza Hotel in New York, Oct. 18. Pulse president, Dr. Sydney Roslow, said Mr. Salinger had been chosen because of "imaginativeness and efficiency" with which he brought radio-tv to bear upon presidential news conferences.

Barry Bergsman appointed account executive of KNXT (TV) Los Angeles. Mr. Bergsman has been with station's sales staff since beginning of this year.

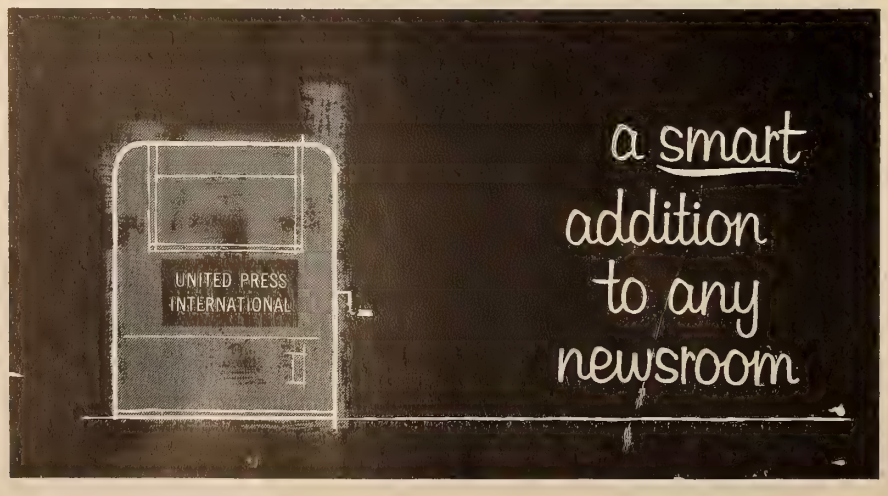
James MacDonald, account executive of Brady Co., Milwaukee advertising agency, appointed account executive of KRAK Stockton, Calif.

James C. Rogers, manager of Chicago office, Paul H. Raymer Co., station representative, joins tv sales staff, The Katz Agency, that city.

David A. Moss, commercial manager and sports director of WKDN Camden, N. J., appointed assistant general manager. Mr. Moss will retain his present position.

Jerry Marshall named treasurer and co-manager of New England Spot Sales. He previously had been serving in sales capacities with WORL Boston, WKNB-AM-TV New Britain, Conn., and WHCT (TV) Hartford.

Kenneth P. Donnellon, special projects staff, press information department, WCBS-TV New York, appointed pr



representative, Ford Motor Co., that city. Mr. Donnellon will be responsible for radio-tv network and station news and project assignments.

Arthur (Bob) Sobelman joins KLIV San Jose, Calif., as sales manager. He previously had been with KXOA Sacramento sales staff.

Ted White, news editor and producer, WOR New York, named part-time instructor in radio-tv news and features, New York U.

Mike Sommer, newsman, KABC-AM-TV Los Angeles, joins KUSC-TV Los Angeles, U. of Southern California's closed circuit etv station, as public affairs director. He will write and produce documentaries for station while completing studies toward Ph.D. degree in telecommunications.

Bob Robertson, sports director of KTNT-TV Tacoma - Seattle, Wash., elected president of Washington Assn. of Sportscasters.

Herbert W. Crosby promoted to sales manager of WCSH Portland, Me. He had been member of sales staff for three years.

Marion Cook, women's editor and women's program director of WFDF Flint, Mich., appointed women's director of WGR Buffalo.


Mrs. Evans

Rose B. Evans named general manager of WOKY Milwaukee, succeeding **Leonard A. Schindler** who resigned to enter advertising field. Mrs. Evans is vp of parent Bartell company which operates WOKY. She is sister of Bartells and has been active in group's activities since its inception in 1947.

Clair D. Roskam, staff writer for WCBS-TV New York's series *Camera Three,* named producer.

Jack Farren, producer of NBC-TV's two *Concentration* programs, leaves series Sept. 18 to prepare for another, but unannounced, industry assignment.

Bob Evans named program manager, news director and production chief of WFMO Fairmont, N. C.

Bobbie Barnett, music director and air personality at KFIV Modesto, Calif., promoted to program director. **Milt Hibdon,** account executive at KYOS Merced, Calif., joins KFIV as account executive and **Gary Martin Avey,** air personality also at KYOS, named air personality at KFIV.

George W. Cyr, formerly with WGR-TV Buffalo, appointed director, programming and operations, WDAU-TV and WGBI Scranton, Pa.

Samuel Holman, program supervisor, WLS Chicago, joins WABC New York in similar capacity.

Bob Concie, formerly air personality with KXA Seattle, joins KGMI (formerly KVOS) Bellingham, Wash., as program director. **Bonnie Gardner,** traffic director of KPUG Bellingham, joins KGMI as traffic director.

Herb Johnson appointed program director of KEPI (FM) Phoenix. Station, which is not yet on air, is expected to begin broadcasting about Oct. 1. **Barbara Melton,** until recently associated with Phoenix Newspapers Inc., named pr director.

Jackie Pierce, program hostess and women's editor of WTVJ (TV) Miami, appointed director of public services. Miss Pierce will continue with her previous duties.

Keith L. Price, studio and field technical director of WRC-TV Washington, named to head tv and video tape operation of The Protestant Radio & Television Center, Atlanta, Ga. **Edmund T. Brown,** engineer with WRC-TV for past 12 years, named to assist Mr. Price.

Eugene M. Jenkins, news director of KEPR Kennewick - Richland - Pasco, Wash., appointed morning news editor of KGB San Diego. **C. W. Moore** and **Frankie Ray** join station as air personalities.

Irving R. Levine, Rome correspondent, NBC News, temporarily assigned to West Berlin. **Robin MacNeil,** correspondent, who has served at West Berlin for past month, returns to his regular post in London.

Osgood Caruthers, former Moscow correspondent for *The New York Times,* appointed deputy director of press, publications and public service division of United Nations office of public information. He succeeds **Matthew Gordon,** who resigned to form own company that will specialize in development of technological investments, management assistance and consultancy in political, economic and technological field largely for investment and industry.

Ellis Marvin named news director of WLUK-TV Green Bay, Wis.

Lou Gutenberger, program director of KGMS Sacramento, joins staff of KSTT Davenport, Iowa, as air personality.


Mr. Jacobs

Harvey Jacobs appointed program director of WILA Danville, Va. Mr. Jacobs joined station in Sept. 1960 as air personality. In addition to his new duties he will continue with his own show. Prior to joining WILA Mr. Jacobs was announcer for WBTM, that city.

Jack Murphy, fomerly on staff of WBZ Boston, joins WARM Scranton, Pa., as air personality.

Jack Bivans, formerly on sales staff of Adam Young Co., joins local sales staff of WBBM Chicago.

Jim Flood joins publicity staff of KGO-TV San Francisco. He had been with Jim Mahoney & Assoc. and Rogers & Cowan, Hollywood pr firms.

Paul Purtan, air personality of WMBR Jacksonville, Fla., joins WSAI Cincinnati in similar capacity.

Leeds Scofield, formerly with WJXT (TV) Jacksonville, Fla., joins WVIP Mt. Kisco, N. Y., as staff announcer.

Robert Lazich and **Richard K. Driscoll** join staff of WTCN Minneapolis-St. Paul. Mr. Lazich, formerly on staff

R. C. CRISLER & CO., INC.

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WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

of KUTT Fargo, N. D., was named to news staff and Mr. Driscoll, former announcer of WDGY Minneapolis, retains that position.

GOVERNMENT

Alexander Greenfield, attorney with FCC Complaints & Compliance Div., appointed U. S. district attorney for Delaware, his home state. With FCC since October, 1960, he is former director of WHYY (FM), educational station in Philadelphia, and ex-president of Delaware Educational Television Assn.

Arthur A. Gladstone, chief of Domestic Radio Facilities Div., Common Carrier Bureau of FCC, named legal assistant to Comr. Robert E. Lee. He succeeds **Thomas J. Dougherty** who has been named assistant general counsel of Metromedia Inc., New York, which through its Metropolitan Broadcasting operates six tv, four am radio stations in major markets. Mr. Dougherty will have offices in Washington.

PROGRAMMING

G. Roger Cahaney, promotion director, and **W. M. Bastable,** midwestern sales manager, Sterling Movies U. S. A., (distributor of information films for tv and general audience) New York, elected vps.

Barrie M. Damson, attorney for NBC, New York, appointed corporation counsel and elected assistant secretary, Jayark Films Corp., that city.

John McCormick, sales manager, midwest division of United Artists Associated, Chicago, appointed assistant general sales manager, New York.

Henry Colman appointed executive producer and director of program development of International Video Tape, creative tv programming firm in Los Angeles.

ALLIED FIELDS

W. Wallace Warren, formerly with Gates Radio Co., joins Howard S. Frazier, Washington radio-tv management consultant.

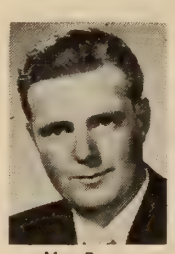
EQUIPMENT & ENGINEERING

Alfred J. Pote named senior vp and assistant to president of Page Communications Engineers. He previously had served as vp of Itek Corp.

Robert H. Beisswenger named general manager of Jerrold Electronics Corp., Philadelphia manufacturer specializing in community antenna systems. **Donald Spanier** named general manager of Harman - Kardon, Jerrold subsidiary specializing in high fidelity equipment and **Daniel Aaron** appointed assistant general manager in Philadelphia.

INTERNATIONAL

Alex Stewart, formerly partner of Trans-Ocean Radio & TV Representatives Ltd., Toronto, named vp and general manager of Stovin-Byles Ltd., Toronto, station representation firm. **Forbes E. Calder,** formerly of Montreal office of Stovin-Byles, transferred to television sales division at Toronto.


Mr. Reeve

James M. Reeve, executive vp of McCann-Erickson (Canada) Ltd., Toronto, named president of agency, succeeding **Dick Wright,** who has resigned to go into travel agency business.

Karl Philippi, president and board chairman, General Electric, S.A. De C. V., Mexico City, and subsidiaries—Manufacturea General Electric, S.A. De C.V., Santa Clara, Mex., and Lamparas General Electric De Mexico, S.A. De C.V., Monterrey, appointed deputy area general manager for Caribbean area, International Telephone and Telegraph Corp. Mr. Philippi will make his headquarters in New York and will report to Ted B. Westfall, ITT vice president and area general manager, Latin America.

DEATHS

Oliver W. Heath, 67, vp of Leo Burnett Co., Chicago, died Sept. 2 in Evanston Hospital. He had been with agency for 10 years and in advertising business in Chicago for 40 years.

Anthony LaFrano, 50, vp of RKO General, executive director of KHJ Los Angeles and director of news and special events, KHJ-AM-TV, died Sept. 13 of heart attack.

Leo Carrillo, 81, film and tv star, died in Santa Monica, Calif., Sept. 10 of cancer. Best known for his portrayal of "Pancho" in *Cisco Kid* series, his acting career spanned period nearly half century in length.

James T. Mahoney, 68, musical radio director, Arlington, Mass., died Sept. 1 at his New Hampshire summer home following long illness. Mr. Mahoney served as director of musical programs for WNBC New York, and as program director for radio stations in Baltimore and Boston.

WMCA's Nathan Straus dies at 72



Nathan Straus, 72, board chairman of WMCA New York and lifetime leader in public and business affairs, died last Wednesday, Sept. 13, in Massapequa, L. I., where he had gone to look over some property. He was understood to have suffered from heart ailment. R. Peter Straus, a son, is president of WMCA. Mr. Straus, who also was chairman of Straus Broadcasting which includes Radio Press International, taped news service, and WMCA, purchased latter in 1943 and was its president until 1959 when he became chairman. Largely through Mr. Straus' efforts to reverse Mayflower decision prohibiting stations from editorializing, WMCA became the first radio outlet to air editorials when the FCC eased regulations in 1949.

He was administrator of the U. S. Housing Authority from 1937 to 1942, after he had led the movement for passage of the Housing Act in 1937. He was an international authority on public housing and wrote two books on the subject. Earlier, Mr. Straus had been a newspaper editor and entered the publishing field in 1914, when he purchased *Puck* magazine. He was a Navy veteran of World War I, member of New York state senate from 1921 to 1926, New York state administrator of National Recovery Administration in 1934 and chairman of New York City's mayor's advisory council from 1954 to 1958.

He was born in New York May 27, 1889. Survivors are his widow, Helen, four sons; R. Peter, Irving, Barnard and Nathan Straus III and a brother, Hugh. Funeral service was Friday at Jewish Community Center, White Plains, N. Y.



McGavren's Labor Day field trip

What better way to understand your client than to visit him at his home base? Daren F. McGavren Co., New York, which represents Gordon McLendon's west coast radio stations, the all-news radio station, XTRA "News" in Los Angeles and KABL San Francisco, carried this thought through by flying the whole sales staff in New York to visit both operations. They made the trip over the Labor Day weekend.

First stop was Los Angeles where they visited the offices of XTRA (a Tijuana, Mex., station, programmed and sold out of Los Angeles). From there, the sales people stopped in San Francisco to see KABL.

Pictured above are the happy visitors. They are (from left) Mike Schwartz, Ralph Conner, Monte Lang, Judy Priborshay (the stewardess), Gerry Mulderrig, Don Wilks, Roger Hudson.

D.j.'s wash elephants to publicize Shriners

The Shriners recently asked CHUM Toronto for help in publicizing their charity circus at the 1961 Canadian National Exhibition. CHUM responded with an elephant-washing contest among its disc jockeys, with the winner (based on fastest time) to receive 500 tickets to the circus.

The day-by-day competition: Monday—John Spragge washed his elephant in front of the grandstand crowd at the circus. Time: 2 minutes, 53 seconds. Tuesday—Dave Johnson duplicated the task in 2 minutes, 40 seconds. Wednesday—Bob Laine enlisted the aid of another elephant who blew water all over Bob's elephant. Time: 58 seconds (Bob was disqualified). Thursday—Bob McAdorey walked his elephant to a nearby fire hall and washed his elephant with a stirrup pump in 1 minute, 49 seconds. Friday—Mike Darow returned to the circus and washed his elephant in the fantastic time of 46 seconds. It was a baby elephant. Saturday—Al Boliska had an elephant trucked to a nearby car wash and vowed to clean the animal in half a minute. However, it was not possible to turn on the water and steam without scaring the elephant, so Al had to carry buckets of water, himself. Time: 10 minutes, 32 seconds.

The winner: Mike Darow.

What is a 'Dinky Doo'?

A 'Dinky Doo' promotion conceived by WLEE Richmond on the spur of the moment blossomed into 34-hour success, proving again the pulling power of radio—and its persuasiveness.

Disc Jockey Harvey Hudson had finished playing the new Capitol recording, Dinky Doo, when he asked, what is it? It was not meant to be a quiz, but listeners began flooding WLEE's switchboard with their own particular answers to the question. So Mr. Hudson created an answer (a person who leaves his chewing gum on the bedpost overnight) to the question.

A prize of one dollar was offered to the first person who correctly guessed the answer, with the prize being raised one dollar every 30 minutes until it reached $25 at which time it was frozen.

When the "quiz" had run about three hours, a comment was made on the air (strictly as a joke) that the manager of a local night club knew something about Dinky Doos. The remark tied up the night club switchboard for hours. WLEE mentioned out-of-town places that had information pertaining to the definition of a Dinky Doo.

Here are some of the places WLEE mentioned for listeners to call. (And all reported back to the station that listeners did call); Jimmie Fidler, Hollywood; The Water Commissioner of Allentown, Pa.; the Soviet Embassy, Washington; BROADCASTING Magazine, Washington; Eddie Lyman, WQOK Greenville, S. C. (brother of Dave Lyman, WLEE's program director).

When it appeared that things were getting out of hand, WLEE broadcast a one word (bedpost) clue. Some 90 minutes later, a Richmond lady won the prize. She said she had tried to reach WLEE for 90 minutes but the line was busy.

Repair those old antennas

To inform viewers of the importance of television antennas, WSJS-TV Winston-Salem, N. C., has started a 39-week tv-newspaper campaign in conjunction with that city's various television repair shops.

Believing that most of the "poor" picture complaints stem from antennas which have not been adequately cared for, the station is attempting to enlighten the public on the technical aspect of television—and what it ought to know about simple maintenance.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

KABC-TV charters the 'A Train'

TAKES 250 TO DEL MAR FOR DAY AT THE RACES

Over 250 horse lovers representing the press, advertising agencies and advertisers were guests of KABC-TV Los Angeles earlier this month for a day at the Del Mar races.

The ABC o&o station chartered a special 10-car train from the Santa Fe Railway Co., named it the "A Train" in conjunction with the station's slogan, "Take the 'A' Train," decorated it with posters and slogans promoting its new fall shows and took off for the track and a day of festivities.

Luncheon was served while a trio of roving music-men filled the air with familiar refrains—including the station's theme song and those of ABC-TV shows. Accompanying the track fans were Marilyn Maxwell, star of *Bus Stop,* and Broderick Crawford and Ray Hamilton, co-stars of *King of Diamonds,* both new shows included in KABC-TV's fall schedule. The track even named two feature races for the occasion with Miss Maxwell and Messrs. Crawford and Hamilton presenting the wreaths of roses to the winners.

Even the trip back had merit. The Victor's Cocktail Party was the highlight along with prime rib dinners, a winning combination even for the losers.

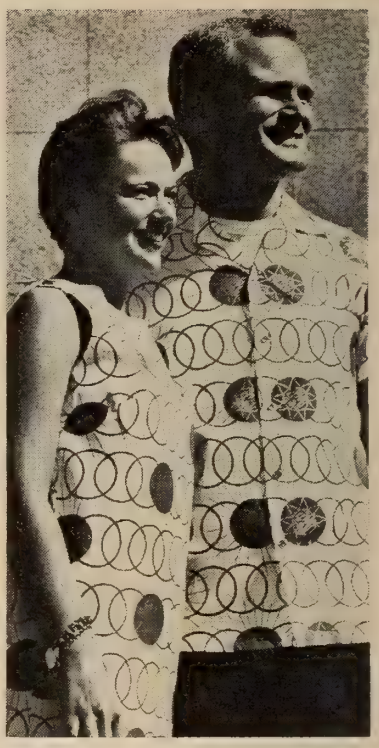
KABC-TV says promotion for its 1961-62 season will be the biggest in its history. It plans 156 30-sheet billboards in strategic areas in Los Angeles for a period of 30 days; half-page ads in seven local and area newspapers every day for the remainder of this month; 104 king-size bus banners on as many buses for a month.

In addition, a direct mail campaign directed to agency executives, time-buyers and station reps, highlighting each of the 13 new network shows, has been created with recipients asked to send in humorous captions to the enclosed picture. The winner will receive a set of luggage.

KABC-TV will support the multi-media campaign with a heavy spot schedule of its own using the "Take the A Train" theme.



Among the 250 track fans who took KABC-TV's 'A Train' was this distinguished quintet. From l to r: Elton H. Rule, vice president and general manager of KABC-TV; Broderick Crawford and Ray Hamilton, co-stars of 'King of Diamonds'; Marilyn Maxwell, star of 'Bus Stop,' and James G. Riddell, vice president in charge of ABC's western division.



Shirts and 'Muu Muus'

The title frame on *Follow the Sun,* new ABC-TV series (Sun., 7:30-8:30 p.m. EDT), has inspired Kaiser Industries to fashion an Aloha shirt and Muu Muu (Hawaiian dress) after the design used at the show's opening. Tv columnists and station promotion managers received shirts and Muu Muus to remind them the series began Sept. 17. Kaiser, which is part sponsor of the series, plans to make the design available through regular distribution later in the fall. Shown modeling the *Follow the Sun* shirt and Muu Muu are Eddie Kuaffman and Pete Taylor of Kaiser.

Milici's 'settled-in' party

Deviating from the usual anniversary and new headquarters format, Milici Adv., Honolulu, recently celebrated a "settled in" party with some 460 guests in attendance.

In its new quarters for nearly a year, the 15-year old agency used the theme "we never had time to have one (a party) until now," as the keynote of its various displays.

The party was publicized primarily by the use of a telephone recording, played more than 5,000 times in three weeks, according to local telephone company officials. Radio and tv personalities helped to spread the telephone number but the phone message merely was a teaser and never gave the time or place of the event.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 7 through Sept. 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

KLRJ-TV ch. 2, Henderson, Nev.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Las Vegas-Henderson station without changing obligations to serve Henderson as principal city. Action Sept. 7.

New am stations

ACTIONS BY FCC

Okeechobee, Fla.—Sugarland Bcstg. Co.—Granted 1570 kc, 1 kw D. P.O. address box 1027, Arcadia, Fla. Estimated construction cost $20,825, first year operating cost $20,000, revenue $28,000. **Francis Denmead**, sole owner, is motelman, etc. Action Sept. 8.

Americus, Ga.—Sumter Bcstg. Co. Granted 1390 kc, 5 kw D. P.O. address c/o L. E. Gradick, 987 Mt. Paran Rd., NW., Atlanta, Ga. Estimated construction cost $10,300, first year operating cost $26,000, revenue $38,000. Applicants are **John F. Frew, Robert E. Lashley, Leslie E. Gradick Jr.**, and **Robert E. Lashley Jr.**, all 25%. Mr. Frew has 50% interest in WPLK Rockmart, Ga. R. E. Lashley is employe of post office. Mr. Gradick has 50% interest in WPLK and ⅓ ownership of WLAW Lawrenceville, Ga. R. E. Lashley Jr. is consulting engineer. Chmn. Minow and Comr. Bartley dissented. Action Sept. 7.

Black Mountain, N. C.—Blue Ridge Bcstg. Corp. Granted 1010 kc; 10 kw D. P.O. address c/o George M. Wilson, 13 S. 13th St., Minneapolis, Minn. Estimated construction cost $67,218; first year operating cost $40,000; revenue $50,000. **Blue Ridge Bcstg. Corp. is non-profit corporation.** Action Sept. 7.

Canyon, Tex.—W. J. Harpole. Granted 1550 kc, 1 kw D. P.O. address Box 1071, Plainview, Tex. Estimated construction cost $17,850, first year operating cost $3,000, revenue $3,600. Mr. Harpole, sole owner, has following broadcast interests: KVOP Plainview (two-thirds); KVOU Uvalde and KEPS Eagle Pass (one-half), and KVOZ Laredo (22%), all Texas. Action Sept. 8.

Deerfield, Va.—Deerfield Bcstg. Co. Granted 1150 kc, 1 kw D. P.O. address c/o David G. Hendricks, box 88, Red Lion, Pa. Estimated construction cost $19,188, first year operating cost $20,580, revenue $29,000. Applicants are **Robert W. Neilson, David G. Hendricks, Ralph O. Hamilton** and **John H. Norris**, all 25% each Mr. Neilson is manager of WGCB Red Lion, Pa. Mr. Hendricks is employe of that station, Mr. Norris is general manager of WGCB. Mr. Hamilton is in freight business. Action Sept. 13.

APPLICATIONS

Fairfield, Calif.—Fairfield Publishing Co. 1340 kc; 250 w unl. P.O. address c/o W. Dean McNaughton, Pekin Daily Times, Pekin, Ill. Estimated construction cost $39,400; first year operating cost $36,000; revenue $42,000. Principals: **W. Dean McNaughton** (51%); **Donald M. Soldwedel** (19.5%); **Joseph E. McNaughton** (14.5%); **John T. McNaughton** (10%); **F. F. McNaughton** (5%). W. D. McNaughton is publisher and 26% owner of newspaper; J. E. McNaughton is publisher and 37.25% owner of newspaper; F. F. McNaughton is editor and 19% owner of newspaper; Mr. Soldwedel is co-publisher of newspaper. Ann. Sept. 8.

Perry, Fla.—Eugene Ketring. 1310 kc; 1 kw D. P.O. address box 853, Perry. Estimated construction cost $11,185; first year operating cost $19,000; revenue $30,000. **Eugene Ketring**, sole owner, owns electronics firm and 50% interest in Blackshear, Ga., am application. Ann. Sept. 8.

Greensburg, Ind.—Tree Bcstg. Co. 1330 kc; 500 w D. P.O. address box 443, Somerset, Ky. Estimated construction cost $17,315; first year operating cost $29,000; revenue $35,000. Principals: **Oris Gowen, Howard Edwards** (each 50%). Mr. Gowen is part owner of WAIN Columbia, and WTLO Somerset, both Kentucky; Mr. Edwards is commercial manager of WTLO. Ann. Sept. 8.

Lincoln, Neb.—Lancaster County Bcstg. Co. 1530 kc; 5 kw D. P.O. address 116 E. Broadway, Winona, Minn. Estimated construction cost $73,502; first year operating cost $100,000; revenue $120,000. Principals: **Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler, James B. Goetz** (each 25%). Mr. Gonstead operates chiropractic clinic; Messrs. Goetz, Meythaler and Eyler are stockholders in KAGE Winona, Minn. Ann. Sept. 8.

Dyersburg, Tenn.—McQueen & Co. Inc. 1490 kc; 250 w unl. P.O. address box 22, Dyersburg. Estimated construction cost $2,950; first year operating cost $35,000; revenue $50,000. Principals: **Rex McQueen, D. Mitchell Self** (each 33.33%); **C. H. Quick, John L. Slatton** (each 16.66%), who own similar interests in WTRO Dyersburg. (Present application is contingent upon commission's approval of application to move WTRO to Brownsville, Tenn.) Ann. Sept. 8.

Burien, Wash.—Suburban Bcstrs. 800 kc; 1 kw D. P.O. address 890 Rosemont Blvd., Bellevue, Wash. Estimated construction cost $29,135; first year operating cost $66,000; revenue $84,000. **John W. Mowbray**, sole owner, owns 55% of KAPY Port Angeles, and has owned 50% of KASY Auburn, both Washington. Ann. Sept. 7.

Existing am stations

ACTIONS BY FCC

WCQS Alma, Ga.—Granted increased daytime power on 1400 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Sept. 7.

WSGA Savannah, Ga.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Sept. 7.

WKDX Hamlet, N. C.—Granted change of facilities from 1400 kc, 250 w unl., to 1250 kc, 1 kw, D; conditioned that to extent Sec. 3.87 of rules permits operation with daytime facilities prior to local sunrise, that section is not applicable to this grant and such operation is prohibited. Action Sept. 7.

KRSD Rapid City, S. D.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and without prejudice to such action as commission may deem appropriate as result of investigation and evaluation of outstanding complaints and alleged violations of commission's rules by permittee. Action Sept. 13.

APPLICATIONS

KCEE Tucson, Ariz.—Mod. of cp, which authorized increase in power, installation of new trans., and changes in DA pattern, to change hours of operation from D to unl. using power of 500 w, 5 kw LS and make changes in DA system (add one tower). Ann. Sept. 8.

KRE Berkeley, Calif.—Mod. of cp (which authorized increase in daytime power, installation of DA-D and new trans.) to change from DA-D to non-DA. (Petition for waiver of Sec. 1.354 of rules and immediate grant of application.) Ann. Sept. 13.

KDAB Arvada, Colo.—Mod. of cp (which authorized new am station) to change hours of operation from D to unl., using power of 10 kw, 50 kw LS, change ant.-trans. location, install DA-N and new trans. for daytime use. (Request waiver of Sec. 3.28 [c] of rules.) Ann. Sept. 8.

WAPE Jacksonville, Fla.—Cp to increase daytime power from 25 kw to 50 kw, make changes in daytime ant. system (increase height); make changes in ground system (two-site operation; no change in presently authorized nighttime operation). Ann. Sept. 7.

WRKD Rockland, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 8.

WBCK Battle Creek, Mich.—Mod. of cp (which authorized increase of daytime power, installation of new trans. and changes in DA system) to make changes in nighttime DA pattern. Ann. Sept. 11.

WHLS Port Huron, Mich.—Mod. of cp (which authorized increase in daytime power, installation of DA-D, changes in ant. and ground systems, and installation of new trans.) to change daytime operation from DA to non-DA. Ann. Sept. 13.

WALO Humacao, P. R.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 3.24(g) of rules.) Ann. Sept. 13.

KCHY Cheyenne, Wyo.—Cp to change frequency from 1590 kc to 1530 kc, change hours of operation from D to unl., using power of 1 kw, 10 kw LS, install DA-2, install new trans. and change ant.-trans. location. Ann. Sept. 8.

New fm stations

ACTIONS BY FCC

Leavenworth, Kan.—KCLO Inc. Granted 98.9 mc; 37 kw. Ant. height above average terrain 185 ft. P.O. address c/o Radio Station KCLO, Leavenworth. Estimated construction cost $16,466; first year operating cost $6,500 in excess of am operation; revenue $12,000 above am revenue. Principals: **George B. Anderson, Florence Anderson** (each 50%), who own similar interests in KCLO Leavenworth. Action Sept. 7.

Mount Pleasant, Mich.—Paul A. Brandt. Granted 94.5 mc, 16 kw. Ant. height above average terrain 237 ft. P.O. address Maple St. Estimated construction cost $14,300, first year operating cost $3,000, revenue $2,000. Mr. Brandt is licensee of WCEN Mt. Pleasant, and WBFC Fremont, both Michigan. Action Sept. 13.

APPLICATIONS

Frankfort, Ind.—G. Y. Fowler's Sons Inc. 96.5 mc; 5.32 kw. Ant. height above average terrain 106 ft. P.O. address 209-11 E. Clinton St., Frankfort. Estimated construction cost $23,925; first year operating cost $30,000; revenue $36,000. Principals: **Mrs. Grace Fowler Crebs, Mrs. Margaret Fowler, Farmers Bank of Frankfort**, administrator

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

for estate of **George Maxwell Fowler**, deceased (each one-third), all of whom own one-third interest in newspaper and commercial printing business. Ann. Sept. 7.

Norristown, Pa.—Norristown Bcstg. Inc. 94.9 mc; 15.5 kw. Ant. height above average terrain 185 ft. P.O. address box 431, Norristown. Estimated construction cost $18,633; first year operating cost $12,632; revenue $15,607. Principals include: **N. Joe Rahall, Sam G. Rahall, Farris E. Rahall** (each 23.8%); **O. R. Davies** (4.8%), each of whom own similar interests in WNAR Norristown. Ann. Sept. 8.

Columbia, S. C.—Bcstg. Co. of the South. 99.5 mc; 4.66 w. Ant. height above average terrain 1,404 ft P.O. address 1111 Bull St., Columbia. Estimated construction cost $13,729; first year operating cost $6,000. Bcstg. Co. of the South is composed of more than 50 stockholders and is licensee of WIS-AM-TV Columbia, and of WSFA-TV Montgomery, Ala. Ann. Sept. 8.

Existing fm stations

WSFM (FM) Birmingham, Ala.—Granted license for fm station. By letter, reminded applicant of Sec. 1.328 requirements concerning time for filing renewal applications. Comr. Bartley not participating. Action Sept. 7.

WRAL-FM Raleigh, N. C.—Waived Sec. 1.323(b) of rules and granted cp to replace expired permit (to expire Oct. 21) with terms and conditions same as specified in expired cp. Action Sept. 13.

KUGN-FM Eugene, Ore.—Granted cp to change ant. system and trans. site and increase ant. height from 60 ft. to 850 ft., continued operation on 99.1 mc; ERP 390 w; remote control permitted; waived Sec. 3.204 of rules to permit operation with 250-w trans. Action Sept. 13.

APPLICATION

WCMR-FM Elkhart, Ind.—Mod. of cp (which authorized new fm station) to change frequency from 104.7 mc to 104.9 mc; decrease ERP from 8.2 kw to 260 w and change type trans. Ann. Sept. 7.

Ownership changes

ACTIONS BY FCC

KAPR Douglas, Ariz.—Granted assignment of license from David V. and Isabelle B. Harman to William and Katherine Mende; consideration $60,000. Action Sept. 7.

KCUB Tucson, Ariz.—Granted assignment of licensee to Canyon State Bcstg. Corp. (Oscar I. Dodek, president, is majority stockholder KABQ Albuquerque, N. M., and Maxwell M. Marvin, vice president, has interest in KABQ); consideration $225,000, plus $25,000 to assignor for consultant service, and agreement not to compete within 75 miles of Tucson for three years. Chmn. Minow and Comr. Lee voted to send letter concerning excess of spot announcements. Action Sept. 7.

WDBO-AM-FM-TV Orlando, Fla.—Granted transfer of control from William S. Cherry Jr., deceased, to William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Molly B. Cherry, co-trustees with Rhode Island Hospital Trust Co. Action Sept. 7.

KOHO Honolulu, Hawaii—Granted transfer of control from Shinichiro Nishikata and Isao Murakami through sale of 2,094 shares of stock to The Hawaii Times Ltd., bringing latter's interest to 51.64%; consideration $18,846. Action Sept. 7.

KUPI Idaho Falls, Idaho—Granted assignment of license to KUPI Inc. (Gene Riesen, president); consideration shares of capital stock of assignee equal to value of assets, as of March 1, 1961. Action Sept. 7.

WNWC Arlington Heights, Ill.—Granted transfer of control from John D. Morgan Inc., to Robert O. Atcher and Thomas B. Hogan; consideration $50,446. Action Sept. 7.

WEIC Charleston, Ill.—Granted assignment of license to Friendly Bcstrs Inc. (William Kepper, president and 73% owner, Philip Thompson and Marvin Homer); consideration $105,000 and agreement not to compete within 50 miles of WEIC for five years. Action Sept. 13.

KLGA Algona, Iowa—Granted acquisition of negative control by Harry C. Snyder (now 33⅓% owner) by purchase of additional 16⅔% interest; consideration $4,500. Action Sept. 7.

KSIG Crowley, La.—Granted transfer of control from Edmund M. Reggie, Edward E. and Herbert H. Abdalla to Hirsch J. Scholl (66.67%) and Louis Basso (33.33%); consideration $91,000. Chmn. Minow and Comr. Lee voted to send letter concerning excess of spot announcements. Action Sept. 7.

WSWM (FM) East Lansing, Mich.—Granted transfer of control from James F. Anderton through issuance of additional stock to John P. McGoff, Robert J. Rentschler and Robert J. Coleman, thus reducing Mr. Anderton's interest from 66⅔% to 38.89%. Action Sept. 7.

WENY Elmira, N. Y.—Granted assignment of license to WENY Inc. (D. M. Simmons, president, and other stockholders have interest in am stations WMMB Melbourne, WOND Pleasantville, and WOSJ-FM Atlantic City, N. J.); consideration $240,000 and agreement not to compete in radio broadcasting for eight years within 25 miles of Elmira. Action Sept. 7.

WSTS Massena, N. Y.—Granted assignment of license to Visual Assoc. Ltd. (Leland Hayard, president and 60% owner, Thomas H. Ryan and Herman Bernstein); consideration $65,000 and agreement not to compete in radio broadcasting for three years within 50 miles of Massena. Action Sept. 13.

WCNG Canonsburg, Pa.—Granted assignment of license to Tommy and Mary Lou Sutton, co-partnership; consideration $86,500 and agreement not to compete in radio broadcasting for five years within 30 miles of licensee's trans. except for Pittsburgh, Pa. Action Sept. 7.

WNEL Caguas, P. R.—Granted assignment of license to Atlantic Bcstg. Corp. (55% owned by Barbton Inc., which owns 50% of KMYC-AM-FM Marysville, Calif.; James W. Miller, 18% stockholder and vice president, is principal stockholder of WOWW Naugatuck, Conn.); consideration $42,500 and $15,000 for agreement not to compete within service area for five years. Action Sept. 13.

WWBD Bamberg, S. C.—Granted assignment of license to William V. Whetstone Jr. (present general manager); consideration $60,000. Action Sept. 7.

KRLD-AM-FM-TV ch. 4, Dallas, Tex.—Granted transfer of control from John W. Runyon, et al (48 stockholders) to Runyon, James F. Chambers Jr., and Clyde W. Rembert, as voting trustees. Action Sept. 7.

KELP El Paso, Tex.—Granted assignment of licenses to Northern Pacific Radio Corp.; involves merger of assignor into assignee corporation (no change in ownership). Action Sept. 7.

WOVE Welch, W. Va.—Granted assignment of license from South C. Bevins to Raymond L. Anderson, tr/as Community Bcstg. Co.; consideration $60,000 and agreement not to compete in radio broadcasting for four and one half years within 50 miles of Welch. Action Sept. 13.

APPLICATIONS

WDBF Delray Beach, Fla.—Seeks assignment of license from **Boca Raton Bible Conference Grounds Inc.** to **Roscoe R. Miller**, d/b as **Sunshine Bcstg. Co.**; consideration $63,000. Mr. Miller owns one motel and 40% of another. Ann. Sept. 8.

WPTV(TV) West Palm Beach, Fla.—Seeks assignment of license from **John H. Phipps** to **Scripps Howard Radio Inc.**; consideration $2,000,000. Assignee corporation is licensee of WEWS(TV) Cleveland, WCPO-AM-FM-TV Cincinnati, both Ohio, and WNOX Knoxville, Tenn. Ann. Sept. 11.

WAIK Galesburg, Ill.—Seeks commission's consent to transfer of one-third of stock in **Webster Bcstg. Co.** (80 shares) from **Fred W. Apsey Jr.**, to **Frederick C. Webster Jr.**, and **Harold B. Inman** (each 40 shares), each of whom owned 40 shares before transfer, which took place inadvertently without prior consent of commission. Ann. Sept. 7.

WWMT(FM) New Orleans, La.—Seeks transfer of 33.33% of stock in **Custom Electronics Inc.** from **Peter H. Walmsley** to **Macy O. Teetor Jr.**, and **George R. Montgomery** (each 16.66%); consideration $19,689. Messrs. Teetor and Montgomery are present 33.33% stockholders in licensee corporation. Ann. Sept. 8.

WMAB Munising, Mich.—Seeks assignment of license from **Munising-Alger Bcstg. Co.** to **R. G. Blomquist**; consideration $50,000. Mr. Blomquist is owner of WJAN Ishpeming, Mich. Ann. Sept. 8.

KSHE(FM) Crestwood, Mo.—Seeks assignment of license from **Rudolph E. Ceries** to **Crestwood Bcstg. Corp.**, new corporation of which Mr. Ceries is 100% stockholder; no financial consideration. Ann. Sept. 8.

WJAG Norfolk, Neb.—Seeks transfer of 36.9% of stock in **WJAG Inc.** from **E. F. Huse Sr.** (deceased) to **E. F. Huse Jr.**, individually and as executor of Mr. Huse's estate; no financial consideration involved. Ann. Sept. 8.

KRAZ Albuquerque, N. M.—Seeks transfer of all outstanding shares of stock in **KHAM Inc.** from **J. W. Hedges, Carl Hedges** and **J. L. Anderson** (each one-third) to **John Burroughs**; total consideration $93,000. Mr. Burroughs is president of KENM Portales, N. M.; partner in KMUL Muleshoe, Tex., and in am application in Espanola, N. M. Ann. Sept. 8.

KYFM (FM) Oklahoma City, Okla.—Seeks assignment of license from **Groven Bcstg. Co.** to **James E. McCarty, Jimmie L. Smith, Bernard Groven** (each one-third), d/b as **KYFM Inc.**; consideration $35,000. Mr. McCarty is assistant station director and sales manager of KYFM; Mr. Smith is business, advertising and circulation manager of newspaper; Mr. Groven is present 80% owner of assignor. Ann. Sept. 8.

WSHP Shippensburg, Pa.—Seeks transfer of 51% of **Town Radio Inc.** from **M. Robert Rogers** to **Arthur K. Greiner** through reclamation of issued stock by permittee corporation from principals and subsequent issuance of new stock in similar proportion. Consideration from Mr. Greiner to corporation $1,275 plus loan of $6,300. Mr. Greiner is present station manager of WEZN Elizabethtown, Pa. Ann. Sept. 7.

WTTC-AM-FM Towanda, Pa.—Seeks assignment of license from **Victor A. Michael, T. Justin Myers Sr.**, and **Leroy J. Hopkins**, d/b as **Vical Bcstg. Co.**, to **Harry M. Brown** and **Clifford S. Brown**, new partnership d/b under same name as that of assignor; consideration $65,000. H. M. Brown is production manager of WFRM Coudersport, Pa.; C. S. Brown owns motion picture theater. Ann. Sept. 8.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that July 14 initial decision which looked toward granting applications of L. M. Hughey to increase power of WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

■ Commission gives notice that July 14 initial decision which looked toward granting application of Dover Bcstg. Co. to increase power of WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D, engineering condition, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

■ Commission gives notice that July 14 initial decision which looked toward granting application of Ben S. McGlashan to increase daytime power of KGFJ Los Angeles, Calif., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, with power reduced to 100 w when KPPC Pasadena, is operating; engineering conditions, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

■ Commission gives notice that July 14 initial decision which looked toward granting application of W. J. Harpole for new am station to operate on 1550 kc 1 kw, D, in Canyon, Tex., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

■ Commission gives notice that July 17 initial decision which looked toward granting following applications to increase daytime power from 250 w to 1 kw, continued operation on their present frequency: 1230 kc—WBVP Inc. (WBVP) Beaver Falls, Pa., and Century Bcstg. Corp. (WCRO) Johnstown, Pa.; 1240 kc—Mahoning Valley Bcstg. Corp. (WBBW) Youngstown, Ohio, and Altoona Trans-Audio Inc. (WRTA) Altoona, Pa., and James Bcstg. Inc. to increase daytime power of WJTN Jamestown, N. Y., from 250 w to 500 w, continued operation on 1240 kc, 250 w-N, all with interference condition and WCRO, WRTA, WBBW and WJTN with additional engineering condition, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

■ Commission gives notice that July 17 initial decision which looked toward granting application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Grossco Inc., for new am station to operate on 1550 kc, 1 kw, D, in West Hartford, Conn., subject to interference condition, and dismissing application of Berkshire Bcstg. Corp., for new am station to operate on the same frequency with 500 w, D, in Hartford, Conn. Applicants entered into merger agreement whereby Berkshire will dismiss its application, receive $10,256.87 from Grossco for expenses, and acquire

option to purchase 25% interest in Grossco. Action Sept. 13.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Columbia River Bcstrs. Inc. for new am station to operate on 1470 kc, 500 w, DA, D, in Mount Vernon, Wash. Action Sept. 13.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Robert B. Brown for new am station to operate on 1570 kc, 500 w, D, in Taylorsville, N. C. Action Sept. 11.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Felix C. Abernethy for new am station to operate on 1580 kc, 500 w, D in Granite Falls, N. C. Action Sept. 11.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by J. B. Falt Jr., for reconsideration of April 12 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and which denied application of Mr. Falt for same facilities. Chmn. Minow and Comr. Craven not participating. Comr. Ford dissented. Action Sept. 13.

■ By memorandum opinion and order, commission set aside Jan. 9 grant of application of Radio Americana Inc., for new am station to operate on 940 kc, 1 kw, D, DA in Baltimore, Md., and remanded proceeding to hearing examiner to determine (1) whether series of arrangements looking to dismissals of applications of Rossmoyne Corp. for new station in Lebanon, Pa., and of Catonsville Bcstg Co. for new station in Catonsville, Md., and amendment of application of Caba Bcstg. Corp. by substituting new corporation, Radio Americana Inc., as applicant for new station in Baltimore, were based upon bona fide belief that there was lesser likelihood of grant of dismissed applications, or whether they were dictated by considerations of personal gain to exclusion of needs of respective communities, (2) whether there are any prospective applicants who would be prevented from establishing new service in Lebanon or Catonsville by grant of Radio Americana application, and (3) whether, in light of evidence adduced under these issues, grant of Radio Americana application is in public interest; denied petition for reconsideration and comparative consideration by Lebanon Valley Bcstg. Co., former applicant for new station in Lebanon, and denied Radio Americana motion to strike. Comrs. Hyde, Lee and Cross dissented, latter with statement. Action Sept. 13.

■ By memorandum opinion and order, commission granted motion by The Journal Co. (WTMJ-FM) Milwaukee, Wis., and enlarged issues in proceeding on application of Kenosha Bcstg. Inc., for new fm station in Kenosha. Comr. Ford absent. Action Sept. 13.

■ By memorandum opinion and order, commission (1) denied petition by Massillon Bcstg. Inc. Norwood, Ohio, to enlarge issues in am proceeding in Dkts. 14125-8 to determine whether proposed trans. location of applicant Dale H. Mossman, Norwood, is properly zoned to permit construction of proposed ant. towers as set forth in his application and, on own motion, (2) enlarged issues to determine whether Mr. Mossman has reasonable expectancy of obtaining permission from appropriate zoning authorities for construction of proposed ant. towers at site set forth in his application. Comrs. Lee and Cross dissented; Comr. Ford absent. Action Sept. 13.

■ By order, commission dismissed petition by Melody Music Inc., for reconsideration of order designating for hearing its application for renewal of license of WGMA Hollywood, Fla., insofar as it failed to consolidate its application for assignment of license of WGMA to Southland Bcstg. Co. Withdrawal on Sept. 11 of assignment application rendered petition moot. Comr. Ford absent. Action Sept. 13.

Hershey Bcstg. Inc., Hershey, Pa. Reading Radio Inc., Reading Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 92.9 mc; ERP 20 kw; Hershey ant. height 190 ft., and Reading ant. height 500 ft.; made WIFI Philadelphia, Pa., party to proceeding. Action Sept. 13.

Holmes-Roberts Bcstg. Co., Slaton, Tex., Crosby County Bcstg. Co., Ralls, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc, 1 kw. Action Sept. 13.

■ By memorandum opinion and order commission denied petition by Tomah-Mauston Bcstg. Inc. (WTMB) Tomah, Wis., to stay construction and revoke cp of John D. Rice for WRJC Mauston. Basic question of whether John D. Rice, Jack L Goodsitt, Bill S. Lahm and others conspired unlawfully to prevent Tomah-Mauston from establishing new am station in Tomah was disposed of in negative in prior commission opinions. This action is without prejudice to such action as commission may find warranted up consideration of petition by William F. Huffman Radio Inc. (WFHR) Wisconsin Rapids, to deny application for additional time and/or to revoke cp of Bill S. Lahm for station WRNE Wisconsin Rapids, and commission expressly reserves right to take official notice of facts presented in instant pleadings which are relevant and material to its consideration and decision of Huffman petition. Chmn. Minow not participating. Action Sept. 13.

■ By order, commission amended Sec. 1.359(i) of pre-grant procedure rule to require that petitions to deny broadcast applications must be filed no later than 30 days after FCC issuance of public notice of acceptance of application for filing. Two exceptions permit petitions to deny to be filed at any time prior to day of commission grant without hearing or formal designation for hearing of (1) applications for new am stations or for major changes in am facilities where application is not listed in "cut-off" public notice pursuant to Sec. 1.354(c), and (2) applications for renewal of license. Commission feels that specification of 30 day period within which petitions to deny may be filed will serve orderly processing of applications. Action Sept. 13.

Clarence E. Jones, St. George, S. C.; Robert S. Taylor, Aiken, S. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 1300 kc, 500 w. Action Sept. 7.

Radio Temple, Temple, Tex.; Georgetown Bcstg. Co., Georgetown, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc, 1 kw; made KGBT Harlingen, party to proceeding. Action Sept. 7.

WATO Oak Ridge, Tenn.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continued operation on 1290 kc, 500 w-N; made WMTN Morristown, Tenn., party to proceeding. Action Sept. 7.

Jasmin Properties Inc., New Port Richie, Fla.—Designated for hearing application for new daytime am station to operate on 1400 kc, 250 w; made WZRH Zephyrhills, WPRY Perry, and WCLY St. Petersburg, parties to proceeding. Action Sept. 7.

WJBC-AM-FM Bloomington, Ill.—Designated for consolidated hearing applications for mod. of licenses to permit identification as Bloomington-Normal stations; dismissed petition by McLean County Bcstg. Co., applicant for new am station in Normal, requesting that WJBC (AM) application be denied or designated for hearing. Chmn. Minow not participating. Action Sept. 7.

Radio Alexander City, Alexander City, Ala.; J. C. Henderson, Dadeville, Ala.; Clay Service Corp., Ashland, Ala.—Designated for consolidated hearing applications for new daytime am stations on 910 kc—Radio Alexander and Mr. Henderson with 500 w, and Clay with 1 kw; made WEPG South Pittsburg, Tenn., party to proceeding; denied petition by Clay Service to dismiss Henderson application for failure to file revised engineering data required by Sec. V-A of FCC Form 301. Action Sept. 7.

■ By order, commission granted request by Hearst Corp. (WISN) Milwaukee Wis., and modified July 6 grant to John L. Breece for new am station (KIMM) to operate on 1150 kc, 5 kw, D in Rapid City, S. D., to include the condition that to extent Sec. 3.87 of rules permits operation with daytime facilities prior to local sunrise, that section is not applicable to this grant and such operation is prohibited. Action Sept. 7.

■ By memorandum opinion and order, commission granted joint petition for approval of merger by Shorewood Bcstg. Corp. and Nathan L. and Robert Goetz, d/b as Jefferson County Bcstg. Co., applicants for new am stations in Fort Atkinson, Wis., approved plan subject to limitations set out in memorandum opinion, and dismissed Jefferson County application. Plan contemplates that, in event Shorewood receives grant, applications will be filed whereby Nathan L. and Robert Goetz will acquire 25% interest each in Shorewood, Blackhawk Bcstg. Co. (owned by Goetz brothers) would assign its license for WFAW (FM) Fort Atkinson, to Shorewook, and Goetz brothers will receive $3,000 for their interests in WFAW and will assume $10,000 each of the loan commitments for construction of proposed Fort Atkinson station. Action Sept. 7.

■ By memorandum opinion and order, commission granted petition by Greenwich Bcstg. Corp. for reinstatement of its application for new am station to operate on 1490 kc, 250 w, unl., in Greenwich, Conn.; considered it as timely filed with applicant New Canaan Bcstg. Co. for same facilities in New Canaan, Conn., and afforded comparative consideration with other conflicting 1490 kc applications currently under study; and granted Greenwich 30 days from release date of order to amend its application to replace all outdated material during which time no further action will be taken on the conflicting applications. Action Sept. 7.

■ By memorandum opinion and order, commission granted petition by WIST Inc. (WIST) Charlotte, N. C., for waiver of Sec. 1.354(h)(1) of rules, accepted amendment to eliminate use of daytime DA in its application to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and retained file number for processing amended application. Action Sept. 7.

■ By letter, commission granted petition

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by WPRA Inc., for waiver of Sec. 1.354(h)(1) of rules to permit it to retain present file number assigned its application to change facilities of WPRA Mayaguez, P. R., from 990 kc, 10 kw, DA-1, unl. to 960 kc, 1 kw, unl., and later amended to specify 990 kc, 1 kw, unl.; and deferred action on request for waiver of Sec. 3.28(c) until application is processed. Action Sept. 7.

■ By order, commission extended from Oct. 2 to Dec. 4 time for filing comments in matter of assigning additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C., with reply comments extended from Nov. 2 to Jan. 8. Comr. Hyde dissented. Extension dates are same as those previously prescribed for filings in proceedings to foster expanded use of uhf-tv channels and deintermixture proposals for eight other cities. Action Sept. 7.

■ By memorandum opinion and order, commission, acting upon request by Fetzer Tv Inc., clarified its report and order released August 3 assigning ch. 13 to Grand Rapids, Mich. It affirmed its decision to make possible operation of new tv station on that channel at no less than standard spacings to existing stations. Fetzer's alternative request that ch. 11 be assigned to Grand Rapids in lieu of ch. 13 was denied. Comr. Cross dissented. Action Sept. 7.

Routine roundup

■ By report and order, commission finalized rulemaking in Doc. 13902 and amended tv table of assignments by reserving ch. *18 (now commercial) for educational use in Austin, Tex., deleting educational ch. *70 from that city and adding commercial ch. 67 there, and substituting ch. 75 for ch. 53 in San Marcos. This stems from petition by Texas-Longhorn Bcstg. Corp. for assignment of ch. 67 to Austin. Action Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments by deleting ch. 12 from Brainerd and assigning it to Walker, Minn., as petitioned for by Central Minnesota Tv Co. Ann. Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments to reserve ch. 19 for educational use in Bay City, and delete educational reservation from ch. 73 in that city. Delta College of Saginaw petitioned for change. Ann. Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward deleting ch. 19 from Palm Springs and assigning it to Indio, Calif. This would cure short-mileage separation between proposed trans. site of Norman H. Rogers on ch. 18 in San Bernardino. Since Indio is within 200 miles of U.S.-Mexican border, reassignment of ch. 19 to Indio is subject to coordination with Mexican authorities. Ann. Sept. 13.

■ Commission invites comments by Oct. 16 to notice of proposed rulemaking looking toward deintermixing tv channel assignments in Springfield, Ill., by deleting ch. 2 and adding chs. 26 and 36 to that city's uhf chs. 20 and educational *66. It would delete ch. 36 from St. Louis, Mo., and add ch. 2 there; substitute ch. 49 for ch. 29 in Jacksonville, Ill. substitute ch. 68 for ch. 36 in Davenport, Iowa-Rock Island-Moline, Ill., and add ch. 2 to Terre Haute, Ind. Comr. Craven not participating.

This action is pursuant to Court of Appeals July 27 decision remanding previous deintermixture "Sangamon Valley" matter to commission for de novo rule making proceedings, and is in conformity with commission efforts to foster uhf tv. Under court remand, Signal Hill Telecasting Corp. will be allowed to continue operation of KTVI on ch. 2 in St. Louis pending resolution of instant proceeding. Ann. Sept. 8.

■ Commission invites comments by Oct. 16 to notice of proposed rulemaking looking toward reserving ch. 20 for educational use in Eugene, Ore., as petitioned for by Board of Directors of School District 4, Lane County. Ann. Sept. 8.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motions by WTSP-TV Inc., City of St. Petersburg, Florida (WSUN-TV) and by Florida Gulfcoast Bcstrs. Inc. and corrected as requested transcript of July 13 oral argument in Largo Fla., tv ch. 10 proceeding. Action Sept. 7.

By Commissioner John S. Cross

■ Granted petition by Seven Locks Bcstg. Co. and extended to Sept. 29 time to file exceptions to initial decision and request for oral argument in proceeding on its application and that of Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action Sept. 11.

■ Granted petition by Smackover Radio Inc. and extended to Sept. 20 time to respond to petition by Broadcast Bureau to enlarge issues in proceeding on Smackover's application for new am station in Smackover, Ark., et al. Action Sept. 11.

■ Granted petition by Transcript Press Inc. and extended to Oct. 31 time to file exceptions to initial decision in proceeding on its application and that of Newton Bcstg. Co. for new am stations in Dedham and Newton, Mass. Action Sept. 11.

■ Granted petition by Broadcast Bureau and extended to Sept. 18 time to respond to petition for reconsideration and grant filed by Tedesco Inc., in proceeding on application of Franklin Bcstg. Co. for assignment of license and cp for am station WMIN St. Paul, Minn., to Tedesco Inc. Action Sept. 8.

■ Granted petition by Broadcast Bureau and extended to Sept. 18 time to file exceptions to initial decision in proceeding on applications of Tidewater Bcstg. Inc., and Edwin R. Fischer for new am stations in Smithfield and Newport News, Va. Action Sept. 7.

■ Granted petition by Andrew B. Letson (WZRO) Jacksonville, Fla., and extended to Sept. 12 time to reply to comments of Broadcast Bureau to petition for reconsideration filed in proceeding on his am application. Action Sept. 7.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Denied petition by Colonial Bcstg. Co. that issues be added to determine financial qualifications of George F. O'Brien and Ubiquitous Corp., in proceeding on their applications for new am stations in New Milford, Conn., and Hyde Park, N. Y., et al.; denied petition by Colonial for leave to file reply to opposition by Ubiquitous to Colonial's petition to add financial issue against Ubiquitous. Actions Sept. 8 and 11.

■ Issued memorandum of Ruling at Sept. 6 oral argument in proceeding on applications of Rollins Bcstg. Inc., WHYY Inc., and MetroMedia Inc., for new tv stations to operate on ch. 12 in Wilmington, Del., granting further request by WHYY for issuance of subpoena *duces tecum* directing Tim Crow to bring with him and produce at Sept. 19 hearing program logs of station WAMS Wilmington, for Sept. 1 4 and 5; overruled request by Rollins that subpoena be quashed. Action Sept. 6.

■ Granted joint petition by Lorenzo W. Milam and Eastside Bcstg. Co. for approval of agreement whereby Mr. Milam would pay Eastside $1,500 in partial payment of out-of-pocket expenses incurred in connection with latter's application for new fm station to operate on 107.7 mc, 39.1 kw, in Seattle, Wash., in return for its withdrawal; dismissed Eastside's application with prejudice; terminated proceeding and granted application of Milam for new fm station to operate on 107.7 mc, 14.8 kw, in Seattle; engineering condition. Action Sept. 8.

By Hearing Examiner James D. Cunningham

■ In accordance with commission's memorandum opinion and order released Aug. 3 in proceeding on application of Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C., scheduled further hearing for Sept. 20. Action Sept. 7.

By Hearing Examiner Asher H. Ende

■ Granted motion by Wireline Radio Inc., and extended from Sept. 12 to Sept. 26 and from Sept. 26 to Oct. 10 time to file proposed findings and replies in proceeding on its application for renewal of license of am station WITT Lewisburg, Pa. Action Sept. 8.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Mandan Radio Assn. and corrected as proposed transcript of hearing in matter of revocation of its license for am station KBOM Bismarck-Mandan N. D. Action Sept. 7.

By Hearing Examiner Millard F. French

■ By agreement of parties reached at Sept. 7 prehearing conference, continued Sept. 21 hearing to date to be set by subsequent order in proceeding on am applications of Elbert H. Dean and B. L. Golden, Lemoore, and Glomor Music Bcstrs. Inc. (KHOT) Madera, Calif. Action Sept. 7.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 14

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,587	37	113	852
FM	864	67	185	142
TV	486[1]	62	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 14

	VHF	UHF	TV
Commercial	466	81	547
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

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Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
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National Press Bldg.,
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Telephone District 7-1205
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Pilgrim 6-3000
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Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

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711 14th Street, N.W.
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REpublic 7-3984
Member AFCCE

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Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

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By Hearing Examiner Isador A. Honig

■ Denied petition by Dixie Radio Inc., to reopen record in order to introduce additional evidence in proceeding on its application for new am station in Brunswick, Ga. Action Sept. 8.

■ On own motion and with agreement of other parties, continued Sept. 13 hearing to Sept. 21 in proceeding on applications of The News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action Sept. 8.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Broadcast Bureau and extended from Sept. 8 to Sept. 22 and from Sept. 18 to Oct. 2 time to file proposed findings and replies in proceeding on application of Robert E. and Marcella Podesta for new fm station in Santa Clara, Calif. Action Sept. 11.

■ Granted petition by Johnson Bcstg. Corp. seeking to withdraw its petition for leave to amend its application for new am station in Indian Rocks Beach, Fla., and dismissed petition; dismissed as moot motion for grant of petition for leave to amend filed by Ybor City Bcstg. Co., Ybor City Fla. Action Sept. 8.

■ Denied petition by Carnegie Bcstg. Corp. for Evansville issue in proceeding on its application which is consolidated for hearing with am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action Sept. 8.

■ Granted motion by Pontotoc Bcstg. Co. and extended to Sept. 12 time to respond to petition by WTWV Radio for addition of Evansville issue in proceeding on their applications and that of Marshall C. and Sarah C. Parker for new am stations in Pontotoc and Tupelo, Miss. Action Sept. 7.

■ Granted petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, to extent of continuing Sept. 11 and 18 oral arguments to Sept. 19 in proceeding on its am application which is consolidated for hearing with application of Kent-Ravenna Bcstg. Co. for new am station in Kent, Ohio, et al. Action Sept. 7.

By Hearing Examiner H. Gifford Irion

■ Denied petition by Ruth M. Crawford, Executrix of Estate of Perby B. Crawford (WYCA) Hammond, Ind., for leave to amend am application to change ant. and reduce ERP to 88.2 kw; application is consolidated for hearing. Action Sept. 8.

■ Continued Sept. 18 hearing to Oct. 24 in proceeding on application of Regional Service for new am station in Rantoul Ill. Action Sept. 7.

■ Granted petition by Grundy Bcstg. Co. and continued hearing from Sept. 11 to Sept. 26 in proceeding on its am application which is in consolidated am proceeding on applications of Radio Crawfordsville, Inc., Crawfordsville, Ind., et al. Action Sept. 6.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Tinker Area Bcstg. Co. for leave to amend its application for new am station in Midwest City, Okla., to specify reduction in power from 1 kw to 500 w, change of directional pattern, and new data on cost of construction; application is consolidated for hearing. Action Sept. 6.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Parks Robinson (WISV) Viroqua, Wis., removed its am application from hearing docket, cancelled Sept. 12 hearing and returned application to processing line. Action Sept. 11.

■ Granted request by Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J., and extended to Sept. 14 time to file response to petition by Burlington County Bcstg. Co., for leave to amend its application for new am station in Mount Holly. Action Sept. 7.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from Sept. 8 to Sept. 22 time to file proposed findings of fact and conclusions of law in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Sept. 8.

■ By order, formalized certain agreements reached at Sept. 7 prehearing conference in proceeding on applications of Putnam Bcstg. Corp. and Port Chester Bcstg. Co., for new am stations in Brewster and Port Chester, N. Y.; continued procedural dates and hearing from Oct. 11 to Nov. 6. Action Sept. 8.

■ Admitted in evidence exhibits 6 and 7 of Ebony Enterprises Inc., and closed record in proceeding on its application for new am station in Chadbourn, N. C. Action Sept. 7.

■ Granted petition by Broadcast Bureau and extended from Sept. 6 to Sept. 14 time to file proposed findings in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Sept. 6.

■ Granted petition by Broadcast Bureau and extended from Aug. 31 to Sept. 8 time to file proposed findings in proceeding on applications of Gila Bcstg. Co for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action Sept. 6.

By Hearing Examiner Herbert Sharfman

■ Closed record for Group II of consolidated am proceedings in Docs. 13010 et al. (Mid-America Bcstg. System Inc., Highland Park, Ill., et al). Action Sept. 7.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to oral motion granted during Sept. 7 prehearing conference, continued to date to be fixed at further prehearing conference to be held on Sept. 21, 9 a.m., hearing scheduled for Oct. 18 in proceeding on application of Melody Music Inc. for renewal of license of station WGMA Hollywood, Fla. Action Sept. 7.

■ Granted motion by Laurens County Bcstg. Co. (WXLI) Dublin, Ga., and severed from consolidated am proceeding its application and those of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainesville, Fla., and Fisher Bcstg. Inc. (WSOK) Savannah, Ga. Action Sept. 5.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Sept. 12

KKIN Aitkin, Minn.—Granted mod. of cp to change type trans. and trans. location; condition.

■ Following stations were granted extensions of completion dates as shown: WLAG LaGrange, Ga., to April 15, 1962. and WFAB Miami-South Miami, Fla., to Dec. 30.

Actions of Sept. 11

WGAU Athens, Ga.—Granted license covering increase in daytime power.

KGMI Bellingham, Wash.—Granted mod. of license to change name to International Good Music, Inc.

KGMI-FM, KGMG (FM), KGMJ (FM), KFMU (FM) Bellingham and Seattle, Wash., Portland, Ore., Los Angeles, Calif.—Granted mod. of licenses and SCAs to change name to KGMJ Inc.

KFMW (FM), KBAY-FM San Bernardino and San Francisco, Calif.—Granted mod. of licenses to change name to KGMJ Inc.

K70BY Globe-Miami, Ariz.—Granted cp to change type trans. and type ant. of uhf tv translator station.

WFLS Fredericksburg, Va.—Granted cp to make change in ant. system (increase height); conditions.

WRVM Rochester, N. Y.—Granted cp to change ant.-trans. location.

WNOG Naples, Fla.—Granted cp to replace expired permit which authorized change of ant.-trans. and studio location, make changes in ant. system (increase height), changes in ground system and install new trans.

KTSD (FM) San Diego, Calif.—Granted mod. of cp to change name to KGMJ Inc.

WTRC Elkhart, Ind.—Granted request for cancellation of license for auxiliary trans.

Columbia Bcstg. System Inc., New York, N. Y.—Granted authority to transmit CBS-TV network programs coverage of special sporting events, not of a continuing nature to tv station CBFT Montreal, Que., and CBOFT Ottawa, Ont., and CFCM-TV Quebec City, Que. on Sept. 17 and 24; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as Commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of Sept. 8

KWLW Nampa, Idaho—Remote control permitted.

KTEE Idaho Falls, Idaho—Granted change of remote control authority.

■ Granted licenses for following am stations: KVEE Conway, Ark.; WKIG Glennville, Ga.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WSKI Montpelier, Vt.; WMRF Lewistown, Pa.; KCIL Houma, La.

KCUL Fort Worth, Tex.—Granted license to use old main trans. (composite) (main trans. location) as alternate main trans. nighttime and auxiliary trans. daytime.

KIBS Bishop, Calif.—Granted license covering installation of new trans.

WHSY Hattiesburg, Miss.—Granted license to use old main trans. as auxiliary trans.

WKBI St. Marys, Pa.—Granted licenses to use night main and day main trans. (main trans. location) as daytime and nighttime auxiliary trans. with remote control operation.

WADA Shelby, N. C.—Granted license covering change in ant. system to nondirectional; condition.

WWTV (TV) Cadillac, Mich.—Granted license covering changes in tv station (main trans. & ant.)

KIUN Pecos, Tex.—Granted cp to change trans. location (not ant.—same site); make changes in ant. system and ground system and install new trans.

WGRP Greenville, Pa.—Granted cp to change DA pattern.

WMGA Moultrie, Ga.—Granted cp to install old main trans. as alternate unit night and auxiliary unit day trans.

WFOY St. Augustine, Fla.—Granted cp to install old main trans. at main trans. location as auxiliary trans.

WYAL Scotland Neck, N. C.—Granted cp to install new trans.

WBAY-FM Green Bay, Wis.—Granted cp to increase ERP to 45 kw; increase ant. height to 1,040 ft.; and change ant. system.

WDAS Philadelphia, Pa.—Granted cp to make changes in daytime DA pattern.

WCCA-TV Columbia, S. C.—Granted mod. of cp to change ERP to vis. 191 kw; aur. 95.5 kw; ant. height 440 ft.; type trans., type ant.; and make changes in equipment.

■ Granted mod. of cps to change type trans. for following stations: WJIL Jacksonville, Ill.; WIBM Jackson, Mich.; KRNO San Bernardino, Calif.; WSPZ Spencer, W. Va.; WLBC Muncie, Ill.

KABC-FM Los Angeles, Calif.—Granted mod. of cp to change ant. system and ERP to 72 kw; without prejudice to whatever

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action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

WISA Isabela, P. R.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

KZAM (FM) Seattle, Wash.—Granted mod. of cp to change type trans. and type ant.; remote control permitted.

KUDE-FM Oceanside, Calif.—Granted mod. of cp to change trans. and ant.

■ Following stations were granted extensions of completion dates as shown: KZAM (FM) Seattle, Wash., to Dec. 20; KHFR-FM Monterey, Calif., to Nov. 1; KDES Palm Springs Calif., to Dec. 10; WNEM-FM Bay City, Mich., to Nov. 15; WBCI-FM Williamsburg, Va., to Dec. 7 and WJIL Jacksonville, Ill., to Dec. 13.

Actions of Sept. 7

■ Granted cps for following new vhf tv translator stations: Sevier County on chs. 10, 3, 6, 7, 8 and 12, Kooshareem Richfield, Elsinore, Sevier, Sigurd and Salina, Utah, to translate programs of KCPX-TV ch. 4 Salt Lake City, Utah, KUTV ch. 2 Salt Lake City, via ch. 8 Sigurd/Salina Utah, KCPX-TV Channel 4, Salt Lake City, via ch. 10, Sigurd/Salina, KSL-TV ch. 5 Salt Lake City, via ch. 12 Sigurd/Salina, and KSL-TV ch. 5 Salt Lake City; Carmen Creek & Big Flat Tv Assn. on ch. [illegible] Carmen, Idaho (KXLF-TV ch. 4 Butte, Mont.); Lincoln County Tv District No. 1 on ch. 4 Ursine Nev. (KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., condition); Pahranagat Valley Tv District on chs. 10 and 3 South Pahranagat Valley and Alamo, Nev. (KLRJ-TV ch. 2 Henderson, Nev., and KLRJ-TV ch. 2 Henderson via ch. 10 Lower Pahranagat Valley); Pegram Tv Community Booster on ch. 13 Pegram, Idaho (KID-TV ch. 3 Idaho Falls, Idaho).

School District No. 8 and New Mexico Department of Education, Santa Rosa, N. M.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KNME-TV ch. 5 Albuquerque, N. M. condition.

■ Granted renewal of license for following stations: WABJ Adrian, Mich.; WAGN Menominee, Mich.; WATT Cadillac, Mich.; WATZ Alpena, Mich.; WBNS Columbus, Ohio; WCLT Newark, Ohio; WCRM Clare, Mich.; WDOK Cleveland, Ohio; WELL Battle Creek, Mich.; WFIN Findlay, Ohio; WHIZ Zanesville, Ohio; WHLS Port Huron, Mich.; WILE Cambridge, Ohio; WIRO Ironton, Ohio; WJER Dover-New Philadelphia, Ohio; WJMS Ironwood, Mich.; WJUD St. Johns, Mich.; WKBN Youngstown, Ohio; WKBZ Muskegon, Mich.; WKLZ Kalamazoo, Mich.; WKMI Kalamazoo, Mich.; WKZO Kalamazoo, Mich.; WLEW Bad Axe, Mich.; WMAX Grand Rapids, Mich.; WMBN Petoskey, Mich.; WPFB Middletown, Ohio; WAEF-FM Cincinnati, Ohio.; WBLY-FM Springfield, Ohio; WBNS-FM Columbus, Ohio; WCLT-FM Newark, Ohio; WCRF (FM) Cleveland, Ohio; WDOK-FM Cleveland, Ohio; WFBE (FM) Flint, Mich.; WFIN-FM Findlay, Ohio; WHBC-FM Canton, Ohio; *WAPS (FM) Akron, Ohio; *WCBE (FM) Columbus, Ohio *WDTR (FM) Detroit, Mich.; *WGUC (FM) Cincinnati, Ohio; *WHPR (FM) Highland Park, Mich.; *WMUB (FM) Oxford, Ohio; *WOUB-FM Athens, Ohio; *WSLN (FM) Delaware, Ohio; *WTDS (FM) Toledo, Ohio; *WUOM (FM) Ann Arbor, Mich.

WBAG-AM-FM Burlington-Graham, N. C.—Granted involuntary transfer of control from Lawrence E. Neese to Lawrence E. Neese Jr., administrator of estate of Lawrenec E. Neese, deceased.

***KTEC (FM) Oretech, Ore.**—Granted assignment of license to State Board of Higher Education.

KBUR Burlington, Iowa—Granted assignment of cp to RB Inc.

■ Granted licenses for following am stations: KFIF Tucson, Ariz. and specify studio location; WGHC Clayton, Ga.; KTCI Terrytown, Neb., and specify studio location and type trans.; KGNS Laredo, Tex.; WDIC Clinchco, Va.

WTTN Watertown, Wis.—Granted license covering removal of Canadian restriction.

WTIP Charleston, W. Va.—Granted license covering change of ant.-trans. location, ant. and ground system, type trans., increase in daytime power and remote control point.

WFIW Fairfield, Ill.—Granted license covering increase in power and installation of new trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KVOG Ogden, Utah; KROY Sacramento, Calif.; WJLD Homewood, Ala.; KELD El Dorado Ark.; WTRR Sanford, Fla. (D) (2 main trans.); KMHT Marshall, Tex.; WDSR Lake City, Fla.; WHUB Cookeville, Tenn., and specify trans.; KTCS Fort Smith, Ark.; WBFD Bedford, Pa.; KFRU Columbia, Mo.; KIUL Garden City, Kan.; WABJ Adrian, Mich.; WMFR High Point, N. C.

KUMA Pendleton, Ore.—Granted license covering change from DA-2 to DA-N.

WAGY Forest City, N. C.—Granted license covering increase in power and changes in trans. equipment.

WALL Middletown, N. Y.—Granted license covering increase in daytime power and changes in transmitting equipment.

KDMA Montevideo, Minn.—Granted license covering change from DA-1 to DA-N.

WARN Fort Pierce, Fla.—Granted license covering change in hours of operation ant.-trans. and studio location, and installation DA-N and ground system.

WILI Willimantic, Conn.—Granted license covering installation new trans. and increase in daytime power.

WTRR Sanford, Fla.—Granted license covering use of new trans. (main trans. location) as auxiliary trans. (nighttime only).

WFAH-FM Alliance, Ohio.—Granted license covering change of ERP, ant. height and installation new ant. and trans.

WSOY-FM Decatur, Ill.—Granted license covering installation of new ant., increase in ERP and decrease in ant. height.

KSUN Bisbee. Ariz.—Granted license covering installation of new trans.

■ Following stations were granted licenses covering installation of new trans.: KJOY Stockton, Calif., and KOY Phoenix, Ariz.

WTAP Parkersburg, W. Va.—Granted license covering change in ant.-trans. location, remote control point, and make changes in studio and ground system.

WFYI Mineola, N. Y.—Granted license covering installation of old main trans. as auxiliary trans.

WNAH Nashville, Tenn.—Granted mod. of license to change remote control point.

WOPI-FM Bristol, Tenn.—Granted mod. of license to change studio location and operate trans. by remote control.

KEBR (FM) Sacramento, Calif.—Granted mod. of license to operate trans. by remote control (second remote control point) (by employees of station only).

***WNAD-FM Norman, Okla.**—Granted cp to decrease ERP to 4 kw and install new ant.; ant. height 390 ft.

WIPE (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 16 kw; ant. height to 440 ft.; ant.-trans. and studio location, and make changes in ant. system.

WIL-FM St. Louis, Mo.—Granted mod. of cp to increase ant. height to 320 ft.; change ant.-trans. location; type trans.; ant. system (increase height), and change ant.; conditions.

■ Following stations were granted extensions of completion dates as shown: WIL-FM St. Louis, Mo., to Jan. 2, 1962; KNIX (FM) Phoenix Ariz., to Nov. 15; WDRN (FM) Darien, Conn., to Feb. 1, 1962; KPAT (FM) Albuquerque, N. M., to Jan. 2, 1962; KORK-FM Las Vegas, Nev., to Nov. 15; KWDC (FM) Houston, Tex.; to Oct. 15.

KSEE Santa Maria, Calif.—Remote control permitted.

Actions of Sept. 6

WMEG Eau Gallie, Fla.—Granted transfer of control from Victoria C. Martin, A. V. Chatterton and Thomas Cary to Charles E. Varner and Wallis R. Kinney; consideration $150,000 and agreement not to compete in radio broadcasting for 8 years within 50 miles of Eau Gallie.

■ Granted cps for following new vhf tv translator stations: St. Johns Tv Committee on chs. 6 and 11 St. Johns, Ariz., to translate programs of stations KGUN-TV ch. 9 Tucson, and KOB-TV ch. 4 Albuquerque, N. M.;

WOWY Clewiston, Fla.—Granted license for am station.

WGNB (FM) St. Petersburg, Fla.—Granted license for fm station and specify type trans.

KRKD Los Angeles, Calif.—Granted license covering installation of alternate main trans.

KSAL Salina, Kan.—Granted license covering installation of old main trans. as alternate main trans.

KBUN Bemidji, Minn.—Granted license covering change of type auxiliary trans.

■ Following stations were granted licenses covering increase in daytime power and in-

Continued on page 87

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Florida. Medium market. Needs 2 experienced announcer-salesmen for fulltime, old, established station. No rock and roll. Pleasant, adult voices wanted. Permanent position offered. $400.00 vs 30%. Complete details plus tape and photo to Box 988G, BROADCASTING.

$10,000 year ($7800 salary plus commission). We pay moving and interview expenses. Must be producer. Station on 24 hour operation a.m. and f.m. Mail resume to Sales, WLAV, Grand Rapids, Michigan.

Attention Mississippi: Wanted—full time salesman. Must be able to produce what you sell with strong air voice. Play-by-play sports ability desirious. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State University.

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Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

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Help Wanted—(Cont'd)

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Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

First phone—adult personality announcer. If you're ready to get off the merry-go-round and really settle down to a good job, with a good future, with a good mid-west station—this is it! Start $550.00 per month. Send resume and ad-lib tape. Box 933G, BROADCASTING.

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Immediate opening for announcer-salesman in Carolinas. Must be able to handle some program-traffic details, limited announcing and sales. Opportunity to advance to assistant manager. Only sober, dependable persons apply. Write Box 110H, BROADCASTING.

Expanding progressive Ohio broadcasting company seeks morning personality with opportunity for television work. Tape, resume, photo to Box 171H, BROADCASTING.

Make money, live in a sportsman paradise. Experienced announcer with first phone needed immediately. A real opportunity with growing organization. Contact Davis, KCAP, Helena, Montana.

Wanted: Experienced radio and television announcer. Looking for a stable man and willing to wait to find the right man. No booze hounds or drifters. All replies confidential. Reply to Bill McCraken, KFBC Radio-TV, Cheyenne, Wyoming.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer, first phone, pay according to ability, experience, need immediately. George Williams, KGHM, Brookfield, Missouri.

Announcer-sportsman wanted adult programming. Salary open but minimum $450.00 per month. Central United States only, as a personal interview is necessary, minimum five years radio experience. Contact J. A. Shepherd, Radio Station KNCM, Moberly, Mo.

Announcer-news editor—short announcing shift. Adult music. Must be able to gather and write local news. Call or write Raymond Saadi, KTIB, Thibodaux, Louisiana. Hillcrest 7-9006

A station that has recently changed management and opened a new remote studio in a nearby community, needs good quality announcers with past experience in news, sports, and commercial work. Good salaries offered to qualified men. Send letter of experience, audition tape and photo to KTNC Radio, P.O. Box 238, Falls City, Nebraska, c/o H. D. Wallington, Station Manager.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Help Wanted—(Cont'd)

Announcers

Need experienced announcer in solid small town radio. Good opportunity for right man. Send tape and references to KVOW, Riverton, Wyoming.

Bright young man for modern sound board shift plus some news leg work. Good salary, paid hospitalization and insurance. Send tape and resume to WBAR, Box 820, Bartow, Florida.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

WCSI AM & FM, Columbus, Indiana seeks announcer capable of knowledgable news presentation plus interesting record shows. Adult music backed by strong local news policy featuring mobile units and delux news room facilities. Unusually spirited smaller city within easy access of three metropolitan areas. Send tape, photo, job history first letter.

Morning man for the top-rated operation in the best three station non-metropolitan market in New England. Your salary requirements will not frighten us if you are really sharp. Send tape and resume to Manager, WDOT. Burlington, Vermont.

Immediate opening for radio and tv staff announcer. Call Elgin 5-8611 or send tape, resume & photo to Mr. Frank Wilson, WMBG-WTVR, P. O. Box 5229, Richmond, Virginia.

DJ for top 40 nighttime show. Call WNCO, Ashland, Ohio.

Florida-Spaceport — at Cape Canaveral. Needs announcer-salesman. WRMF, Titusville, Fla.

Farm-local newsman combination. Send resume and tape. WSMI, Litchfield, Illinois.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Eight-year-old tv only operation starting 100 kw quality fm operation about October 15. Need two good radio announcers who also have ability to appear on tv. Knowledge of news copy traffic useful. No dj's please. Send picture, tape, full particulars first letter. Dwight Wheeler, WWTV-FM, Fetzer Television, Cadillac, Michigan.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Technical

Immediate opening—experienced chief engineer for well established, well equipped regional 5000 watt am network West Virginia station. Would consider aggressive newcomer. Write Box 939G, BROADCASTING.

Chief engineer for 1,000 watt am and fm midwest station. No announcing required. Excellent opportunity. Send background experience, references, and salary requirements with first letter. Box 126H, BROADCASTING.

Chief engineer for Colorado a.m.-f.m. Must be thoroughly experienced in maintenance and installation. Good salary. Wonderful living. Station staffed by other pros who tired of the big city rat race. Write Box 127H, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer-announcer or engineer salesman. Main requirement engineering ability for 500 watt daytimer that believes in providing best equipment for maintenance in one of Carolina's fastest growing small markets. Salary open. Box 129H, BROADCASTING.

First class engineer who can double in brass—either announcing, copy, production, or traffic. Medium southern market full-timer with fm. Send resume, tape, recent photo, and expected salary. Box 130H, BROADCASTING.

Experienced tv studio engineer with first phone license, write, do not phone, including resume and references. Roger Sawyer, KGLO-TV, Mason City, Iowa.

Immediate opening for chief—1st phone. Maintenance and installation experience. Write or call Ralph Robinson, c/o WACE, Chicopee, Mass.

WGBI Radio, Scranton-Wilkes Barre, has opening for radio engineer. Must have radio telephone first class license and 5 to 10 years experience with AM transmitters and audio equipment. Give full details in letter to P. O. Box 22,, Scranton, Pennsylvania.

First phone experienced transmitter man RCA experience preferred—for Southwest Educational Television Station. Also good Ampex Video Tape Man. No phone calls. Elkins Institute of Radio & Electronics, 2603 Inwood Rd., Dallas, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

News director—aggressive, hard-hitting reporter capable of building and directing capitol city radio/tv news department . . . must have reporting, writing and on-camera experience, capable of producing high-caliber newscasts, editorials, and in-depth specials. Unique opportunity for experienced newsman to grow in professional stature. Send tape, photo and full details to Box 977G, BROADCASTING.

Reliable copy-traffic person for two station 100,000 plus market in western New York. Security and pleasant conditions with benefits. Prefer someone who has come up through small station. Box 104H, BROADCASTING.

Need top news digger—writer—reporter for major Metropolitan market. Exclusive news background as city reporter, correspondent desired. Big opportunity in "ready" market. Send data, tape, picture to Box 105H, BROADCASTING.

Experienced news reporter for New Jersey radio station . . . some announcing . . . emphasis on news. Tell all first letter. Don't send tape. Box 108H, BROADCASTING.

Pgm. dir. for 5000w station in rapidly growing important Calif. market. First phone required for short air shift. Will be responsible for hiring and directing announcers, and for making station #1 already in strong contention for this position. Pgm. can be modified; you'll be in charge and we want your ideas. $750 to start and fringe benefits and major opportunities which will be explained to few whom we interview further. Send complete background, brief pgm. beliefs, refs., and air tape. Only sober, successful people need apply. Box 135H, BROADCASTING.

Promotion-publicity director by top rated midwest CBS tv and radio station. Excellent opportunity for aggressive idea man with publicity, merchandising, writing and administrative experience. $8,000-$12,000 start. Send all details including brochure of previous campaigns, references, photo to Box 139H, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman . . . challenge for newsman. If you've got ideas that aren't utilized, want to editorialize, build top news department, have initiative, here's your chance. Top wages. Midwest medium market. Send character references, background, qualifications, audition and salary requirements to Box 141H, BROADCASTING.

Newsman with machine gun delivery to generate excitement for top Independent. Rush tape and resume first letter. Box 169H, BROADCASTING.

Need good working radio newsman. Must have maturity and sound news judgment. Also, need good on-the-air personality, not top 40 format but balanced mixture of the best in all types. Send tape, background, salary requirements, etc. to: P.O. Box 269, Little Rock, Arkansas.

Wanted—program director who can also gather and write local news. Some announcing. 500 watt daytimer. KCHE, Cherokee, Iowa.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

Newsman—gather, write, air local news. Handle tape recorder. New station. WNJH, Hammonton, New Jersey; or WCOJ, Coatesville, Pa.

Immediate opening for program director. Present man being recalled into service. Must be creative and capable of assuming administrative responsibilities. If interested call Howard Frederick, WIRL, Peoria, Illinois.

Newsman with versatility and guts for aggressive established am and fm, tv, operation. Must be able to interview, rewrite, shoot film and stills, a challenging opportunity for the imaginative. Tape, resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

General manager, sales, run board, sober, young, reliable, experienced. Prefer N. Y., Penn., or Ohio. References contact Box 101H, BROADCASTING.

Imagination and creativity tempered by experience are qualities that can work for you. They are my Hallmark as a broadcaster. Conscientious program executive major market seeks manager, assistant manager opportunity eastern market. Inquiries handled discreetly. Box 111H, BROADCASTING.

Employed commercial manager raising sights. Desires and qualified for general manager. Will consider fm or am. Excellent sales record, 27, married, college. Box 114H, BROADCASTING.

Experienced small market—12 years with same employer; 7 years successful management. Present employer will give top recommendation. Thirty-five-year-old family man, civic minded, stable; available for west or northwest immediately. Box 119H, BROADCASTING.

Manager—business manager-corporate accountant: Over decade working experience all areas radio-tv staff. Ambitious. Stable community leader. Family. Prefer Florida. Others considered. Minimum start $7,000. Resume. Box 123H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Award-winning salesman, tops in major market, interested combining thorough sales, program experience as manager or sales manager smaller market. Box 124H, BROADCASTING.

Available: Fifteen years manager/sales manager experience. College graduate, business administration, commercial law and advertising. Successful operation sold station. Resume on request. Box 136H, BROADCASTING.

Entire staff—We have proven our ability to produce. Business shows it. Nervous neophyte owner, on our backs, We're fed up. Manager, salesmen newsman, announcers . . . all, ready to resign for any reasonable offer. Let us prove what we say. Box 150H, BROADCASTING.

Right hand man to top management. Position of responsibility desired by junior executive presently with net basic. 10 years all phases am-fm-tv. Will help you realize your goals, be they radio, tv or both. Background includes strong production, promotion, sales, organization, personnel, public service, survey analysis, FCC matters business sense, B.A. Five figures justified. Box 172H, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams. 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Sick sales. Contact R.P. Sales, 830 Market St., San Francisco. A sales service increasing billings at low rates. Not a promotion crew. We are sales consultants. Free information. No obligation. West Coast, and adjoining states.

Announcers

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

DJ, newscaster, control operator. Married. Age 28. References, will travel. Prefer top 40. Box 721G, BROADCASTING.

Broadcast school graduate. Emphasis news, adult pop music. Single. 28. Available two weeks. Box 998G, BROADCASTING.

Recent graduate of broadcasting school. Have voice will travel. Box 103H, BROADCASTING.

In competitive regional market. Announcing three years. Want established station. Have had taste of television now would like real bite. Box 112H, BROADCASTING.

Top rated Canadian deejay wants work at "pop" station in north east. State hours, condition and salary in first letter. Box 113H, BROADCASTING.

Single, 23. Graduate of radio school willing to work hard, and accept any job available. Tape and resume available upon request. Box 115H, BROADCASTING.

Contract expires Sept. 15th. Top 40 jimmick jock top rated in major market. Box 116H, BROADCASTING.

Experienced, conscientious no. 1 d.j.-newsman. Any good area! State format. Box 117H, BROADCASTING.

Announcer, newsman, d-j—8 years, well within top 100 major markets, currently with #1 in market. Mature, family, excellent voice—no top 40—minimum $165. Box 118H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Truly, truly professional radio announcer seeks position in aggressive tv operation. Currently employed by a top-rated, nationally known, radio station in one of the top 3 markets. Desire opportunity to do all types of on-camera work. Have a considerable amount of on-camera experience. Seasoned actor, m.c. and interviewer. Will deliver network caliber commercials. Sincere, university, married, 30. Business approach to the business. Long hours no concern. No prima donna, just hard worker. Will consider radio stint in addition to tv. Box 981G, BROADCASTING.

Music man, newsman desirous of permanent position in adult programed station. Five years experience. Family man, presently employed in major southwest city. Box 125H, BROADCASTING.

Vet-single-21 - college radio - commercial radio. Tight board, format, good news, commercials. Stable, mature personality, continentious. Will travel. Prefer south. Small market. Presently employed as staff announcer. $65 minimum. Box 131H, BROADCASTING.

Versatile deejay—first phone. 8 years experience in depth, two years management. Friendly wake-up show. Outstanding knowledge "modern" radio. Natural ability with production, music, continuity. Presently employed production department major network. Light maintenance. Best references. 26 years old; family. Desire pd-dj position. Available November 1st. Box 132H, BROADCASTING.

Easy swinger for hire. Versatile. Nine years experience. $150.00 Box 137H, BROADCASTING

Aspiring announcer needs that first job. Can you help? Speech background, broadcasting school, some college, third phone. Box 128H. BROADCASTING.

Swingin dj, college grad. 2 years experience. Joe Niagara type. Box 140H, BROADCASTING.

Can't stand cold weather anymore. Desire Texas, Florida or other balmy climate. Experienced team of one announcer-copywriter . . . one first phone engineer desire metropolitan market. Box 144H, BROADCASTING.

First phone . . .married, 21, 1½ years experience. Will work nights. Prefer Texas and surrounding area. Box 152H, BROADCASTING.

Swingin' (not formula) young jock presently employed wishes to leave dead (but nice) organization. $100.00 per week will bail me out! Box 153H, BROADCASTING.

Experienced dj, newscaster, looking for large market in northeast. Box 155H, BROADCASTING.

Announcer-disk jockey experienced family man. Want permanent place in your community, fast board, willing to travel. 3rd class FCC. Box 160H, BROADCASTING.

Announcer-disk jockey experienced, family man. Want permanent place in your community, fast board, willing to travel. 3rd class FCC. Box 161H, BROADCASTING.

Announcer-experience: D.J. Good ad-lib, run board—cut any show. Excellent references and reliable. Box 162H, BROADCASTING.

Negro announcer looking employment—will travel, strong in board work. Graduate of A.T.S. Box 163H, BROADCASTING.

Here's an announcer! First phone, 4 years experience as newsman, d.j., plus TV, married, tape and brochure available for consideration, salary open. Box 164H, BROADCASTING.

N. Y. State—near Montreal. DJ-salesman-adult. Box 165H, BROADCASTING.

Attention upper mid-west! 3 yrs. experience, good voice, build show around good music, bright chatter, and, $ell. Thrive on competition. Makes listeners want more. If you do, write box 167H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer and d.j. Experienced not a floater want to settle. Box 174H, BROADCASTING.

Experienced colored d.j. tight production, no floater. Box 275, New York 23.

Versatile announcer — dj. Authoritative news. Midwest preferred. 4825 W. Drummond Place, Chicago 39. NAtional 2-1672.

First phone announcer, c&w dj, and ce. Five years radio two years tv. Steve French, 1838 22nd St., San Pablo, Calif. Phone BE 5-5988.

Successful announcer with first phone and engineering knowhow wants combo c.e.-announcing position. Adult radio, permanent. Jim Harris, 350 Larchmont Dr., Montgomery, Ala. Tel: 265-2137.

Beginner disc jockey—knows music, good commercial man. Music library. Will relocate. Tape, resume. Norman Holden Jr., 4556 N. Meade Ave., Chicago 30, Ill. SPring 7-1094.

McLendon 1st phone d.j. available Oct. 1. Contact Fred Lane, 7311 Broadway, San Antonio, Texas. Telephone TAylor 2-1475.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Management placing this ad for staff/sports announcer. Recent purchase and reorganization squeezing him out. Three years experience, play-by-play all sports. Reliable, family, sober. Some sales experience. Contact Jerry Tye, WKEI, Kewanee, Illinois.

Technical

Engineer, 1st phone wants job. No chief or combo job. Box 982G, BROADCASTING.

Chief engineer, twenty years experience all phases broadcasting, construction, maintenance, operation to 50-kilowatt directional. Box 148H, BROADCASTING.

Transmitter position, 2 years direct experience, no announcing, first radio-telephone. Box 134H, BROADCASTING.

Employed transmitter engineer desires job. Also as maintenance assistant. Box 143H, BROADCASTING.

Maintenance engineer ten years experience, two as chief at small station. Six years at one station. Radar endorsement, desire permanent position. Box 151H, BROADCASTING.

Chief engineer, twenty years experience all phases broadcasting to 50-kilowatt directional. Desire to invest in going operation. Box 149H, BROADCASTING.

Available immediately. First phone engineer, technical school graduate. Experienced in a.m.-f.m. radio operation and maintenance. Age 25 recently separated from service and seeking permanent position. James Steffen 311 N. Third St., DuBois, Pa.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Basic working newsman. Adult appeal. Genuine personality. Good news—desk, air. Box 102H, BROADCASTING.

Experienced team of one first phone engineer . . . one announcer-copywriter want to come South before winter comes north. Both young, ambitious . . . production our speciality . . . prefer metropolitan market in warm climate. Box 145H, BROADCASTING.

News department: Experienced reporter for radio, tv, or newspaper. Experienced as camerman with both movies and stills. Long in news gathering and preparation. Not essentially on air man. 10-year experience in news affiliations including US Navy, newspapers, radio, and tv and teaching. Degree, member: RTNDA, sober habits, presently employed as radio news director, Leo E. Laurence, KFAL, Fulton, Missouri.

Situations Wanted—(Cont'd)

Production—Programming, Others

News, tape, mobile, field work. Tenure, growth, good music—adult audience. Box 168H, BROADCASTING.

TELEVISION

Help Wanted—Sales

New independent television station serving Kings-Fresno Counties in California will commence telecasting local sports, western, pop orchestra, teenage records, and kiddie show in October. Men or women, if you have had experience selling and announcing any of these shows on radio or tv, send qualifications, pictures, and air checks to Harold Gann, KDAS-TV, Lakeside Inn, Kingsburg, California. Excellent guarantee and allowance with large commission.

Announcers

Experienced tv announcer for large eastern market. Send resume, picture and audio tape, if possible, to Program Director. Box 120H, BROADCASTING.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

Transmitter supervisor strong technical, likes mountain living. $8400 base plus overtime. Contact Les Norins, Channel 3, Santa Barbara, Calif.

Switcher and transmitter engineer—first phone. Experience not necessary. Carl Anderson, KREY-TV, Montrose, Colorado.

WDAU-TV, Scranton-Wilkes Barre, has opening for qualified tv studio technician. FCC radio-telephone license and studio experience preferred. Give full details in letters to P. O. Box 22, Scranton, Penna.

Florida vhf has opening for engineer with tv transmitter experience. Contact Chief Engineer, WEDU, 908 South 20th St. Tampa, Fla.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV, Lima, Ohio.

Production—Programming, Others

All-around production man needed immediately in midwest station directing camera, general production. Director does own switching. Write Box 925G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Established record—winner of numerous national awards for creating and producing public affairs and news programs and proven ability to commercially sell both public affairs and purely commercial ideas. Extensive background, including video tape productions . . . 14 years commercial radio and tv, married. Proven professional stability and capability. Presently employed 7 years top tv station, top market. Box 986G, BROADCASTING.

Programming? Management? Look under situations wanted radio "Right hand man." Box 172H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Announcer. Experienced 10,000 watts N. Y. Radio mature staffer seeking radio/tv. Closed circuit television background. Authoritive newscaster, photogenic. Box 762G, BROADCASTING.

Top tv personality, continuity director, enthusiastic promotion man. Do three live shows a day, all way ahead of competition. Reached my peak in present market at $140. Seeking position in large market where the future is bright for the right man. Box 106H, BROADCASTING.

25 years old—two years tv experience. Started as booth man at $60, now earning more than double that on all types live work, personal appearances, plus copy. I've gone as far as possible in this market. Desire move to large market or chain where I can learn and grow. Box 107H, BROADCASTING.

Initial opportunity at on-camera news and booth work desired by professional sounding, "straight" radio announcer currently in top metropolitan market. However, will consider any size tv market. Box 159H, BROADCASTING.

Want your tv news intoned so viewers aren't startled at every mention of Khrushchev's name? Young announcer, calm, clear delivery. Two years radio. Desire first chance at television anywhere in United States. Box 170H, BROADCASTING.

Technical

Management minded engineer — systems planning, installation and maintenance, ETV and commercial. Box 138H, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. Box 863G, BROADCASTING.

News director: News-in-depth specialist. Top ratings, references. $150. Box 958G. BROADCASTING.

Film director experienced in shipping, editing and 35 mm photography seeks employment. Dependable, willing to work. Box 100H, BROADCASTING.

Crack director-producer-master photographer wants to move up. Knows lighting-staging-16mm-news-commercial photography. Box 147H, BROADCASTING.

News department: Experienced reporter and photographer, 10-years experience includes reporting and news photography with newspapers, radio, tv, and teaching, Navy veteran, degree, member RTNDA, mature, Leo Laurence, KFAL, Fulton, Missouri.

Film director-experienced all phases film department. John Mason, Box 1748, Daytona, Florida. Phone CLinton 3-2784.

Off-camera news, public affairs director. Strong writer, photographer, available immediately, references, competitive. Jack Vandermyn, 1650 East Walnut, Evansville, Indiana. HA 5-9473.

FOR SALE

Equipment

Automatic time machine: The new modern sound in modern radio. Place your time jingles on a tape and our machine will automatically play them back—at the push of a button—on time—every time. No manual rewind—nothing to get out of sequence. "set it and forget it." Ready to be installed in minutes into any existing audio system. Great production aid. For information call Ed Hawkins, Chief Engineer. WITH, LE. 9-7808 or write 7 E. Lexington St., Baltimore 3, Maryland.

FOR SALE

Equipment—(Cont'd)

Used coax with hangers. 110 feet 7/8 inch for $77.00. KGAF, Gainesville, Texas.

IBM Type studio clock system. Consisting of 1 #25 master Clock, 1 #601-3 master relay, 6 #59-45 studio clocks and 1 #59-55 studio clock. Will sell for $350.00 FOB WITN, Washington, North Carolina.

GE-fm broadcast transmitter, type BT-1-B, model 4BT1B, exciter unit only, in operating condition. $450.00 F.O.B. WITZ. Jasper, Indiana.

Magnecord P-75 stereo tape recorder. New, in original factory cartons $700.00. Berlant BRX-1 and 30 recorders excellent condition. $275.00 each. Box 406, Hiawatha, Iowa.

Must sell! Auricon cine-voice model CM-72A camera, new, complete, $1100.00 value only $850.00; Bolex movie titler, complete $150.00. Nikor 16mm processing equipment $140.00; Micro-record 16mm rewind processing equipment $30.00; Astro-Berlin 400mm f/5 lens, Exakta mount, $120.00. Roman Averbeck, 1238 N. 12th St., Quincy, Illinois.

Am, fm, tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Operation desires southwest or west with preferably $5, 10, thousand down. Lease-purchase considered. Please don't tease. Send complete information first letter. Box 157H, BROADCASTING.

Equipment

Used television antenna, good condition, Channel 31. Reply to Box 926G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

Used field intensity meter. Chief Engineer, KDEX Radio, Box 480, Dexter, Missouri.

BUSINESS OPPORTUNITY

1st phone, exp. radio and tv, some equipment, and unused GI loan, wants partner, active or silent, for CP in radio or low cost tv. All offers considered and confidential. Box 166H, BROADCASTING.

MISCELLANEOUS

D.J. turned writer. 50 ad libs, one-liners, new station id's per week for five dollars per month. Each Monday you have 50 current event ad libs. Enclose check or money order. Hazard, 114 E. Portland, Phoenix, Arizona.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 3. Pathfinder, 5504 Hollywood Boulevard, Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

RADIO

Help Wanted—Management

GENERAL MANAGER & SALES MANAGER

Two top jobs. Big markets; multi-group now interviewing.

Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence.

Box 854G, BROADCASTING

Announcers

All-night girl for own disc jockey show. Large metropolitan eastern station. Girl must be extremely attractive. Voice to match. Would interview guests, introduce records, etc. Starting option, 13 weeks. $250.00 a week to start. Send tape and photograph.

Box 142H, BROADCASTING

Help Wanted—(Cont'd)

Sales

SALES EXECUTIVE WANTED

California-Nevada Territory

The man we want is a native Californian or at least a seven-year California Broadcast veteran, 30-40, travel 5 days weekly. Managerial experience, over-all knowledge of radio operation, local, regional, metropolitan.

Must make a good appearance, drive a good car—be forceful and dramatic, able to address large groups of people authoratively.

We have some of the nation's top stations so solidity is a must in our man. He will be joining the largest radio and television sales-force in the country today with a proven seven-year track-record.

If you're looking for a job with incentive, expenses plus direct commissions, with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—personal interviews arranged the latter part September, Los Angeles and San Francisco.

COMMUNITY CLUB AWARDS
J. C. Gilmore
Westport, Conn.
CA. 7-0841

Production—Programming, Others

NEWS MAKER

Your a top newsman who wants to become associated with the top station in a highly competitive market. You have a nose for news, you know how to find it, write it, air it. You know how to dig out interesting stories behind the news, to get public opinion on controversial topics, to produce documentaries. Your delivery is dramatic but authoritative. Your the man we want at

WLEE

P. O. Box 8765 - Richmond, Va.

P.S. Air mail that tape and resume. We want you NOW.

RADIO

SITUATIONS WANTED

Production—Programming, Others

PROGRAM DIRECTOR

Excellent record of programming success. Currently number two man, desire to "take charge." Modern format man with new and creative thinking that has brought excellent rating and sales success. I am paid well, because I work hard and produce results. Salary must be top notch.
Box 133H, BROADCASTING

MISCELLANEOUS

Need Copy Help?
Most Stations Do

We provide custom-written commercials at a moderate cost, based on your rate card. For samples and info, write to J-O-G Continuity, Box 731, Port Huron, Michigan.

FOR SALE

Equipment

SUBCARRIER GENERATOR FOR SCA MULTIPLEXING

Model SCG-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES
4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.
Box 934F, BROADCASTING

FOR SALE

Stations—(Cont'd)

CALIFORNIA REGIONAL

Long established 5 kw fulltimer in heavily populated growth area. Showing good earnings on billings in excess of $150,000. Asking $260,000 on very favorable terms with real estate included.
Box 121H, BROADCASTING

COLORADO

Small market station for sale. Gross in excess of $40,000. Small down payment.
Box 158H, BROADCASTING

SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	merro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30	power	300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FIRST TIME OFFERED! ARK. MAJOR FULLTIME REGIONAL $180,000—TEX. MAJOR FULLTIME REGIONAL $805,500—FLA. MAJOR 'POWER' $550,000—WYOMING FULLTIME REGIONAL $62,500. 38 OTHERS FROM $25,000 TO $675,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
Austin 17, Texas

GUNZENDORFER

ARIZONA MONEY MAKER, A 250 watt fulltimer can be bought for *$50,000* down. Full price *$180,000*. "Exclusive."

NEVADA, LAS VEGAS, *$29,000* down buys a radio station in the "Glamour capitol of the world."

CALIFORNIA SINGLE MARKET. Fulltimer. Growing area. Great potentials. Asking *$175,000*. 29% down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

* * * * * * NEEDED NOW * * * * * *

YOU May be READY for this TOP MARKET:

Disc Jockey,	12M to 6am	—	minimum	$200 week
Disc Jockey,	8pm to 12M	—	minimum	250 week
Disc Jockey,	12N to 3pm	—	minimum	250 week
Disc Jockey,	6am to 10am	—	minimum	300 week
News Director,	individual style	—	minimum	200 week
Newsmen,	Big & Different voices	—	minimum	150 week

Send tape—resume—picture—NOW—to:

Box 156H, BROADCASTING

Continued from page 81

stallation of new trans.; KPRL Paso Robles, Calif.; WMFG Hibbing, Minn.; KRXK Rexburg, Idaho.

Nebraska Council for Educational Tv Inc., York, Kearney and Grand Island, Neb.—Granted cps for new uhf tv translator stations on chs 70, 72 and 78 to translate programs of KUON-TV ch. 12 Lincoln, Neb.; KUON-TV via uhf tv translator station ch. 70 York, via uhf translator station ch. 78 Grand Island, condition; and KUON-TV via uhf tv translator station ch. 70 York, condition.

KSFV (FM) San Fernando, Calif.—Granted cp to replace expired permit for fm station.

WXUR-FM Media, Pa.—Granted mod. of cp to increase ERP to 4.2 kw; ant. height to 440 ft.; change type trans. and ant.

WERI Westerly, R. I.—Granted mod. of cp to change type trans.

***KSFX (FM) San Francisco, Calif.**—Granted extension of completion date to Oct. 10.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on Oct. 18, 1961, standard broadcast applications listed below will be considered as ready and available for processing and that pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission rules, an application, in order to be considered with any application appearing on below list or with any other application on file by close of business on Oct. 17, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier; (a) close of business on Oct. 17, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of commission's designating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Sept. 11.

Applications from top of processing line:

BMP-1068 KNBX Seattle, Wash.—East Side Bcstg. Co. Has: 1050kc, 1kw, D (Kirkland, Wasn.); Req: 1050 kc, 5kw, D (Seattle Wash.)

BP-11570 WPIT Pittsburgh, Pa.—WPIT Inc. Has: 730kc, 1kw, D; Req: 730kc, 5kw D.

BP-11634 WAQE Towson, Md.—WTOW Inc. Has: 1570kc, 1kw, D, Req: 1570kc, 5kw, DA, D.

BP-13061 WKRK Murphy, N. C.—Childress Bcstg. Corp. of Murphy. Has: 1390kc, 1kw, D; Req: 1320kc, 5kw, D.

BP-14202 KRIO McAllen, Tex.—Valley Bcstg. Inc. Has: 910kc, 1kw, DA-1, unl.; Req: 910kc, 1kw, 5kw-LS, DA-2, unl.

BP-14203 NEW Mt. Holly, N. C.—Harry A. Epperson, Jr. Req: 1520kc, 10kw, 1 kw (CH), D.

BP-14207 NEW St. Martinville, La.—St. Martin Bcstg. Co. Req: 1570kc, 250w, D.

BP-14208 WVJS Owensboro, Ky.—Owensboro On the Air Inc. Has: 1420kc, 1kw, DA-2, unl.; Req: 1420kc 1kw, 5kw-LS, DA-2, unl.

BP-14210 KVCV Redding, Calif.—Golden Empire Bcstg. Co. Has: 600kc, 1kw, DA-1, unl.; Req: 600kc, 1kw, 5 kw-LS, DA-2, unl.

BP-14211 NEW Englewood, Fla.—Sarasota-Charlotte Bcstg. Corp.—Req: 1530kc, 1kw, D.

BP-14212 NEW East Syracuse, N. Y.—Wide Water Bcstg. Inc. Req: 1540kc, 1kw, D.

BP-14223 NEW Casey, Ill.—Paul Dean Ford Req: 800kc, 250w, D.

BP-14224 NEW Agana, Territory of Guam—Guam Bcstrs. Inc. Req: 990kc, 1kw, unl.

BP-14226 NEW Hohenwald, Tenn.—Hohenwald Bcstg. Corp. Req: 1150kc, 500w, D.

BP-14229 WLBJ, Bowling Green Ky.—Bowling Green Bcstrs. Inc. Has: 1410kc, 1kw, 5kw-LS, DA-2, unl.; Req: 1410kc, 1kw, 5kw-LS, DA-N, unl.

BMP-9955 WDSU New Orleans, La.—WDSU Bcstg. Corp. Has Lic: 1280kc, 5kw, DA-1 unl. Has cp: Change ant.-trans. location; Req mp: 1280kc, 5kw, DA-N, unl.

BP-14233 KWKW Pasadena, Calif.—KWKW Inc. Has: 1300kc, 1kw, DA-N, unl, Req: 1300kc, 1kw, 5kw-LS, DA-2, unl.

BML-1896 WKYN Rio Piedras, P. R.—Quality Bcstg. Corp. Has: 630kc, 1kw, D; Req: 630kc, 1kw, unl.

BP-14234 NEW Somerville, N. Y.—Somerset County Bcstg. Co. Req: 1530kc, 1kw, DA, D.

BP-14236 WMDD Fajardo, P. R.—WMDD Inc. Has: 1490kc, 250w, unl.; Req: 1480kc, 5kw, unl.

BMP-9960 KXKW Lafayette, La.—General Communications Inc. Has cp: 1520kc, 500w, DA-1, unl.; Req mp: 1520kc 500w, 10kw-LS, DA-2, unl.

BP-14237 NEW East Gastonia, N. C.—Boyce J. Hanna. Req: 1510kc, 5kw, 500w (CH), D.

BP-14238 WEMP Milwaukee, Wis.—Milwaukee Bcstg. Co. Has: 1250kc, 5kw, DA-2, unl. Req: Change DA and ground system.

BP-14239 NEW Norton, Kan.—Norton Bcstg. Inc. Req: 1530kc, 1kw, D.

BP-14241 KUKO Post, Tex.—Radio Station KUKO Has: 1370kc, 500w, D; Req: 1370kc, 1kw, D.

BP-14242 NEW Spartanburg, S. C.—Lee-Blake Bcstg. Co. Req: 1520kc, 1kw, D.

BP-14244 NEW Mineola, Tex.—Mineola Bcstg. Co. Req: 1510kc, 250w, D.

BP-14245 NEW Napoleon, Ohio—Downriver Bcstg. Assn. Req: 1540kc, 500w, DA, D.

BP-14248 NEW Mayville, N. D.—Marlin T. Obie and Henry G. Tweten. Req: 1520kc, 250w, D.

BP-14251 KEEP Twin Falls, Idaho—Radio Sales Corp. Has: 1450kc, 250w, unl.; Req: 1450kc, 250w, 1kw-LS, unl.

BP-14253 NEW San Sebastian, P. R.—Pepino Bcstrs. Inc. Req: 1460kc, 500w, unl.

BP-14259 KASH Eugene, Ore.—Radio Air Ways Inc. Has: 1600kc, 1kw, DA-N, unl. Req: 1600kc, 1kw, 5kw-LS, DA-N, unl.

BP-14260 WSME Sanford, Me.—York Bcstg. Co. Has: 1220kc, 1kw, D; Req: 1480kc, 500w, D.

BP-14263 NEW Honolulu, Hawaii—John Hutton Corp. Req: 1500kc, 1kw, unl.

BP-14264 WSVS Crewe, Va.—Southern Virginia Bcstg. Corp. Has: 800kc, 1kw, D; Req: 800kc, 5kw, D.

BMP-9091 WHSM Hayward, Wis.—WJMC, Inc. Has Lic: 910kc, 1kw, D. Has cp: 910kc, 5kw DA, D; Req mp: 910kc, 5kw, D.

BP-14272 KLUE Longview, Tex.—Radio Longview Inc. Has: 1280kc, 1kw, D; Req: 1280kc, 5kw, D.

BP-14273 NEW Logan, Utah—George Stuart Nixon. Req: 1300kc, 1kw, D.

BP-14274 WBEJ Elizabethton, Tenn.—WBEJ Inc. Has: 1240kc, 250w, unl.; Req: 1240kc, 250w, 1kw-LS, unl.

BP-14275 WJBK Detroit, Mich.—Storer Bcstg. Co. Has: 1500kc, 1kw, 10kw-LS, DA-2, unl.; Req: 1500kc, 5kw, 50kw-LS, DA-2, unl.

BP-14277 KAIM Honolulu, Hawaii—Christian Bcstg. Assn. Has: 870kc, 1kw, unl.; Req: 870kc, 5kw unl.

BP-14278 WDUX Waupaca, Wis.—Laird Bcstg. Inc. Has: 800kc, 1kw, D; Req: 800kc, 5kw, DA, D.

BP-14279 NEW Rossford-Toledo, Ohio—Rossford Bcstg Inc. Req: 1520kc 1kw, DA-1, unl.

BP-14280 NEW Jena, La.—LaSalle Bcstrs. Req: 1480kc, 500w, D.

BP-14281 KFGQ Boone, Iowa—Boone Biblical College. Has: 1260kc, 250w, D; Req: 1260kc, 1kw, D.

BP-14282 NEW Mocksville, N. C.—Will P. Erwin. Req: 1560kc, 250w, D.

BP-14283 NEW Flagstaff, Ariz.—Dateline Bcstrs. Req: 1400kc, 250w, unl.

BP-14284 NEW Eugene, Ore.—Williamette Family Stations Inc. Req: 1540kc 1kw, D.

BP-14285 WQDY Calais, Me.—St. Croix Bcstg. Co. Has: 1230kc, 250w, unl.; Req: 1230kc, 250w, 1kw-LS, unl.

BP-14287 NEW Merkel, Tex.—Taylor County Bcstg. Co. Req: 1500kc, 250w, D.

Translators

Peoples Tv Assoc. Inc. Ephrata, Wash.—Granted cps for three new uhf tv translator stations on chs. 12, 10 and 8 to serve Ephrata, Soap Lake, Moses Lake, and Larsen Air Force Base by translating programs of Spokane stations KHQ-TV (ch. 6), KXLY-TV (ch. 4) and KREM-TV (ch. 2). Comr. Lee dissented.

License renewals

WNEW-TV New York, N. Y.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with *In The Matter of WORU Inc. and Mid-Florida Tv Corp.* Chmn. Minow dissented and stated: "I would defer action on this renewal application until there is resolution of issues which are presently being considered. I do not think that the commission can properly make the public interest finding which the statute requires until those issues are resolved." Action Sept. 7.

■ Commission granted renewal of licens of following stations; Chmn. Minow dissented: WKYB-AM-FM Paducah, Ky.; WAPA San Juan, P. R.; WNIK Arecibo, P. R. Action Sept. 7.

■ Commission granted renewal of license of following stations: WLFH Little Falls, N. Y.; WRIM Pahokee, Fla. Action Sept. 7.

Short-term renewals

■ Commission renewed license of WKKO Radio Inc., for WKKO Cocoa, Fla., for one year. In so doing, it wrote that licensee in part:

"The commission has considered your application very carefully, and is of the view that the variance between the representations made in 1959 when you acquired station WKKO and the actual programming operations as reflected in the instant application falls short of the degree of responsibility which the commission has a right to expect of its licensees. Accordingly, the commission is unable to find that the public interest would be served by a regular 3 year grant of the instant application. Therefore, the commission has granted your application for the term ending at 3 a.m., September 1, 1962. Such procedure will afford the commission an opportunity to re-examine your over-all operations at that time." Action Sept. 13.

■ In granting renewal of license of KDB Santa Barbara, Calif., to Dec. 1, 1962, commission advised KDB Bcstg. Co. that this is equivalent to short-term license and admonished it for past programming operations in following letter:

"Information before the commission indicates that the scope of the past programming of station KDB was severely limited, and that the operation of the station during the past license term has been inconsistent with prior programming proposals. The commission has also noted your statement of June 6, 1961 relating to the disparities between the 1959 renewal application and the 1959 assignment application with respect to live programs and commercial spot announcements. By this statement, you indicate that your prior explanations describing these discrepancies as 'clerical errors' were inaccurate. Under these circumstances, a question is raised of whether, at the time you filed your application for assignment of license (BAL-3538) on July 1, 1959, you intended to carry out the program proposals set forth therein." Action Sept. 7.

FOR SALE—(Cont'd)

Stations

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $70,000 last year. Asking $75,000. $20,000 down.

CALIFORNIA. Daytime. Large and growing market. Asking $100,000 with 29% down.

EAST. Top market. Daytimer. $112,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

**NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?**

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JOIN B P A • JOIN B P A • JOIN B P A •

OUR RESPECTS to Myron Frederick Shapiro, WFAA-AM-FM-TV Dallas

Hardly anything happens fast enough

The many moves of Mike Shapiro, general manager of WFAA-AM-FM-TV in Dallas, justify his ranking among the most mobile executives in broadcasting.

But they were planned moves, this youngish head of a major electronic operation explains, and they were confined to the Southwest, mostly Texas where there's plenty of room for moving.

The plan, as Mike explained it now that he's no longer job-hopping, was simple—to learn more about broadcasting and/or to improve his economic status.

His last move was made in April 1958 when he became manager of WFAA-TV. Last November he was promoted to general manager of all broadcast properties for the operating company, A. H. Belo Corp.

Mrs. Shapiro's Law ▪ Just a year after he became manager of WFAA-TV the patient Mrs. Shapiro had a scare when her husband said he planned to attend the first NAB broadcast management seminar at Harvard. Fear of another bout with moving men and real estate people led her to lay down what her husband refers to as Mrs. Shapiro's Law. It runs like this: "The regular ground rules for marriage are out. You want to get drunk, go ahead. You want to chase after other women, okay. You want to stay out all night, good enough. But if you move once more, we're through." Thus far the law hasn't been put to a test.

Then there's Mr. Shapiro's Law, totally unrelated: "Hardly anything ever happens soon enough." This is typical of Mike Shapiro. Last winter he couldn't stand the delay any longer as construction crews finished off the new $5 million communications center adjoining the *Dallas Morning News,* a famed pioneering journal he refers to as "our newspaper subsidiary." A month before the building was opened he and Velma Collins, his secretary and WFAA-AM-TV office manager, moved into the still-littered premises.

Relaxation ▪ There's only one place this bundle of energy can relax. That's on his 25-foot cabin cruiser while exploring the 100-mile shoreline of Lake Dallas or just idling at any convenient mooring site. Once he took up golf but quit because things didn't happen fast enough.

He's a real bird-dogger, station staffers say, but always willing to hear both sides of a story and he has the confidence of the whole organization. His coat comes off as he enters his office and it generally stays off until lunch time. At any given moment he's likely to be charging down the corridors of the glassed-in office acreage, with frequent stops at desks for a pleasantry or reminder of a task to be done.

On the telephone—and he usually is—he talks standing up, pacing the floor with the aid of a long extension cord. His manner is friendly but his black, wavy hair tousles easily when he gets in a business tussle. And he's one of the lucky species that can eat and eat without putting on weight.

Mike gets into just about everything that happens around WFAA. He's proud of all the equipment, including five video tape machines (two in a half-block-long van that's loaded with gear).

At his desk he uses more gestures than a country parson, though seldom raising his voice. His dress is conservative, aside from a tendency to blend serious neckties and socks offset by sporty loafers.

The Long Trail ▪ The broadcast itinerary of Mike Shapiro began at the end of World War II. While recuperating from malaria, acquired as a glider pilot in North Africa, he did newscasts and entertained patients on the little gas-pipe radio station at Buckley Air Base.

After discharge in 1945 he asked for a job as announcer at WEBC Duluth, Minn., his home town. "Can you sell?" he was asked. "Sure," he replied and Arrowhead Network assigned him to WJMC Rice Lake, Wis.

But Texas had appealed to him in his glider training days and he got a job at KBWD Brownwood not far from his first base at Lamesa where he had met and married Connie King in 1942. Next stop was KGKL San Angelo where he sold time and did three newscasts a day. After a year as manager of the new KTXL San Angelo he moved to Odessa as manager of KECK.



WFAA's Shapiro
He's found a home in Dallas

Then he changed his business trail by opening an advertising agency in San Angelo and writing a newspaper column on the side. The next move also was non-radio—selling advertising specialties in San Angelo for Brown & Bigelow. The firm transferred him to Dallas, where he made a sales call at WFAA. Ralph W. Nimmins, now of WFGA-TV Jacksonville, Fla., induced him to go back into broadcasting, which he did via WFAA-TV. He sold time for two years, becoming local sales manager. When KDUB-TV Lubbock took the air in 1955 under W. D. Rogers, Mike took the post of commercial manager, soon rising to assistant manager.

His next move was to Avery-Knodel's tv staff in Chicago, but he soon went back to WFAA-TV as commercial manager. It was still 1955, the movingest year in Shapiro history. In 1957 he moved to Tulsa as managing director of KTUL-TV and then on to KATV (TV) Little Rock, Ark., as managing director.

End of the Line ▪ A chance to rejoin WFAA-TV as manager came in 1958. That's when Mrs. Shapiro's antipathy to a nomadic life led her to proclaim a state of marital emergency. The back-to-Dallas move has proved a lasting one.

The Shapiros have one child, a daughter, Lynne, aged 14.

Mike was born Dec. 16, 1918, in Duluth. He dropped the original Myron Frederick as a lad. His scholastic career included Duluth public schools, Duluth Junior College and U. of Minnesota.

One of his most satisfying experiences has been the success of his program, *Let Me Speak to the Manager,* which took the Dallas air early in the summer (BROADCASTING, Aug. 21). The program gives the audience a chance to voice opinions and unload complaints; it gives Manager Shapiro a chance to reply.

He has, among others, two pet gripes—phony broadcast journalism based on non-existent staffers in far-away news centers, and government meddling of the censorship sort.

Industry activities include the ABC Board of Governors; ex-president of Broadcast Executives of Texas, and the Dallas Ad Club.

Carla's wasteland

WE DOUBT that you would find many residents of the Gulf Coast who would agree with those who characterize broadcasters as money-grubbing exploiters of the public. A lot of Gulf Coast residents would probably be dead if it weren't for broadcasting and broadcasters.

The evacuation of the target area of Hurricane Carla could never have been arranged if radio and television had not been available and if broadcasters had not worked around the clock to spread the word of threatening disaster. When it became evident that the storm was headed for the coast, broadcasters immediately went into action, with no thought of anything but public service of the highest order.

Performances like this are the rule rather than the exception for radio and tv. At time of crisis it has become the natural reaction of broadcasters to turn over whatever facilities and personnel are needed to distribute information. Yet the performance of Gulf Coast stations last week ought not to be taken for granted. All contributed vital services, and some did so at tremendous financial loss. One, KHOU-TV Houston, moved live cameras into the Galveston weather bureau headquarters and became a quasi-official source of intelligence on the progress of the storm and the methods of evacuation.

If broadcasting is a wasteland, it is a wasteland the country cannot do without.

Paul Harper's credo

AN eminently sensible evaluation of television programming and programming problems was presented last week by Paul Harper Jr., the young president of Needham, Louis & Brorby, an agency that has used tv advertising with conspicuous success.

It was the kind of thoughtful evaluation that tends to get lost in the noisy arguments of extremists who think things are all bad or all good. It deserves a hearing.

Mr. Harper has the knack of cutting through the fog of recent controversy. As he put it, "most of the controversy is being conducted in a vacuum with no reference to the basic choice involved." The choice must be between a television system programmed at public expense and one programmed at private expense.

A publicly-financed system would lead inevitably to centralized and arbitrary program selection and would require the whole public to share the expense of what only a segment of the public watched. That kind of system is now rejected by Mr. Harper as it was rejected by the nation in the formative days of radio.

The one major consequence of a system programmed at private expense, said Mr. Harper, is that "the character of programming will be set essentially by commercial values—and in more or less direct response to existing public tastes." This process guarantees a wider diversity of programming appeal to a wider variety of public tastes than could logically be expected from a centralized system under public financing.

It is said by critics that the present system does not provide diversity. That argument was answered nicely too. Mr. Harper pointed to the great volume of information programming in prime time that the television networks have broadcast in the past year. On the average those shows were watched by only 17% of the total audience viewing at the time, yet the networks are continuing to program shows of that kind knowing they will attract minority audiences.

Television cannot survive, said Mr. Harper, if it gets too far ahead of popular taste, yet television broadcasters are knowingly running the risk of getting ahead of taste in their efforts to find and satisfy new audiences.

All this is not to say that television is anywhere near perfection. Mr. Harper spoke of several areas in which he thought improvement ought to come: in production quality, in the creative search for new program forms and in the active encouragement of young talent, to name three. We agree, and we are sure thoughtful broadcasters would agree.

The improvement *will* come—but only if television is allowed to go about its work without incessant molestation.

Playing with gun-fire

LIKE his contrived publicity schemes of the past, Jack Paar's Berlin incident made the headlines. And like most newspaper stories dealing with television, this one was overplayed.

This, however, is not to condone this latest Paar exploit. He played with fire. It could even have been gun-fire. He gave the Communists a new propaganda line as he made foils of American troops on sensitive duty.

There were repercussions from the White House. Ten Senators took the floor to admonish him—and, incidentally, —all broadcasting. The Defense Department felt constrained to discipline two of its officers.

Mr. Paar was beyond his depth. He was attempting to perform a news function when his function is not news. He is an entertainer of sorts. The Army public-relations men in Berlin were wrong in according him the privileges given accredited newsmen, and NBC was equally wrong in giving him his head in an area beyond his training and capability.

Some good could result. The Paar incident once again underscores the importance of having news handled by newsmen. NBC has won acclaim because of the quality of its news and public affairs services under the direction of Executive Vice President William R. McAndrew, a hard-nosed newsman and an excellent news manager.

Mr. Paar is not a newsman. He, and all other performers on stations as well as networks, should stick to their lasts.



Drawn for BROADCASTING by Sid Hix

"They work in detergent commercials!"



Take a second look

(it's Red Owl, in Duluth)

Take a second look at the Duluth-Superior market -

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Davenport, Reading or West Palm Beach!

Duluth-Superior - BIGGER than you think - and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—**AN AFFILIATE OF WGN, INC.**—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.



TAKE A SECOND LOOK AT SAN DIEGO'S FIRST STATION

Minutes — 40 seconds — 30 seconds
Delivers 51.9% more audience than
2nd station — 54.9% than 3rd station

KFMB 8 TV • SAN DIEGO

WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton–Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.
TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

6:00-12:00 P.M. Average Mar., Apr., N.S.I.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

35 Cents

30 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 25, 1961

Accelerated tempo in spot tv buying puts premium positions in short supply 23

Special report: the fantastic expansion in the San Francisco Bay Area 59

Major dentifrice advertisers plan strategy emphasizing fluoride products 24

Carlisle, Seavey promoted as NAB sets new administrative pattern 38

COMPLETE INDEX PAGE 7



is
the voice
they
can trust

Only Radio keeps them close to the world around them with a sound that's warmly companionable. Radio, in harmony with this atmosphere of trust, is always beside them wherever they may be. And, only with Spot Radio can you enter their world at a time precisely right for you.

OB Albuquerque	WINZ Miami	WRNL Richmond	
SB Atlanta	WISN Milwaukee	KCRA Sacramento	
GR Buffalo	KSTP Minneapolis-St. Paul	WOAI San Antonio	
GN Chicago	WTAR Norfolk-Newport News	KFMB San Diego	
FAA Dallas-Ft. Worth	KFAB Omaha	KMA Shenandoah	
AL Duluth-Superior	WIP Philadelphia	KREM Spokane	
RC Houston	KPOJ Portland	WGTO Tampa-Lakeland-Orlando	
AF Kansas City	WJAR Providence	KVOO Tulsa	
RK Little Rock		KIRL Wichita	

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



HOOT MON! REGIONAL RADIO IS A THRIFTY BUY

(WNAX-570 RADIO, THAT IS)

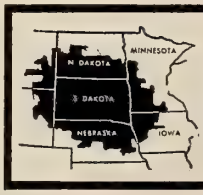
Where else will one buy deliver 2¼ million people with $3 billion to spend in 175 counties of the world's richest agricultural areas?

Nowhere but in Big Aggie Land, the prosperous upper Missouri Valley area that's rated as America's 40th Market by a special NCS Survey. Only WNAX-570 defines and delivers Big Aggie Land. A January '61 Pulse gives WNAX-570 top rating in every quarter hour, every day. See your Katz Man for the thriftiest regional radio buy—WNAX-570.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia



WHAT WAS A WCKT NEWS TEAM DOING IN FLINT MICHIGAN?

Responsibility travels many roads. It led a WCKT investigative camera and news team 1683 miles to Flint to explore a revolutionary anti-delinquency project, called the Mott Plan, by which Flint's school plants are used 18 hours a day as neighborhood educational, cultural, recreational and civic centers.

Would the Mott Plan work in Miami?

There was some curiosity but very little information. WCKT brought back the information in another one-hour "New Force" documentary that told the Flint story as only on-the-scene film, live and tape production can.

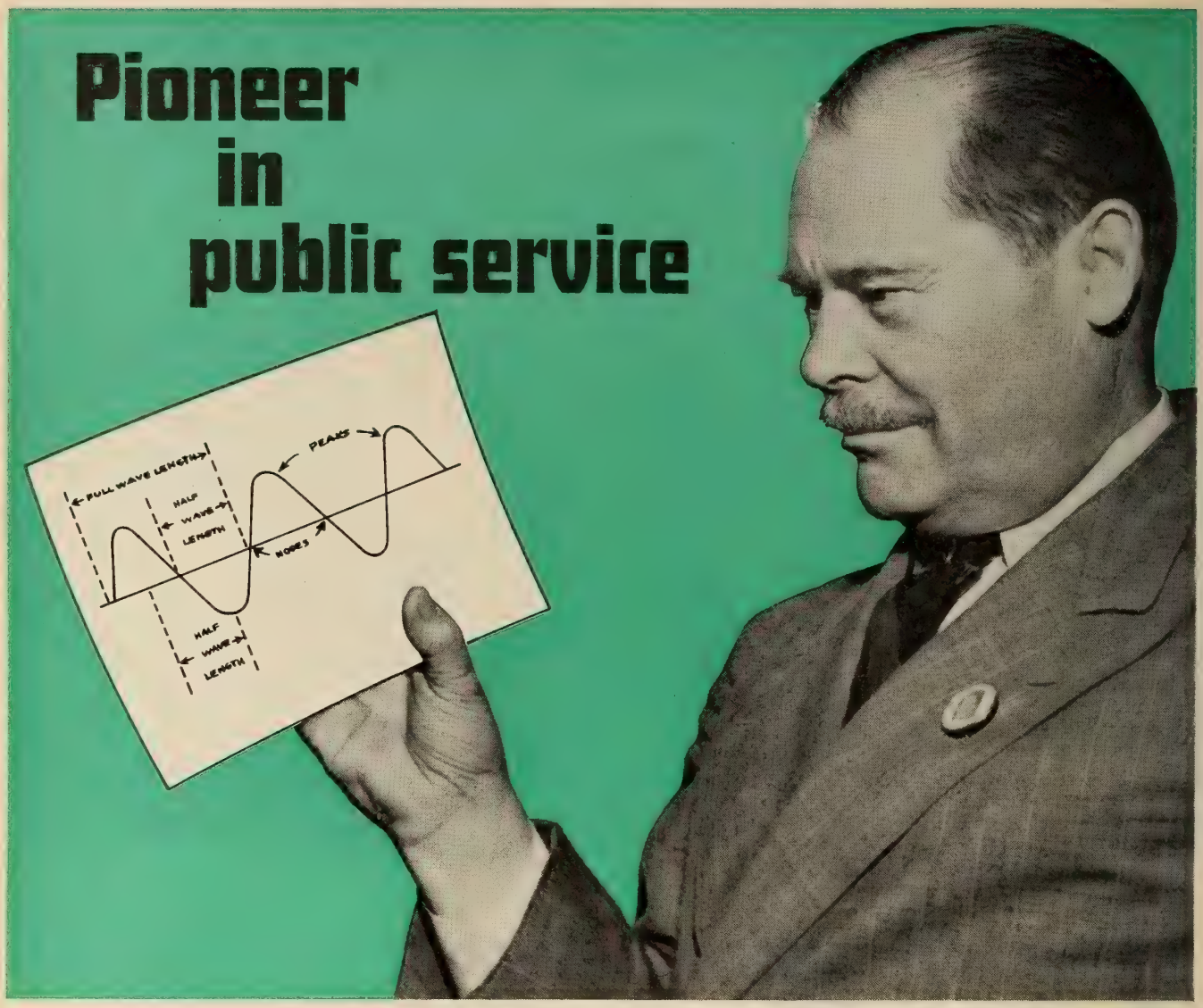
RESULT: The Dade County School System is considering a genuine test of the Mott Plan.

This is Responsibility — television citizenship with showmanship!

WCKT / BISCAYNE TELEVISION CORP.

MIAMI, FLORIDA

Pioneer in public service



Dr. Ernest F. W. Alexanderson made communications history in 1917, when he designed a 200-KW high frequency alternator that produces continuous oscillations. As a result, sound waves carry better, tune more sharply, and world-wide telegraphy is possible.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Rating rigging?

House Subcommittee on Regulatory Agencies (old Oversight Subcommittee) held executive meeting last week with rating services prime topic. Cited was special two-day survey in midwest city presumably by secondary service, during which (1) low-rated station allegedly was told ahead of time by rating firm that it should promote "spectacularly" during period, and (2) top-rated station was indirectly encouraged to postpone planned promotion which happened to coincide with rating period. Result was tremendous increase in rating for one station and similar drop for other. Subcommittee also has evidence of at least one other instance of this type in major southern city.

Subcommittee, which has been noticeably inactive during present Congress, currently plans to hire outside group to continue investigation prior to public hearings. Subcommittee probably will meet at least once during adjournment although no firm date has been set.

Battles to CCBS

Roy Battles, assistant to the Master, National Grange, and former farm director of WLW Cincinnati, is slated for appointment as director of Clear Channel Broadcasting Service with headquarters in Washington. Mr. Battles' appointment was unanimously approved at CCBS meeting in Nashville, Sept. 14, subject to negotiation. He has agreed to assume post, vacant since late last year when Gayle Gupton of Nashville resigned.

FCC appeals board

Creation of "Board of Hearing Appeals" comprising five senior staff members who would decide hearing cases, subject to appeal to full commission, is center-piece of reorganization plan actively under consideration by FCC. Designed to relieve commission of workload so it can spend more time on policy and novel issues, action would constitute biggest delegation of authority by FCC under newly enacted reorganization plan as substitute for President's plan No. 2 which was defeated in House. So far there has been only preliminary discussion but commission hopes to have plan resolved within next few weeks.

If plan passes (there are only two indicated votes in opposition now) board would be recruited from present staff members, principally lawyers. This board would decide hearing cases following initial decision by examiners. Appeals could be taken to full commission which could grant or deny, depending on its appraisal of issues. If denied, appeal would be in order to courts as presently provided. If granted, FCC would hear arguments on narrowed issues. Office would be headed by chief or chairman, with appointees retained at grade 15*—same as examiners—and in established salary range of* $13,730-$15,030.

Backdoor approach

New and hazardous FCC technique is to use requests for technical changes as hook to question stations' programming. Southern fm station, granted last fall without hearing and with no complaints about proposed programming, applied recently for change of antenna site. FCC fired off letter asking station to explain what it had done to determine "community needs" in light of dearth of religious and educational programs. This backdoor approach is leading some Washington attorneys to advise clients to forego applications for minor changes.

Multi-merger for MW&S?

Newest merger report from Madison Ave.: Mogul, Williams & Saylor (total billings: $19 million) is negotiating for west coast agency. Field was narrowed to two last week, with final agency choice to be made soon. It was reported as early as this summer that MW&S sought association on west coast, but now it's learned agency will not only acquire far west agency (and add some $2-3 million in billings) but also plans to buy similar sized agency in Chicago. Mergers are said to be all part of MW&S' "Four-year expansion plan," running to 1964.

New Bedford's new year

New ch. 6 WTEV New Bedford, Mass., is shooting for January 1 target date with transmitter at Martha's Vineyard, designed to provide grade A service over Providence, R. I. area. Station, headed by Basil Brewer, publisher of *Standard-Times* and owner of WNBH, as majority stockholder under merger of competing applicants, is slated for primary affiliation with ABC-TV. Installation cost: about $1 million.

Caveat vendor

There's new clause being inserted in station sale contracts which, in words of one broker, "we never had to worry about before." This provides that after sale is approved and transfer consummated, sellers must return purchase money if station's license is revoked because of past programming or other lapses which occurred under old ownership.

Center ceremonies on tv

Though opening of its first building is still year away, New York's Lincoln Center for Performing Arts is making extensive tv plans for that event. President Kennedy is to be invited, with New York Philharmonic to perform. Also under discussion is regularly televised program of Philharmonic concerts.

Are buyers neglected?

Buyers in some smaller agencies are beginning to complain that rep salesmen don't get around to see them as often as they once did, with result that these buyers frequently have to take initiative in getting availability lists. They say this parallels rise in self-representation among major group owners who presumably have fewer salesmen and therefore concentrate primarily on bigger agencies, but that trend also is apparent among some of bigger independent reps. They feel these reps are "spreading their salesmen too thin."

May be permanent

New industry institution, South East Radio-Tv Seminar, may become annual event. Success of Sept. 15 Atlanta session in bringing together industry and commission spokesmen on controversial logging-form situation, has led to recommendation that Georgia Assn. of Broadcasters invite station executives and state association presidents in southeastern area to Atlanta every autumn.

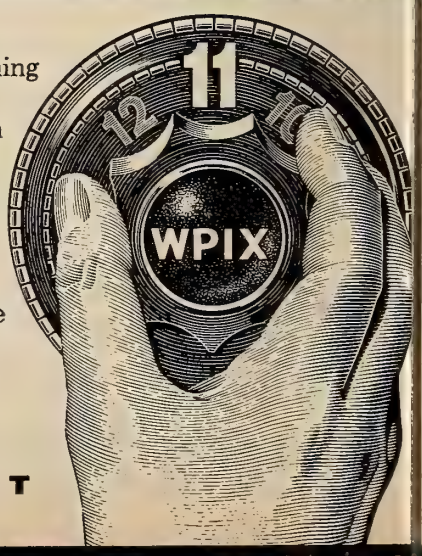
Color convert

Reynolds Tobacco Co., Winston-Salem, which experimented with color commercials for Salem cigarettes on black and white series—NBC-TV's *Wagon Train*—this past season, is understood to have decided to extend color effort for Salem on network's *Saturday Night at the Movies* in upcoming season (9-11 p.m.), even though not all feature films will be presented in color. Advertiser also expected to decide soon whether to present Camel and Winston spot announcements on this program in color too. Agency: William Esty Co., N. Y.

Published every Monday, 53rd issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



WPIX-11 has a "corner" on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 *dominates all competition* seven days a week. Every year the biggest new children's show is fed into the most fabulous back-to-back lineup of children's shows in television. This year it's DICK TRACY. No other station comes close in delivering the tremendous New York children's market of more than *three million* youngsters.



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

Choice positions for spot television accounts are getting harder to find during the third quarter, in contrast to the more phlegmatic pace of the first half of 1960, study reveals. See . . .

PREMIUM SPOTS IN SHORT SUPPLY . . . 23

The charms of San Francisco area add up to one of the largest markets in the United States. This economic giant on San Francisco Bay is a nine-county area whose growth rate is drawing wide attention. See Market Study . . .

THE BAY AREA GIANT . . . 59

Whose fluoride do you like? Big dentifrice sponsors are joining battle in effort to capture their share, or more, of the $235 million toothpaste market. Emphasis will be on new fluoride products. See . . .

THE TOOTHPASTE TUSSLE . . . 24

NAB's new administrative pattern as conceived by President LeRoy Collins was approved last week by the board's reorganization committee. William Carlisle and Hollis Seavey promoted to important positions. See . . .

NEW LINEUP FOR NAB . . . 38

Mr. Minow may figure television is a vast wasteland but that doesn't make it unanimous. A major Minnesota research project shows that an overwhelming portion of the public has entirely different ideas. See . . .

PUBLIC AGAINST CONTROL . . . 23

Prize, prize, who's got the prize? An FCC examiner in St. Louis continues hearing into the claim that KWK played tricks in a prize contest. Ex-manager says his boss knew everything that went on. See . . .

JONES: SPHEERIS KNEW ALL . . . 86

The two Mighty Ms of the New York Yankees—Maris and Mantle—are making money like mad thanks to the power of television in the exploitation of fame and talent. Behind the scenes: Frank Scott, their agent. See . . .

MONEY FOR MARIS, MANTLE . . . 32

Voiding of the ch. 9 tv grant of WLOF-TV Orlando, Fla., was recommended in an initial decision by James D. Cunningham, FCC hearing examiner. Joseph L. Brechner says station will file exceptions at once. See . . .

ORLANDO INITIAL DECISION . . . 89

Now it's the blue-chip advertisers turn to tell the FCC's four-year-old long hearing all about program practices of tv networks. Testimony will be heard in New York before Examiner Cunningham. See . . .

TV CLIENTS FACE FCC . . . 50

There's more Canadian television for Canadian viewers on the season's schedules. Many U. S. programs are on the Canadian Broadcasting Corp. network but the Dominion is getting a larger share of its own programs. See . . .

CANADIAN TV FOR CANADA . . . 97

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	95
BROADCAST ADVERTISING	23	LEAD STORY	23
BUSINESS BRIEFLY	34	THE MEDIA	36
CHANGING HANDS	46	MONDAY MEMO	20
CLOSED CIRCUIT	5	OPEN MIKE	16
COLORCASTING	94	OUR RESPECTS	117
DATEBOOK	14	PROGRAMMING	93
EDITORIAL PAGE	118	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	92		
FANFARE	98		
FATES & FORTUNES	100		
FOR THE RECORD	102		
GOVERNMENT	50		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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QUALITY BROADCASTING MOVES TO NEW QUARTERS

IN RICH, RICH SOUTHERN NEW ENGLAND

ON SEPTEMBER 23, WTIC TV3-AM-FM EVACUATED QUARTERS AT 26 GROVE STREET, HARTFORD, WHERE WTIC BEGAN BROADCASTING NEARLY 37 YEARS AGO.

NOW, WTIC TV3-AM-FM IS LOCATED IN THE WORLD'S MOST MODERN TELEVISION AND RADIO FACILITY AT **BROADCAST HOUSE, 3 CONSTITUTION PLAZA, HARTFORD 15, CONNECTICUT**

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY HENRY I. CHRISTAL COMPANY

AT DEADLINE

Networks to study Tv 'children's hour'

FCC Chairman Newton N. Minow's proposal that tv networks develop quality children's programs and rotate them among three networks through week got quick response Friday (Sept. 22).

Each network said it would give Minow Plan its consideration. Mr. Minow delivered major speech at Radio & Television Executives Society luncheon in New York before more than 1,000, record attendance in 23-year history of RTES (see story, page 52).

Robert E. Kintner, NBC president, said network is ready to meet with other two on Minow proposal, and favors "all practicable steps to expand and improve quality programming which contributes to the development of the nation's youth."

Frank Stanton, CBS president who was on west coast on programming trip, said network would give "serious consideration" to plan and he looks forward to all three networks sitting down and discussing it.

Leonard H. Goldenson, AB-PT and ABC president, said his network is willing to study matter seriously. All three cited youth shows now on air and programmed by each.

Highlights of news conference held later:

Asked about Doerfer Plan (in which networks last season programmed public information shows in specific prime-time periods and turned some time each month back to stations for local shows), Mr. Minow said he favored this in principle, thinks it brought results and that FCC may pursue that line but is concentrating right now on children's programming.

FCC hopes to wind up its network study by end of this year, Mr. Minow said. In answer to another question, he stressed that stations will be held to their promises on what they feel is broadcasting in public service.

He predicted Congress will resolve matter of network licensing "one way or the other" next year. He said it's up to public to let FCC know its reactions to tv programs, and felt public must be told "it controls broadcasting" and in last analysis can change it.

FCC composite week

Composite week to be used for program analysis by applicants for renewal of license and major changes in facilities during 1962 was announced Friday (Sept. 22) by FCC. Week is as follows: Sunday, Oct. 12, 1960; Monday, Nov. 14, 1960; Tuesday, Jan. 31, 1961; Wednesday, March 1, 1961; Thursday, May 11, 1961; Friday, June 9, 1961, and Saturday, Aug. 5, 1961.

"Commission also reminded applicants that forms permit submission in narrative form of additional information on programming to supplement composite week.

Wilson asks damages for Miami ch. 10 delay

L. B. Wilson Inc., holder of grant for Miami ch. 10, has asked U. S. Supreme Court to require National Airlines to pay damages "because of the delay occasioned by the filing of the petition for a writ of certiorari."

National Airlines, fighting FCC's order, has asked Supreme Court to review appeals court decision upholding FCC's 1960 order which voided 1957 ch. 10 permit to National and awarded it to L. B. Wilson. National received stay until Oct. 16 from Chief Justice Earl Warren two weeks ago (BROADCASTING, Sept. 11).

Motion for damages for delay, filed under court rule, includes affadavit by Charles H. Topmiller, president of L. B. Wilson, indicating company has spent over $1 million—and over $746,000 for physical assets and $255,000 to keep station on standby basis (with August running $15,000 for this purpose), plus commitments involving $45,600 for two-year lease on studio building, and $2,100 for option to purchase building.

L. B. Wilson asked that special master be appointed by court to determine damages and compensation.

Nielsen tv report out on new fall programs

First ratings reports (using Nielsen multi-market survey of 24 cities) on this seasons's newly-started programs were being studied Friday (Sept. 22).

Among new shows, giving rating and share, along with competing programs (starting show given first): *International Showtime* on NBC-TV, Sept. 15 (Fri. 7:30-8:30), 17.1 and 34, as against *Rawhide* on CBS-TV, also 17.1 and 34, and ABC-TV's *Matty's Funday Funnies* and *Harrigan & Son* averaging 7.7 and 15. *Car 54, Where Are You?* on NBC-TV, Sept. 17 (Sun., 8:30-9 p.m.), 23 and 39, as against *Ed Sullivan* (CBS-TV) and *Lawman* (ABC-TV) 17.4 and 13.4, respectively.

Dupont Show of the Week on NBC-TV, Sept. 17 (Sun. 10-11), 21.7 and 38, against CBS-TV average of 19.2 and 34 for that hour and ABC-TV's 10.7 and 19.

Defenders on CBS-TV, Sept. 16 (Sat. 8:30-9:30), 21 and 38, against NBC-TV's average 15.6 and 29 for hour and ABC-TV's 13.7 and 25.

Follow the Sun on ABC-TV, Sept. 17 (Sun. 7:30-8:30), 16.3 and 31, *Dennis the Menace* and *Ed Sullivan* averaging 19.1 and 36 for that period, and NBC-TV news special and *National Velvet* in that period averaging 10.6 and 20.

McGee poses questions on GE, WBC licensing

Sen. Gale McGee (D-Wyo.) on Friday urged FCC to closely examine "implications" of granting television licensees to giant corporations like General Electric Co. and Westinghouse Electric Corp.

He said "dangerous situation" exists in absentee ownership of television stations by corporations that are defense contractors. Such companies have "double interest as well as capability in shaping public opinion," he said. GE and Westinghouse are "prime examples" of this situation, he added.

Second "dangerous consequence of current trend," he said, is difficulty of fixing responsibility for conduct as licensee, since large corporations establish subsidiaries to operate tv properties. He noted that licenses of GE and Westinghouse stations are up for renewal at time when officers of both parent concerns have been fined and jailed for antitrust violations. "Where does corporate responsibility begin—or end—in the holding of tv licenses?" he asked.

He said "cold, calculating assessment" of situation is needed now, "before it is too late."

Union listener boycott asked in KFWB strike

Listener boycott was recommended Thursday to end 11-week-old strike by American Federation of Television & Radio Artists against KFWB Los Angeles by representatives of 23 unions, who pledged "complete support" to

more AT DEADLINE page 10

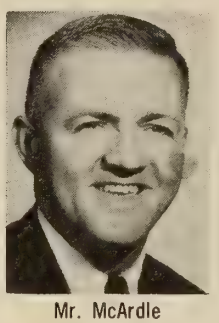
WEEK'S HEADLINERS


Mr. McMahon

Joseph M. McMahon Jr., previously director of advertising, Joseph Schlitz Brewing Co., appointed vp in charge of business development for Benton & Bowles, New York. He will report directly to agency president, William R. Hesse. Before joining Schlitz eight years ago, Mr. McMahon was general manager of Potosi Brewing Co. and general sales manager and assistant to president of Atlantic Brewing Co. He has headed his own advertising agency in Chicago and has been associated with Grant Adv., Campbell-Mithun and Kirkgasser-Drew agencies.


Mr. Wrath

John H. (Jack) Wrath, formerly president of Headley-Reed Co., New York, appointed manager of Chicago office of Paul H. Raymer Co., radio-tv station representative. Mr. Wrath joined Chicago branch of Headley-Reed in 1939 and subsequently was named manager of office there. Two years ago he was moved to New York as president of company. Headley-Reed merged with Bolling Co. earlier this year and Mr. Wrath remained with consolidated organization for several months before resigning.


Mr. McArdle

John E. McArdle, vp and director of tv sales, Metropolitan Broadcasting Co., New York, appointed to newly created post of vp and general manager of Metropolitan's WNEW-TV New York. He joined station in 1957 as account executive. Following year he was named general manager, WTTG (TV) Washington, another Metropolitan station, and returned to New York in May this year as vp and sales director. In past, he has been with NBC's spot and network sales departments and with Ziff-Davis Publishing Co. as sales executive.

Frank A. Sherer, financial vp, Interpublic Inc., New York, and former president of Knickerbocker Savings & Loan Assn., that city, appointed executive vp of Interpublic. Before joining Interpublic (formerly McCann-Erickson Inc.) in 1959, he had spent 29 years in banking as president of Knickerbocker, senior vp of Corn Exchange Bank & Trust Co., New York and vp of Chemical Corn Exchange Bank, New York. He will continue to have prime responsibility for all Interpublic financial matters.

For other personnel changes of the week see FATES & FORTUNES

AFTRA in negotiating "an honorable strike settlement."

Group voted to appoint action committee to meet with KFWB in effort to bring about resumption of bargaining in good faith between station and AFTRA. Unions also agreed to recommend that their members "cooperate in this decision by all legal means, including refraining from listening to KFWB until a settlement is achieved, and to urge their relatives, friends and neighbors to do likewise and to request the sponsors not to advertise on KFWB until the dispute is ended."

Unions represented at meeting included: AFM, IBEW, NABET, Actors Equity, SAG, WGA, AGVA, AGMA, ITSE and its member unions.

Fahey Flynn buys WCSR

WCSR Hillsdale, Mich., was sold by Ruth Keister and Russell Holcomb to Fahey Flynn, Chicago newscaster, for $105,000. Station is on 1340 kc with 500 w day, 250 w night. Broker was Hamilton-Landis & Assoc.

ASR buys games on ABC Radio

American Safety Razor Co., division of Philip Morris Inc., N. Y., will sponsor 10 Notre Dame football games on ABC Radio in fall. First is set for Saturday, Sept. 30. Sponsorships represent razor company's first sports venture on network radio. Firm also has first refusal on sponsoring Notre Dame games next year. Agency: Benton & Bowles Inc., N. Y.

Hamel 'volunteered' to lie, says Jones

Former KWK St. Louis General Manager William L. Jones Jr., who earlier in week told FCC hearing examiner that KWK Sales Manager Don E. Hamel "volunteered" to hide treasure hunt prizes late in contests (see story page 86), testified Friday that Mr. Hamel also "voluntered" to lie to FCC investigators.

Mr. Jones made charge during further cross examination by KWK counsel in station's revocation hearing in St. Louis. Mr. Jones also had implicated KWK President A. M. Spheeris in "rigged" contest circumstances.

Mr. Hamel testified earlier that Mr. Jones "ordered" him to hide prizes late in treasure hunts and ordered him to lie to all KWK principals and to FCC. Two treasure hunts involved $1,000 and $1,500 prizes, respectively, and were held in mid-1960. KWK repeatedly contends it volunteered truth to FCC when it was learned.

Mr. Jones Friday changed his testimony about where he and Mr. Spheeris were in Chicago when Mr. Jones said he had to return to St. Louis to "get rid" of second treasure hunt prize and end contest. Friday Mr. Jones thought it might have been at brunch at Ambassador East. Earlier in week he thought it was Sheraton Bar. KWK counsel questioned witness in detail about his various recollections of certain events but Mr. Jones admitted at times he could not recall for sure.

Asked his understanding of his admitted false affidavit to FCC, Mr. Jones thought it certified his signature and date. Asked if he knew it attested to truth of contents, he replied, "No, I'd never had that understanding." He could not recall if notary had administered oath when he signed.

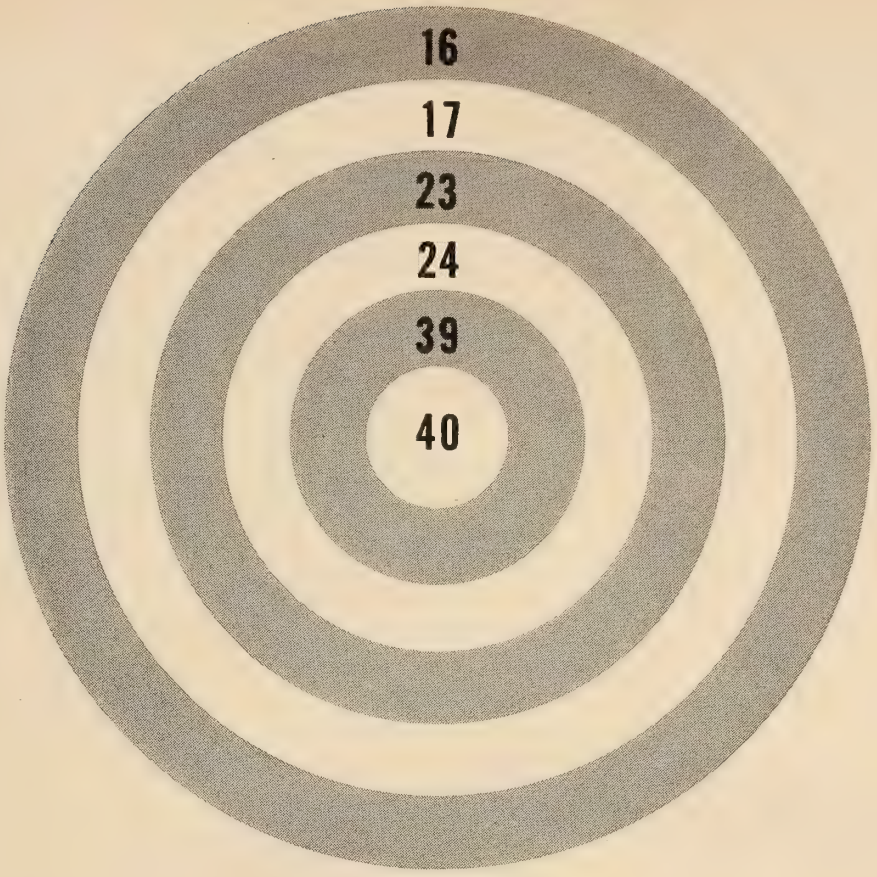
FCC counsel Friday afternoon announced conclusion of government case. Examiner recessed hearing until Wednesday in Washington when date will be set for KWK to present defense case.

Catv sales top $1 million

Sales of three community tv systems were announced Friday:

- H&B American Corp., Los Angeles, paid $1 million for catv systems in Missoula and Whitefish, both Montana.
- Milton Thurber, Ontario, Calif., accountant, bought Lake Arrowhead, Calif., catv for $72,500.

Missoula system serves over 4,000 subscribers; Whitefish group, almost 1,000. H&B purchase includes microwave system.



ARCH RIVALS

Two fiercely competitive businessmen were cold-warring—throwing dirty looks, casting aspersions, even hurling abusives. Realizing this was hurting them both, they finally decided to settle the feud once and for all in a civilized duel.* The winner would merge the two businesses and hire the loser (for further sport).

Terms of the duel: whoever first scored exactly 100 in the target would win. Each could begin shooting whenever he figured out the combination of rings to hit for that score. Assuming both men were straight shooters (in archery, at least), how many arrows did the winner use and what rings did he hit?

Send us the answer and we'll send you an exciting new prize. We're offering several, so be sure and tell us what you've won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. II, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

* No duality in *some* places. One example: WMAL-TV feature films, best buy in Washington, D. C., after 11:30 p.m., with the lowest cost per 1000 homes for 1960-61 season. (ARB, Oct., 1960 thru Apr., '61)

wmal-tv abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

The New Sound from Programatic®



Automated for FM

World's Finest Adult Music

Newly recorded in Full Fidelity

O-Vation Music—sparkling new tunes plus personalized new format—represents the finest automated radio service available. Geared to today's mature audiences and to FM programming needs, each 8-hour O-Vation Music tape plays exciting *NEW* instrumental and vocal arrangements drawn from the greatest talent in the world. It's the economical way for a broadcaster to separate FM from AM programming. Played on superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

Equally important is O-Vation's flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs.

VATION
music

Only Programatic equipment is specially designed to play O-Vation Music to maximum advantage. Programatic starts and stops O-Vation tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times *you* select. From the small local broadcaster to big city giants, FM *or* AM, this means great savings in manpower and operating costs.

O-Vation Music is available to only *one* station per market. Make it yours and open new horizons of audience and profit potential. To find out more about it, just send in this coupon.

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Programatic Broadcasting Service
229 Park Avenue South
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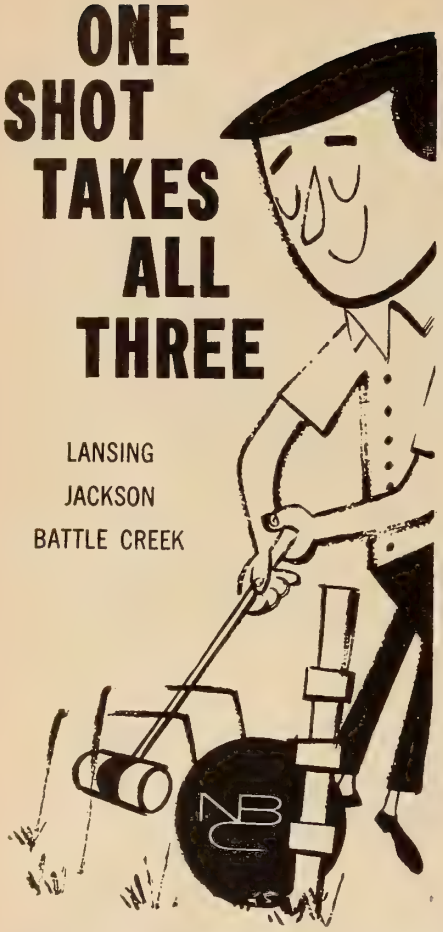
Please send me information
on O-Vation Music and
Programatic equipment.

Name_____

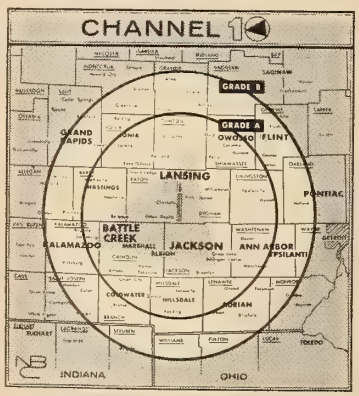
Address_____

City_____ State_____

ONE SHOT TAKES ALL THREE



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX NBC TV CHANNEL 10

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

SEPTEMBER

*Sept. 25—**Hollywood Advertising Club**, luncheon. Hotel Hollywood Roosevelt, 12 noon.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

*Sept. 27—**Academy of Television Arts & Sciences**, Hollywood chapter. Panel discussion—"Is Tv Indeed a Wasteland?" Hollywood Palladium, 8 p.m.

Sept. 27-30—Radio Television News Directors Assn., 15th international convention. Statler-Hilton Hotel, Washington, D. C.

*Sept. 28—**Federal Communications Bar Assn.**, luncheon meeting with Kenneth F. Cox, chief of the FCC's Broadcast Bureau, speaking on "Program Form and Logging Changes—What's All the Shouting About?" Washington Hotel, Washington, D. C.

Sept. 28—Assn. of National Advertisers, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-29—**Tennessee Assn. of Broadcasters,** Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter;* Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.**, annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

Oct. 2-3—**New Jersey Broadcasters Assn.**, Colony Motel, Atlantic City. FCC Commissioner Robert T. Bartley will speak at Oct. 2 dinner; Howard H. Bell, NAB vice president, will address opening luncheon.

Oct. 2-4—**Canadian Electronic Conference of Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

*Oct. 4—**Chesapeake AP Broadcasters Assn.**, workshop. State Capitol Bldg., Annapolis, Md.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences,** luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

*Oct. 6—**UPI Broadcasters of Michigan.** Poplars Motel, East Lansing.

Oct. 6—New deadline for comments on **FCC** rulemaking to deter tv stations from establishing translators for sole purpose of increasing their coverage area.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

*Oct. 6-7—**Indiana Broadcasters Assn.**, fall meeting. Speakers include FCC Commissioner Robert E. Lee. French Lick Sheraton Hotel, French Lick.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

*Oct. 6-8—**National Academy of Television Arts & Sciences,** trustees' meeting. Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

*Oct. 9-10—**North Carolina Assn. of Broadcasters,** fall meeting. Mid-Pines Club, Southern Pines.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

RAB management conferences

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.



How the ocean grew "ears" to pinpoint missile shots

A quarter of the world away from its launching pad an experimental missile nose cone splashes into the ocean.

How close has it come to the target?

Where can it be found, recovered and studied?

To answer these questions quickly and accurately, Bell Telephone scientists have developed a special system of deep-sea hydrophones—sensitive "ears" that hear underwater. Its name—the Missile Impact Locating System, or MILS for short. MILS, produced by Western Electric, manufacturing and supply unit of the Bell System, involves two types of networks.

- One is a Long Distance network which monitors millions of square miles of ocean. The nose cone releases a small bomb which sinks and explodes at the proper depth for transmission of underwater sounds. Vibrations are picked up by hydrophones stationed at the same depth and instantly carried by cables to ground stations. Since the vibrations take longer to reach some hydrophones than others, time differences are measured to compute the location of the nose cone.
- The other is a "bull's-eye" network which monitors a restricted target area. This network is so sensitive that no bomb is needed. It can detect the mere splash of an arriving nose cone and precisely fix its location.

MILS is now operating in both the Atlantic and the Pacific test ranges. It was installed by the U. S. Navy with technical assistance from Western Electric.

It's still another example of how the universe of sound—below the sea, above the earth, in outer space—is constantly being explored by the Bell Telephone System.

BELL TELEPHONE SYSTEM



BASIC CBS

OPEN MIKE®

Barbecued Beans story

EDITOR: By the time I got to page 45 in your Sept. 4 issue, it struck me that I'd passed a familiar picture. So I searched backward and—sure enough—on page 39, pardner, there was a picture of our real live cowboys cooking up some real live Campbell's Barbecue Beans.

. . . I'd like to thank you for your kind words and for your accurate report of the entire operation. . . . We're happy to say this series of commercials seems to be doing a good selling job. . . .

I'd like to add that . . . Bill MacFarland and Don Goerke, the Campbell marketing manager and product advertising manager, respectively, were both instrumental in making our commercials effective, as well as the remainder of a complicated new-product marketing plan.—*Hal Kaufman, Group Head, Tv/Radio Creative Dept., Needham, Louis & Brorby Inc., Chicago.*

'Color blind' reprints

EDITOR: REQUEST PERMISSION REPRODUCE LEAD EDITORIAL, "COLOR BLIND" [EDITORIALS, SEPT. 11] WITH CREDITS, OF COURSE.—JOHN P. SHIPLEY, RCA, DETROIT.

[Permission granted.]

'Zoorama' distributor

EDITOR: We were initially pleased, then quite dejected with the story on "Zoorama" [PROGRAMMING, Sept. 11]. Our dejection is because we, not CBS Films, are the distributor of "Zoorama" and those hard-won sales were worked out by us.

Apparently the confusion lies in our having recently sublicensed to CBS Films all overseas rights on the series. . . . —*Peter Robeck, Peter Robeck & Co., New York.*

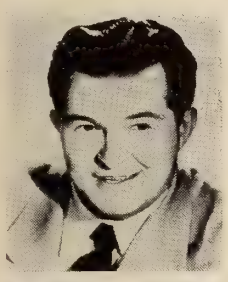
Cannibalism?

EDITOR: . . . Unhappily there remains in our dual industry a type of mind which feeds on the concept of turning broadcaster against broadcaster. Apparently Mr. Kevin Sweeney, president of RAB, is still among that group judging by his quotation [BROADCAST ADVERTISING, Sept. 11]. Referring to the prospect of adding some $30 million to radio's national spot and network business, he says, ". . . In this survey are the clues to the kind of selling it will take to carve the entire $30 million out of television even if we don't hack a cent out of print media."

For decades broadcasters have been weakening their collective position by

WPEN means PHILADELPHIA PERSONALITIES

SEVEN DAYS A WEEK



MAC McGUIRE
5:30 AM—10 AM
Seven Days A Week



PAT & JACK
10 AM—12 NOON
Seven Days A Week



RED BENSON
NEW ALL-TALK SHOW
12 NOON—2 PM
Seven Days A Week



LARRY BROWN
2 PM—4 PM
Seven Days A Week



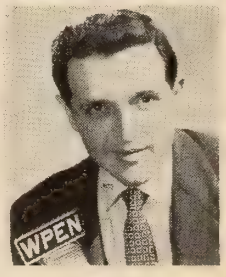
JACK O'REILLY
4 PM—7 PM
Seven Days A Week



BUD BREES
7 PM—10 PM
Seven Nights A Week



TONY MARVIN
"MY TRUE STORY"
10 PM—11 PM
Seven Nights A Week



FRANK FORD
11 PM—2 AM
Seven Nights A Week

PLUS

EXCLUSIVE
HELICOPTER
TRAFFIC REPORTS

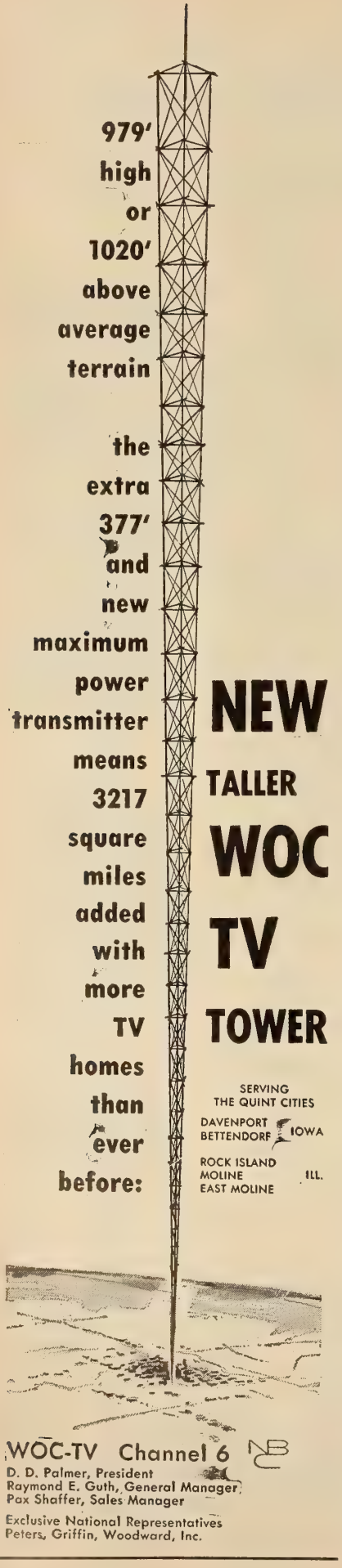
INTERESTING
VIGNETTES
25 DAILY

FIGHTING
EDITORIALS
FIRST IN PHILADELPHIA

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MUSIC

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WPEN
PHILADELPHIA



this kind of thinking . . . knock your competitor's ratings, his coverage, his personalities, his public service record . . . but don't get in a fight with a newspaper.

Carving $30 million out of tv won't leave Mr. Sweeney any time to "hack a cent out of print," yet that's where too many dollars are going while we are busy fighting each other. It might make a hero out of K.S. but many dual broadcasters would be "swapping dollars" while newspapers gobble up the spoils of the war.—*Robert H. Walton, Local Sales Manager-Tv, WRBL-TV Columbus, Ga.*

Texas market story

EDITOR: . . . The Texas story [SPECIAL REPORT, Aug. 21] was a magnificent job in covering our state.—*Howard H. Hicks, Executive Vice President, Beaumont Chamber of Commerce.*

EDITOR: . . . amazed at the amount of information you managed to pack into the article.—*Camilla Koford, Librarian, Research Department, East Texas Chamber of Commerce, Longview.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

Fm stereo story

EDITOR: . . . I note with interest the article, "Fm stereo pioneers find the going rough" [THE MEDIA, Sept. 4] . . .

I recently wrote a manufacturer of fm tuners and stereo amplifiers . . . on their views about advertising on fm and they sent me the following reply: "We find printed ads containing product illustrations to be much more effective than equivalent-priced radio announcements." . . .

Fm broadcasters: Stand on your feet and refuse to begin stereo until you have proof in the way of a contract that you will be supported!—*George R. Kravis, President, Kravis Radio Enterprises, Tulsa, Okla.*

EDITOR: . . . To introduce the public to stereo was one of the main reasons why we proposed a new all-am system for stereophonic transmission.

. . . High quality stereophonic reproduction can be enjoyed by merely tuning two conventional am receivers to the single am station broadcasting stereo.

. . . Once the commercial success of am stereo is achieved many people will want to install fm stereo because of fm's unique programming concept and other advantages. Thus, strange as it may seem, the acceptance of am stereo should speed up the commercial success of fm stereo. . . .—*Leonard R. Kahn, Kahn Research Laboratories Inc., Freeport, L.I., N. Y.*

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*Reg. U.S. Patent Office
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PETER M. AFFE, Station Manager
WNBC-TV, New York, N. Y.

Why WNBC-TV bought Seven Arts Vol. II

Says Pete Affe:
"The stars and titles
among these Warner Bros.
'Films of the 50's'
from Seven Arts will

ADD NEW VIGOR

to WNBC-TV's MOVIE FOUR.
With these block-busters
complementing the
NBC-TV network movies,
Saturday night will be
a real 'night out at home'
for New York viewers."

Warner's films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures — "Gigot", starring Jackie Gleason, completed shooting in Paris... Gene Kelly directing...
Theatre — "Gone with the Wind" in preparation...
Television — Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties — "Romancero" by Jacques Deval...
Real Estate — The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from JOHN P. WARWICK, vice president, Warwick & Legler, New York

Tampering with television programming can derail the economy

There's a trend in some places of late toward more control and supervision of television program content. The talk is of too much sensationalism, too much crime, too much violence, too many westerns, and too much nonconstructive entertainment. At the same time, there is agitation for more educational content, more sophisticated entertainment, and more "intellectualism."

In my opinion, the safest and only sure judgment of what programming content should consist of must come from the American viewer and should be made by the American viewer himself. As in all phases of life—from political to recreational—the people should have the last word. And they will watch whatever programs they want to watch.

And, by their own moral and ethical standards, they will monitor and censor their own television set for themselves and for their children. They have their own reasons for liking the programs they regularly watch: escapism, relaxation, a good laugh, or liking the lead performers. Who is to say the reasons are "wrong"?

The American people seem to like television programming the way it is. If they didn't, the sets-in-use pattern would be downhill. To try to control or to drastically change the overall programming approach would have two very pronounced effects—one immediate and one long-range.

Dropoff ▪ The immediate effect would be that people wouldn't watch television as much as they used to. People will not watch what they don't want to watch. Pseudo-intellectualism and mass educationalism have their proper place, but if the American people don't want this kind of tv diet during prime time, the television set will soon become an unused item of living room furniture.

Now the second and long-range effect could very well be that of a depressant on our economy. Our economy has always been, and is now, based upon mass consumption which, in turn, makes possible mass production and distribution. One of the greatest forces for mass consumption is effective television commercials.

A manufacturer sponsors a program to sell his products and he will continue to sponsor only a program which gets proper audience. Mass consumption could diminish if fewer people see the commercials or if certain products go off television.

This would mean a reduction in sales in the product categories affected, followed by a reduction in profits and in taxes paid to the Government. It could also bring about a slow-down in allied industries and suppliers to the manufacturer, and a probable increase in unemployment.

People Know Best ▪ The people know what's best for themselves. If this were not true, America would not be the No. 1 nation in the world. When people become dissatisfied with programming content, they will make it known in their own way.

In a nutshell, there appears to be a direct link between popular program content and a dynamic economy; and, without minimizing other effective selling media, it cannot be denied that television is one of the most powerful. A close look shows how many basic industries could be affected by a slowdown in consumer desire: Automobiles (and thus steel), tires, soap, proprietary drugs, all types of food products (thus farmers), cosmetics, clothing, insurance, transportation, jewelry, and scores of others.

There is another very important factor that must be considered: the size of the television industry itself. Severe, unnatural programming adjustments in the form of unnecessary regulations could directly affect the lives of thousands of actors, writers, cameramen, technicians, producers, make-up people, etc., and, of course, the lives of their families.

Fortunately during our country's history there have been very few industries that have not been left alone to pursue their own natural competitive course. And, to date, television programming has been allowed to follow this same healthy pattern. Any change in this pattern, it seems to me, would be unfair and restrict competition in that many talented people would find no "market" for their services.

For Instance ▪ Some possible examples: actors who portray mainly "heavies"; writers whose specialty is melodrama and detective shows; and "stunt" men, who appear regularly in westerns.

We don't have to look far to see what can happen to an industry upon which artificial curbs have been placed. There is no doubt the farmer has not kept pace with the rest of the economy and every election time we hear both parties come up with their answer to the farm problem. Unfortunately, the problem never seems to be solved. Thousands of farmers must produce under unnatural laws of supply and demand. Many learned people of both political parties insist that it is more than coincidence that the farmer has not kept pace and that his procedures are unnaturally governed.

If someone, or some group, has an urge for extra censorship or to "do a little laundry in the entertainment field," they might very well look at the motion picture industry before they jump on television. Although most movies are fine family entertainment, a certain number produced each year, both here and abroad, would make most violent and questionable television shows look like a Sunday school picnic.

Let's leave things pretty much the way they are in television programming. The existing forms of censorship such as the code and the networks' continuity departments can take care of extreme cases, but for the overall approach to programming, I personally favor the *status quo*. The public likes it the way it is, and it's good for business, which means it's good for everyone.



John P. Warwick has been with Warwick & Legler, New York, for 13 years. Initially he worked on various national and regional accounts, each of which was active in network or spot radio and television. He was appointed vice president in charge of operations for W&L six years ago. Before entering the advertising business, he was a retail salesman, calling on food stores. Mr. Warwick served in the U. S. Navy during World War II. He is a graduate of Dartmouth College.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager



NORTH CAROLINA'S GRADE A WORLD

In the rich 33 county Piedmont world of more than 300,000 TV homes reached by WSJS Television's A Coverage, retail sales exceed a billion dollars and consumer income is more than a billion and a half dollars.

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 25, 1961, Vol. 61, No. 13

PREMIUM SPOTS IN SHORT SUPPLY

■ Availabilities survey shows business well ahead of 1960

■ 40-second breaks are getting extra volume from sponsors

■ Major markets continue to get best breaks from advertisers

Spot television business has thrown off the sluggishness that marked the first half of this year and is moving into the fourth quarter with a momentum that already is putting the squeeze on premium commercial positions.

Minute availabilities are in short supply, especially in prime and evening fringe time, and unsold 20-second break positions are becoming increasingly hard to find in nighttime hours. These availabilities rank one-two in demand among agencies and advertisers.

This availabilities report represents the consensus found in a special BROADCASTING sampling of television stations throughout the country, supplemented by a canvass of a dozen leading station-representation organizations. Although reflecting dominant viewpoints, however, these findings do not typify business conditions at all stations or in all markets, which historically can fluctuate widely from one to another and which this year may be doing so even more than usual.

40-Second Patterns ▪ The study, while concentrating on the situation facing buyers as of the last week of September, also cast what is probably the first general light on overall patterns emerging in the use of the new 40-second station breaks which all three networks are putting into effect this fall. It also showed that stations and reps are predominantly optimistic about the sales outlook not only for the third quarter but for the fourth quarter as well. Highlights:

▪ The majority of stations and reps reported that fall business is running ahead of last year's. Those who mentioned percentages usually put the gain in the 5 to 10% range. Stations indicating increases outnumbered those registering drop-offs by more than three to one, and among reps the ratio was closer to seven to one. A number of others, both stations and reps, said their current business was holding even with last fall's.

▪ The new 40-second station breaks in network prime time, 10 seconds longer than allowed by the networks in recent years, are generating a substantial volume of extra nighttime business, primarily of the 20-second variety, but there is a wide difference of opinion as to whether this will add up to a meaningful net gain or merely a transfer of advertiser dollars heretofore spent in other parts of the days.

▪ There has been a nominal show of adviser interest in, but no real demand for, 30-second and 40-second spots within the new 40-second prime-time breaks. Most stations would accept these longer spots if they were offered, but with a few exceptions are not currently pushing them. The 20-20 combination appears to be the standard pattern on stations selling the longer break period; otherwise it's the usual 20-10, plus a 10-second promo or service message to fill out the 40.

▪ There appears to be a growing trend among advertisers to concentrate on major-market stations and pass over or reduce their use of stations in smaller and medium-sized markets. This practice has been noticeable in past years but appears to be increasing, according to a number of sales authorities who attribute it both to an increasing advertiser tendency to demand greater sales results for their spot buys and to their more widespread use of the network

Public votes 84 to 11 against FCC program control

FCC Chairman Newton Minow considers television a vast wasteland but there's evidence most of the public doesn't go along with this appraisal.

A survey conducted during the Minnesota state fair by Research Associates, St. Paul, shows that only 14% of those interviewed feel tv is a vast wasteland. In the survey, 79% answered "no" when asked if they think tv is a vast wasteland (7% didn't answer).

This major research project was based on interviews with 17,500 persons who attended the fair. Random sampling of adults was designed to produce typical responses.

Not only did 79% disagree with the FCC chairman's view, but an even bigger percentage—84%—answered "no" when asked whether they think the government should decide the kind of programs that go on tv. Only 11% said yes (5% didn't answer).

Dr. Roy G. Francis, professor of sociology of the U. of Minnesota and director of Research Associates, said these results are the first to come from a major project involving about 160 tv questions designed to find what the public thinks of the medium. Tabulating is expected to be completed in a fortnight.

Dr. Francis said television's critics apparently forget that "quality" is rare, referring to their repeated demands for top-flight, blue-ribbon programming in quantity. "A quality experience is isolated," Dr. Francis explained. "You think about it afterward. Critics seem to think Hamlet should be available all the time. I would hate to live in that kind of a world.

"People tend to upgrade themselves in surveys when asked their preferences. We have found in radio surveys that they express a liking for classical music but actually may not listen to it. I have an optimistic view of the public's choice of viewing.

"This new survey indicates people like to decide for themselves what they want to see on television and don't want the government to tell them what to view. One ought not think that the tv viewer is incapable of deciding for himself."

programs being opened up for so-called "spot carrier" messages.

The spot availabilities in greatest demand and shortest supply, as indicated by both the station survey and the canvass of reps, not surprisingly are minutes and 20-second spots between 6 p.m. and the wind-up of network option time five hours later. Ten-second spots and IDs also have been sold in substantial volume in these periods, but on the whole the stations indicated ample availabilities remain for this period and especially in the fore part between 6 and 7:30 p.m.

The demand for and in many cases the shortage of minutes was pointed up by reps, many of whom said they were finding these availabilities in short supply not only during nighttime hours, but in virtually all other parts of the day as well. One rep said his stations had no minutes available after 6 p.m. and were within a couple of percentage points of complete sell-out from 1 p.m. on.

At the other extreme some stations reported as few as 10% of their minute availabilities sold in the generally popular early-evening fringe time of 6 to 7:30. In other day parts stations reported 60-second sales ranging from a low of 6% of availabilities to a high of 40% in the morning, from 24% to 100% in afternoon, from 8% to 63% in the period from 11 p.m. to sign-off.

20's Short Too ▪ Twenty-second availabilities also were frequently reported in short supply, but less so, on the average, than minutes. A number of stations said they had no 20-second availabilities left in the 6-7:30 period, but others said their 20-second sales in this segment ranged as low as 20% of the total which could be accommodated.

These extremes dramatize what rep salesmen historically emphasize: That sales can vary so widely from market to market that it can be misleading to talk in terms of averages. Many factors contribute to this fluctuation, but in some cases it seems to defy rational explanation.

The factor which salesmen singled out last week as a major influence—along with the obvious ones of market size and station position within the market—is network affiliation, which the consensus appeared to evaluate roughly this way: that NBC-TV is strongest in the morning and CBS-TV in the afternoon. Thus NBC-TV affiliates are apt to have fewer morning spot availabilities and CBS-TV fewer in the afternoon. In addition, several representatives felt that ABC-TV's daytime advertiser rotation system mitigates against daytime spot buying on ABC-TV affiliates by ABC-TV daytime network advertisers, on the theory that their spot buys might wind up too

No neutral corner in toothpaste tussle

TV ONLY SURE WINNER AS P&G, C-P, B-M SET FLUORIDE AD PLANS

Three dentifrice giants—Procter & Gamble, Colgate-Palmolive and Bristol-Myers—are planning mammoth advertising campaigns to get their share of the $235 million dental hygiene market.

Their main attention will be focused on fluoride toothpaste, newest favorite of consumers. And their key medium, judging by present portents, is likely to be television.

Outside this battle is Lever Bros., a familiar figure in the cosmetic-detergent industry. Lever has no entry in the fluoride field but no one will be surprised if this major advertiser comes up with a product of its own and joins the competition.

By next spring the media battle will reach a peak. The familiar names will be promoted heavily.

The statistics for the future competition shape up like this:

Procter & Gamble, whose Crest is the only established fluoride brand on the market (it was introduced in 1955) is in good position and moving fast. Since last August when the American Dental Assn's Council on Dental Therapeutics endorsed Crest as "an effective caries dentifrice," the toothpaste has nearly doubled its share on the market and increased its annual sales by about $23 million.

Crest currently is the second leading dentifrice in the country, with an estimated 22% or $51 million of the $235 million toothpaste market. Before the ADA endorsement, Crest was third with sales of about $28 million or 12%.

Procter & Gamble took advantage of the dental association's stamp of approval (it was a qualified one) by substantially increasing its already heavy tv schedule for Crest. Television Bureau of Advertising figures show that in the first six months of this year, P&G's gross time billings for Crest for the first half of this year exceeded by $124,016 —$4,916,746 for January through June 1961, as compared to $4,792,730 throughout last year—its gross time advertising expenditures for the brand in all of 1960. The TvB figures also show that since the ADA endorsement, P&G has drastically shifted its advertising gears for Crest and is putting more and more into spot announcements. In the first half of last year, before the endorsement was made, only $107,070 of Crest's money was placed in spot. During the second half of the year—post-endorsement—$462,680 was spent in spot, a gain for spot of $355,610. So far this year, through June, P&G has spent $1,444,380 in spot and $3,472,366 in network advertising to promote its Crest brand. Indications are that P&G will accentuate its present tv advertising budget for Crest if competition from new fluoride brands warrants it. The account is at Benton & Bowles.

Stable Mate ▪ P&G also markets Gleem, currently the third most popular dentifrice in the nation. Until Crest made its spectacular rise, Gleem (a non-fluoridated brand containing Gl-70, a blend of anionic sulfonates) was the second-ranking toothpaste. It now enjoys 20% or about $47 million of the dentifrice market. During the first half of last year, P&G, through Compton Advertising, spent more than $3.6 million in gross tv time billings on Gleem —advertising expenditures it is almost duplicating this year. Procter & Gamble evidently does not intend to promote

DENTIFRICE TV GROSS TIME BILLINGS
January-June

	1961			1960		
	Network	Spot	Total	Network	Spot	Total
Colgate Dental Cream	2,380,191	2,592,480	4,972,671	2,910,262	1,888,860	4,799,122
Crest	3,472,366	1,444,380	4,916,746	2,283,862	107,070	2,390,932
Gleem	1,625,450	1,937,500	3,562,950	2,474,233	1,220,660	3,694,893
Stripe	696,884	1,147,340	1,844,224	940,697	1,013,320	1,954,017
Pepsodent	700,789	603,210	1,303,999	1,248,234	.....	1,248,234
Ipana	1,075,693	41,380	1,117,073	721,649	572,690	1,294,339
Category	10,178,290	7,785,000	17,963,290	10,710,313	4,846,000	15,556,313

Sources: Network: TvB/LNA-BAR
Spot: TvB-Rorabaugh

close to their already placed commercials.

The generally improved spot business reported and foreseen was attributed in great part to the general improvement in the national economic situation since the first half of 1961, when total spot tv business was off about 1% (BROADCASTING, Sept. 4). The consensus also felt that the 40-second station break in network prime time is pulling additional spot business into the prime evening hours.

More 20's Sold ▪ But it was clear that this is being accomplished through the opening up and sale of more 20-second spots rather than any trend toward newer lengths. Reps said that although they have had inquiries about availabilities for 40-second and 30-second spots within the expanded break period, only Gulf Oil has placed firm orders (for 40-second spots). Among the advertisers identified as having sought information about 40-second availabilities are American Home Products, Esso, Brown & Williamson, Johnson & Johnson (Arrestin Cough Syrup) and Easy-On Spray starch.

The station answers to queries about acceptability of 30- and 40-second spots is generally yes—with a few exceptions, stations appear willing to accommodate them if an advertiser wants these lengths. But there is no strong push to get advertisers to buy them, although two or three reps have pointed out the advantages of a 30-10 combination from the advertiser's standpoint or expressed a preference for that combination. Even these efforts appear to be long-term, however.

In addition, several reps expressed the hope that advertisers will test the 40-second spot in order to ascertain its efficiency as compared to that of the standard lengths.

Will it Increase Totals? ▪ Whether the upsurge of 20-second buying within the 40-second break will lead to a substantial increase in overall spot billing was a widely disputed question. Some said it already had done so; others said it has not had such an effect, in their experience, and that they didn't expect it to.

Some said they were selling no more prime-time business now than last year, when they had only 30-second breaks to sell. Others said they were selling more but that the increase appeared to be coming out of daytime or fringe time, while others reported an increase in prime time without any noticeable drop-off anywhere else.

Between these extremes the consensus appeared to be that it's still too early to tell, but that no matter where it comes from or shows up most prominently—a respectable gain is in store for spot television generally this fall and winter season.

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one of its toothpaste brands at the expense of the other, but if Crest begins to find the going tough, some of Gleem's advertising outlay may be thrown into the fluoride fight.

Colgate-Palmolive Co., with its Colgate Dental Cream, is the reigning champ (a title it has held since long before the advent of either radio or tv) of the dentifrice field. But its former secure 35% of the market has slipped in the past year to 26%, only 4 percentage points better than Crest.

Realizing that its long reign is being seriously threatened by Crest, Colgate introduced Cue, a new fluoride toothpaste, in August. The brand in being tested in Louisiana and Texas with the aid of a modest advertising budget, handled by D'Arcy Adv., that includes print, tv spots IDs and cut-ins.

Some two weeks after the debut of Cue, Colgate put another fluoride toothpaste, called Colgate Fuoride, on the market. The latter brand currently is being tested in Oklahoma, Kansas and western Missouri. The tests are supported by print and tv spot tie-ins through Ted Bates & Co., which also handles Colgate Dental Cream.

The almost simultaneous introduction of two fluoride toothpastes by Colgate has most dentifrice people guessing. The products are considered virtually the same. The only apparent difference: Colgate Fluoride is a blue-colored toothpaste, while Cue is white. A company spokesman said that Colgate Fluoride is marketed as a blue dentifrice to avoid conflict with Colgate Dental Cream, which is white. He also said that Colgate, in introducing the two brands, is measuring the effectiveness of "divergent marketing concepts"



to bring a fluoride product to the public. No indication was given as to which, if either of the two brands would be sold on a national basis, but betting in the dentifrice industry favors Colgate Fluoride as the eventual challenger to Crest's rising dominance.

Not So Brisk ▪ Actually introduction of the two new brands marks a partial return to a marketing concept already tried by Colgate. In 1955, soon after P&G first unveiled Crest, Colgate began marketing a sodium fluoride toothpaste called Brisk. The brand never was very successful in changing consumer buying habits (Colgate says that "after exhaustive tests," it did not live up to "the high Colgate standards"), and subsequently promotional support of it was withdrawn. Currently Brisk is sold as

a non-advertised paste containing BR-85 (sodium n-lauroyl sarcosinate).

Brisk's failure accented the long-standing controversy that exists among dental authorities over the relative merits of sodium and stannous fluorides.

Colgate-Palmolive and Procter & Gamble, at least, seem convinced as to which of the two compounds is the better decay fighter—both Colgate Fluoride and Cue, as well as Crest, are stannous fluoride pastes.

While Colgate has not released details of any advertising plans for its two new brands, their promotional future may be determined by the company's advertising past. Last year Colgate spent about $12 million in total advertising expenditures, and tv received about three-fourths. For the first six months of this year, according to TvB, the company has incurred almost $5 million in gross time billings to advertise its Colgate Dental Cream brand. Although that brand almost surely will continue to get the major share of Colgate's ad expenditures, it's been reported that a new fluoride product—if retails sales show proper signs of encouragement—would eventually get a comparable advertising budget.

Something New ▪ Bristol-Myers Co. entered the fluoride arena during the summer by adding sodium fluoride as well as hexachlorophene (said to be an anti-bacterial agent) to its established Ipana brand. The resulting toothpaste, called New Ipana, has been selling in states east of the Rocky Mountains, after tests in Washington and Baltimore, since the first week in August. Doherty, Clifford, Steers & Shenfield is handling advertising for the brand and is making extensive use of one-minute and 30-second radio spots, and various tv IDs, spots and network sponsorships. Newspapers, magazines and supplements also are being used. The theme of the campaign: "Announcing the first major tooth paste advance since fluoride . . . now Ipana has Hexa-Fluoride."

Bristol-Myers, which test-marketed a fluoride paste called Sentry in the mid-50s but withdrew it because of inadequate sales interest, spent $1.1 million in both spot and network tv to advertise the old Ipana in the first half of 1961. As of June, Ipana was holding on to an estimated 6% of the dentifrice market—as compared to 7% in pre-Crest-endorsement days—and was sixth in the toothpaste parade.

Bristol-Myers traditionally is a heavy user of spot and network tv (last year it was the seventh biggest tv spender with total tv billings just under $21 million). With only one product in the dentifrice field, Bristol-Myers reportedly is ready to back its fluoride product almost dollar for dollar with Crest.

Lever Bros., with two conventional dentifrices in circulation, has so far refrained from hitching onto the fluoride bandwagon. A company spokesman will say only that the company is "watching the situation carefully." He implied that the current fluoride toothpaste vogue has not proved a lasting one and that Lever Bros. will act when it is thoroughly convinced a fluoride brand is an absolute necessity in today's marketing scheme.

Where It Hurts ▪ Lever's two existing dentifrice brands, Pepsodent and Stripe, have secured a total 16% of the market, but both have suffered from Crest's recognition by the ADA. Pepsodent (with Irium), which at one time ranked over Crest, currently is the fourth leading toothpaste with 9% of the total annual dentifrice sales, and Stripe (like the New Ipana it contains hexachlorophene) is in fifth place with an approximate 7% share of the market. The Pepsodent account is at Foote, Cone & Belding; J. Walter Thompson handles Stripe.

Although Lever Bros. is still a holdout and the other giant dentifrice makers have yet to complete advertising plans for the next episode in the struggle for supremacy, television already is reaping its share of preliminary benefits. A TvB report released last week showed that during the first half of this year, dentifrice advertising on tv has gone up 15.5%, or $2,406,977, over the same period in 1960. Total gross billings for the January-through-June period were $17,963,290 this year, compared with $15,556,313 last year.

According to TvB figures a $2,939,000 increase in spot tv expenditures—from $4,846,000 in 1960 to $7,785,000 in 1961—was the primary reason for the overall rise (see chart page 24). But the TvB statistics do not tell the whole story. For basic factor behind both the recorded and anticipated increase in dentifrice billings is Procter & Gamble-Crest's discovery of a new selling gimmick and competitors' efforts to identify with it.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Sept. 14-20 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Sept. 14	**My Three Sons** (9 p.m.)	ABC-TV	21.2
Fri., Sept. 15	**Twilight Zone** (10 p.m.)	CBS-TV	25.3
Sat., Sept. 16	**Gunsmoke** (10 p.m.)	CBS-TV	31.8
Sun., Sept. 17	**DuPont Show of the Week** (10 p.m.)	NBC-TV	22.1
Mon., Sept. 18	**Death of a Statesman** (9:30 p.m.)	NBC-TV	24.2
Tue., Sept. 19	**Cain's Hundred** (10 p.m.)	NBC-TV	21.6
Wed., Sept. 20	**Joey Bishop Show** (8:30 p.m.)	NBC-TV	23.3

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New rep firm to cater to 'fine arts' clientele

James F. Brown, vice president and general manager of the Fine Arts Broadcasting Co. (KFML - AM - FM Denver), has announced formation of a new station representative firm, Fine Arts Radio Representatives Ltd., New York.

The new company, which will establish branch offices in Chicago, Detroit, San Francisco and Los Angeles, was formed, according to Mr. Brown, to meet "immediate and pressing demands from agencies and advertisers for fine arts radio stations in major-market areas."

New rep firm specializes in all-jazz fm stations

A specialized medium is emerging in fm radio, according to a new station rep in New York who is lining up all-jazz outlets.

Jazz is the only programming area of fm radio that am stations are not likely to touch in the years ahead, according to Robert Richer, who last week announced formation of Robert Richer Representatives Inc. (327 E. 58th St., telephone: Plaza 2-6462).

The new rep has already been appointed by KNOB (FM) Long Beach, Calif.; WJZZ (FM) Bridgeport, Conn.; WUPY (FM) Boston; WAZZ (FM) Pittsburgh, and KJAZ (FM) Alameda, Calif.

HJG-TV to rep tv stations

The formation of HJG-TV a new tv station representative firm, was announced last week by Lee Gorman, who will act as executive vice president. Mr. Gorman, national sales manager of WINS New York and formerly executive vice president of WABI-TV Bangor, Me., said the firm has signed contracts to represent WCCB-TV Montgomery, Ala., WCCA-TV Columbia, S. C., and KTVW (TV) Seattle, Wash. HJG-TV headquarters are at 7 Central Park West, New York.

Does it say success to you? It should. It's the new symbol for the Blair Group Plan, the most successful and efficient radio spot buying concept in advertising history. Overstatement? Judge for yourself: the Blair Group Plan has never failed to meet the sales goals of its users. It enables you to reach 80% of the nation's buying power through America's most influential group of radio stations—with one order, one affidavit, one invoice. The Blair Group Plan has helped a score of advertisers, big and small, overcome highly competitive conditions. Call PLaza 2-0400 in New York City to find out how the Blair Group Plan can help your product to succeed. A service of John Blair & Company. Offices in eleven major cities.

Chicago SU 7-2300 · Boston KE 6-1472 · Philadelphia LO 8-0290 · Detroit WO 1-6030 · Atlanta 875-7567 · St Louis GA 1-5262 · Dallas RI 1-4228 · Los Angeles DU 7-1333 · San Francisco DO 2-3188 · Seattle MA 3-6270

BLAIR GROUP PLAN



PEPSI BACK AS 'STEVE ALLEN' REGULAR

Barnet tells why and how bottler returned to network tv

Back in June 1955, the Pepsi-Cola Co., New York, ended its sponsorship of *Pepsi-Cola Playhouse* on ABC-TV, signaling a virtual halt to the company's investment in network programs on a regular basis. Pepsi had been a network advertiser since 1950 and its defection and subsequent absence from the medium, except for occasional specials and minute participations, were sources of annoyance and frustration for network sales executives.

This week, after an absence of more than six years, Pepsi returns to the roster of regular network advertisers, with an investment of approximately $3 million as an alternate-week, half-sponsor of ABC-TV's *Steve Allen Show* (Wednesday, 7:30-8 p.m.). Why did Pepsi leave the network field and why did it return?

Herbert L. Barnet, Pepsi-Cola president, summed up the company's reasoning in this way:

"In 1955 we left network television because we felt that there was no programming available that was suitable for our purpose. We used our television money largely for spot tv and occasionally we sponsored a special, such as *Cinderella* and *Annie Get Your Gun* in 1957 and a spectacular featuring Jane Powell this past spring.

"But about a year ago, at the suggestion of some of our bottlers, we decided to re-examine our position *vis a vis* network television. We knew what we wanted: it had to be a quality entertainment show that could garner a satisfactory rating; it had to be a prestige vehicle that would engender sponsor identity, and, perhaps, most important, it had to be a program that would lend itself to merchandising and promotion on both the national and local level."

Auditioning ▪ Accordingly, Mr. Barnet and his two top aides, Philip Hinerfeld, vice president, advertising, and John Soughan, vice president, marketing services, listened to scores of presentations early this year on upcoming new network programs. After long and careful deliberation, they chose *Steve Allen Show* as Pepsi's showcase television effort for 1961-62. Mr. Barnet and his associates are confident the program fulfills each of company's criteria for television.

"We think that the program and Steve Allen himself will fit in well with Pepsi-Cola's theme—'For those who think young,'" Mr. Barnet said. "In addition, Pepsi has a theory about preselling programs we sponsor. We will maintain a steady stream of promotional reminders to the public about the *Steve Allen Show* through millions of 'collars' around Pepsi bottles; banners on thousands of our company trucks; streamers and window displays in more than 5,000 stores; spot radio messages on stations throughout the country. We have always felt here that sponsoring a program is not enough; you've got to keep telling the people that you're on the air with the show."



North American show goes on spot basis

After two years on ABC-TV, North American Van Lines through Biddle Co., Bloomington, Ind., will place its weekly *Championship Bridge* program this fall on a spot basis in at least 50 major markets and possibly as many as 75. North American cites high viewer loyalty among young executive class families, a highly mobile group, as one reason for the third year renewal of the Walter Schwimmer Co. package. The mover also feels the program has strengthened agent relationships.

On set in Chicago during filming of one program for the new season's series are: (standing l to r) Ed Russel, Biddle Co. vice president; Charles Goren, program star and bridge authority; Walter Schwimmer, president of the Chicago tv film firm bearing his name; Jack Russel, Biddle account executive; (seated, l to r, and players featured on this particular program) Harry Fishbein, one of world's leading players; George Foerstner, executive vice president of Amana Corp.; Lee Hazen, another top player, and Leonard Truesdell, president of Zenith Sales Corp. Messrs, Foerstner and Truesdell challenged the experts.

Local tv advertisers can get big names

Videotape Productions of New York has developed volume-production methods that will permit local tv advertisers to use top television performers in custom-made tape commercials, it was announced last week by Herbert W. Hobler, Videotape sales director.

Mr. Hobler noted that the project is being expanded as a result of the company's move last week to its new Videotape Center with three stages, from its previous single-stage plant. The new studio building at 67th St. and Columbus Ave., New York City, has been leased from NBC.

In describing the local advertiser project, Mr. Hobler explained that in the past it was difficult to obtain name personalities for such commercials because of "booking conflicts and economics." Videotape Productions of New York, he said, will coordinate the appearance of a personality in a number of tv commercials for various sponsors in different markets. Production economies, he added, will be effected by using six standard sets and a rear projection for the background screening of local scenes.

These techniques will reduce costs, Mr. Hobler stressed, because local tv sponsors can now combine production resources as a group to use name talent for commercials during a continuous shooting period.

WIND: 153 M.P.H.

TIDE: 18.5 FT.

RAIN: 16.4 IN.



AND FOR THE STAFFS OF

KPRC RADIO and KPRC TELEVISION "CARLA" WAS ALL IN A DAY'S WORK!

In the Gulf Coast Area of Texas and Louisiana, the KPRC Organization has, for almost four decades, been the service upon which people depend for the fastest, most factual reporting of the news. In times of stress particularly these two great KPRC stations demonstrate their sincere concern for the millions they serve. The recent experience with vicious Hurricane Carla once again gave KPRC and KPRC-TV the opportunity to serve . . . to save lives and property! At KPRC and KPRC-TV already, hundreds of letters of appreciation, telegrams and messages have been received. The people at these two stations are thankful that they could help. Being of service is a responsibility they readily accept.

KPRC AND KPRC-TV Houston, Texas

Represented Nationally by Edward Petry & Co.

IN NASHVILLE . . .



*ARB REPORTS WSIX-TV 8 NO. 1
in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

Keystone reports Negro population up 25%

SAYS GAINS IN AFFILIATES' MARKETS ABOVE AVERAGE

Keystone Broadcasting System, Chicago, which has 360 affiliated radio stations programming directly to Negroes in their communities, last week reported that the total U. S. Negro population rose 25.4% in the last decade—from 15,044,937 persons in 1950 to 18,871,831 in 1960.

Based on state-by-state material developed by the U. S. Dept. of Commerce in its 1960 Bureau of Census survey, the Keystone summary was analyzed by George Wharton, research director, in advance of national totals on Negro population to be issued by the Census Bureau later this year.

The Keystone study shows a total U. S. population of 179,323,175, of which Negroes make up 11%. West Virginia, Wyoming, Arkansas and Mississippi were the only states to show a decline in Negro population over the 10-year period. Of the 10 states with the largest Negro populations, only Mississippi had a decline.

In the 23 states where Keystone's Negro Network affiliates are located, the average Negro population rise exceeds that of the national average gain. Mr. Wharton said the average network station carries 42 quarter-hours of Negro-appeal programming each week, which is "at least a 15% rise in the last 10 years." Negro station affiliates increased from 278 in the same period.

The complete population breakdown for the total U. S. and each of the 48 states (Alaska and Hawaii were not included in the tabulation) and the District of Columbia follows:

State	1960 Total Population	1960 Negro Population	1950 Negro Population	% Increase Or Decrease
Alabama	3,266,740	980,271	979,617	+ 0.1
Arizona	1,302,161	43,403	25,974	+ 67.1
Arkansas	1,786,272	388,787	426,639	— 8.9
California	15,717,204	883,861	462,172	+ 91.2
Colorado	1,753,947	39,992	20,177	+ 98.2
Connecticut	2,535,234	107,449	53,472	+100.9
Delaware	446,292	60,688	43,598	+ 39.2
Dist. of Columbia	763,956	411,737	280,803	+ 46.6
Florida	4,951,560	880,186	603,101	+ 45.9
Georgia	3,943,116	1,122,596	1,062,762	+ 5.6
Idaho	667,191	1,502	1,050	+ 43.0
Illinois	10,081,158	1,037,470	645,980	+ 60.6
Indiana	4,662,498	269,275	174,168	+ 54.6
Iowa	2,757,537	25,354	19,692	+ 28.8
Kansas	2,178,611	91,445	73,158	+ 25.0
Kentucky	3,038,156	215,949	201,921	+ 6.9
Louisiana	3,257,022	1,039,207	882,428	+ 17.8
Maine	969,265	3,318	1,221	+171.7
Maryland	3,100,689	518,410	385,972	+ 34.3
Massachusetts	5,148,578	111,842	73,171	+ 52.9
Michigan	7,823,194	717,581	442,296	+ 62.2
Minnesota	3,413,864	22,263	14,022	+ 58.8
Mississippi	2,178,141	915,743	986,494	— 7.2
Missouri	4,319,813	390,853	297,088	+ 31.6
Montana	674,767	1,467	1,232	+ 19.1
Nebraska	1,411,330	29,262	19,234	+ 52.1
Nevada	285,278	13,484	4,302	+213.4
New Hampshire	606,921	1,903	731	+160.3
New Jersey	6,066,782	514,875	318,565	+ 61.6
New Mexico	951,023	17,063	8,408	+102.9
New York	16,782,304	1,417,511	918,191	+ 54.4
North Carolina	4,556,155	1,116,021	1,047,353	+ 6.6
North Dakota	632,446	777	257	+202.3
Ohio	9,706,397	786,097	513,072	+ 53.2
Oklahoma	2,328,284	153,084	145,503	+ 5.2
Oregon	1,768,687	18,133	11,529	+ 57.3
Pennsylvania	11,319,366	852,750	638,485	+ 33.6
Rhode Island	859,488	18,332	13,903	+ 31.9
South Carolina	2,382,594	829,291	822,077	+ 0.9
South Dakota	680,514	1,114	727	+ 53.2
Tennessee	3,567,089	586,876	530,603	+ 10.6
Texas	9,579,677	1,187,125	977,458	+ 21.5
Utah	890,627	4,148	2,729	+ 52.0
Vermont	389,881	519	443	+ 0.2
Virginia	3,966,949	816,258	734,211	+ 11.2
Washington	2,853,214	48,738	30,691	+ 58.8
West Virginia	1,860,421	89,378	114,867	— 22.2
Wisconsin	3,951,777	74,546	28,182	+164.5
Wyoming	330,066	2,183	2,557	— 14.6
United States	179,323,175	18,871,831	15,044,937	+ 25.4



Man, they're on our trail–and GAINING!

You know how many wimmin listen regularly to WDAY Radio, in the Fargo area? The latest 55-county Pulse Area Report gives us 155,100 grow'd-up females—which is 42% more than the second station! (6 a.m. to 12 midnight, Mon. thru Fri., March-April, '61.)

At times, this audience gets as high as 87% more wimmin than Station B (7 to 9 a.m.).

We must admit we like the ladies. If you do, too (for commercial reasons, that is) you really got no other choice than WDAY Radio, the big adult-preferred station in the Red River Valley! Ask PGW.

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Tv gives Maris, Mantle golden touch

EXPLOITATION OF YANK HEROES ON TV PAYS OFF BETTER THAN HOMERS

Ten years ago Roger Maris would have been lucky to parlay his spectacular batting achievements into a handful of gift watches, a loving cup, and a few thousand dollars in merchandising royalties. But today he's set to reap a half-million dollar harvest over a three-year period, exclusive of his baseball salary. The difference, for the most part, is television, with its unique potency for exploiting fame and talent.

Maris' Yankee teammate, Mickey Mantle, for example, will probably earn about $200,000 above his wages by 1964, even though he has failed to grab the magic ring that transformed Maris into such a sought-after personality—all but matching Babe Ruth's 60-homer record for 154 games. These financial windfalls for Mantle and Maris are expected to come from tv and motion-picture guest appearances, broadcast commercials, advertiser testimonials, ghost-written literary efforts, and merchandising tie-ups.

The man sowing these financial crops is Frank Scott, a managerial magician, who converts sports stars into valuable television and merchandising properties. In the role of business agent, he's been guiding the commercial fortunes of some of the nation's top athletes for the past 11 years, but never has he held so hot a hand. The M boys—Mantle and Maris—stacked back to back have tv producers and advertisers already beating a path to Mr. Scott's door.

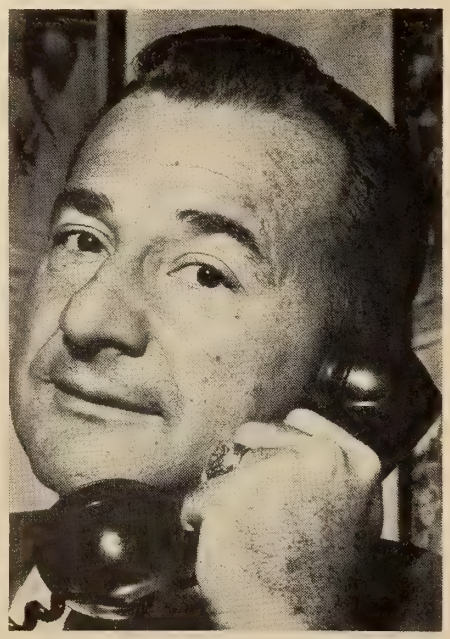
No matter what happens during the remaining week of the baseball season, Mr. Scott is packaging his hard-hitting meal tickets as a tandem. He's already committed them to a guest shot on Perry Como's premiere program this season on Oct. 4 (NBC-TV, Wed., 9-10 p.m.) at $15,000, his current asking price for tv appearances by the duo.

That package price is expected to go up, but since the Como show is assured a certain degree of exclusivity, the M boys' immediate subsequent guest shots will not command as much money. (Mantle and Maris have promised not to make any other guest appearances prior to the NBC-TV program but are free to negotiate for any other engagement immediately afterwards. These conditions vary somewhat from the exclusivity clause in standard contracts governing tv guest appearances: no guest shots 21 days prior to and 8 days after an appearance on the tv show contracted for).

Once free of their Como show commitment, Mr. Scott says, the M boys are slated for guest shots on at least six other tv shows (possibly CBS-TV's *Ed Sullivan* and *Garry Moore* shows and NBC-TV's *Today* show) within about a 30-day time span. He indicates that the New York Yankee outfielders, both of whom are members of the Screen Actors Guild and the American Federation of Television & Radio Artists, will receive $2,500 apiece for these appearances. In addition, Mr. Scott says, at least a dozen tv advertisers are knocking on his door in hopes of getting Mickey and Roger to appear in commercials.

During the course of the current baseball season, M and M each have been working for three tv advertisers. Mantle is seen in 60- and 20-second spots and IDs for Wonder Bread, a Continental Baking Co. product handled by Ted Bates & Co.; 60-second commercials, through Benton & Bowles, for General Foods' line of Post cereals; and one-minute and 30-second commercials for Colgate - Palmolive Rapid Shave, another Bates account. The Wonder Bread spots are being shown throughout the country; the Post cereal commercials, which are tied in with the company's baseball card trade-in promotion, are on many of the General Foods programs including *Bugs Bunny, Angel* and the *Danny Thomas* show, as well as in spots; and the shaving cream commercials are on four network shows, and in spots in selected markets.

Maris appears in three 60-second commercials. They are for R. J. Reynolds Tobacco's Camel Cigarettes, through William Esty Co.; Aqua Velva After Shave Lotion, a J. B. Williams product handled by Parkson Adv., and Whitehall Labs' Infra-Rub product, which is placed through Sullivan, Stauffer, Colwell & Bayles. The Aqua Velva commercial is an integral part of ABC-TV's *Lawrence Welk Show*, and also is seen on local shows and in spots in various markets. William Esty Co. uses the Camel commercial on many of R. J. Reynolds' network shows and on its baseball telecasts. The Infra-Rub commercial is used by Whitehall Labs on several of its network programs.



Mr. Scott

Mr. Scott expects some of these advertisers to sign his clients up for another year's work, but insists that he won't increase their fees just because the baseball tandem suddenly have become a household preoccupation. Up until now they have been receiving between $1,500 and $5,000 a commercial, which is given as a down payment against residuals.

"You can't hold companies like R. J. Reynolds and Colgate-Palmolive over a barrel just because you suddenly get hot," Mr. Scott explains.

Maris on Camel ▪ This is the second year Mr. Maris has been doing the Camel commercial and Mr. Scott says the Yankee received a "substantial increase" over his 1960 fee as a result of winning last year's most valuable player award in the American League. Following logic one step further, Mr. Scott figures most advertisers now employing the services of the M boys will renew next year and offer them voluntary raises in recognition of their well-publicized performances this season.

Operating in, what is for him, an unprecedented seller's market, Mr. Scott has several other highly attractive financial deals brewing. He says that "two of radio's biggest syndicators" (he declines to identify them further), wants Mantle and Maris to do daily 15-minute sports shows in the off-season. He also claims that an unnamed tv network (rumor says it's CBS-TV) is planning an hour-long special on the famous sports pair for a post-World Series showing. *The Life Story of Mickey Mantle*, a 60-minute show, was televised by NBC-TV on its now-defunct *Kraft Theatre* program on Oct. 3, 1956, but the rights to the story have since reverted back to Mr. Scott. Mantle reportedly received approximately $25,000 for his part in the program, a price that could about double if present plans

BANNED IN "BIG D"



TIMELY! INFORMATIVE PUBLIC SERVICE! WFAA's "Open Mike" tears right into the heart of controversial issues, the latest being widespread publicity and the subsequent law-ban of a popular novel. With the police chief, a minister, a psychiatrist and a librarian forming the discussion panel, WFAA Program Director Pierce Allman put printed "smut" on the firing line. The result was a better informed public and kudos from listeners everywhere. People around "Big D" like to be informed. That's why they turn to WFAA-820. A call to your PETRYMAN now can establish your client's message in WFAA's always interesting, timely, adult appeal programming.



WFAA—820

RADIO NBC DALLAS

Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

Erickson's formula for millionaires

Rodney Erickson, president of Filmways Inc., who has said that it was his goal to be a millionaire by age 45 (BROADCASTING, Aug. 8, 1960), last week gave advice to advertising executives on "How To Make a Million Dollars in the Agency Business by Really Trying."

Mr. Erickson, who turned 45 this year, did not mention whether he himself has attained the millionaire goal, but suggested to members of the Chicago Federated Advertising Club that the "quickest and surest way" to attain that moneyed status was to (a) write a best-selling book or (b) invest in stock of client companies on the basis of information obtained while working on agency accounts.

A one-time vice president and general manager of tv for Young & Rubicam, New York, Mr. Erickson suggested that agency officials explore the possibility of persuading their managements to provide them with such money-earning devices as stock options, profit sharing, deferred payment and insurance policies.

Among his other suggestions in his recipe for success:

"Don't be afraid to be fired; most notable people in the advertising field have been fired a number of times."

"Be sure that your new job has more benefits than the old job and your salary is at least doubled."

"A growing middle-sized agency with a long way to go offers much more keeping-money potential in stock appreciation so long as top management is sound."

"The trouble with most agencies today is that their personnel are more interested in personal security and in keeping an account by sycophancy, doing what the client asks, rather than taking a position of leadership and forcing the clients to accept new concepts."

for another show materialize.

Best of all, Mr. Scott is happiest over the merchandising deals he is manipulating for his most celebrated clients. For the M boys are high up on the most wanted list of manufacturers whose products thrive on personal endorsements.

Profitable Area ▪ Mr. Scott says that personal endorsements are particularly profitable because Maris, for example, should not only get up to $5,000 for an immediate endorsement, but also is likely to receive as much as 5% of total net sales of the product, or 2% of gross.

In speaking of his ball-playing gold mines, Mr. Scott also casually mentions possibilities of a motion-picture about the M boys and numerous ghost-written book, magazine and newspaper column deals. In all he estimates that each man possibly can realize $100,000 in contracts right away—$50,000 of that amount from tv—besides the aforementioned added money they can earn over a three-year span. These grandiose rewards make Mantle's current yearly pay of $75,000, and Maris' annual salary of $40,000 seem like mere incidentals.

Business briefly...

Lincoln-Mercury division, Ford Motor Co., has bought into 11 NBC-TV shows to introduce and promote its 1962 models. In addition to the already announced sponsorship of *Alfred Hitchcock Presents,* L-M will participate in *87th Precinct, Outlaws,* and *Tales of Wells Fargo.* Advertiser will also sponsor six one-hour specials to be produced by NBC News. Agency: Kenyon & Eckhardt.

Revlon Inc., New York, will sponsor the hour-long *Bob Hope Special* on NBC-TV Dec. 13 (9-10 p.m. EST). Agency: Grey Adv., New York.

Bristol-Myers, on behalf of its new pain reliever, Exedrin, has bought spot tv time in over 100 markets, as well as daytime participations on CBS-TV. Campaign begins Oct. 1. Agency: Young & Rubicam, New York.

Esquire Shoe Polishes, New York, has bought part sponsorship of NBC-TV's *Checkmate* (Wed., 8:30-9:30 NYT). It was also learned that Esquire plans to buy a minimum of 20 tv spot markets and several radio markets around the country. No details were available. Agency: Mogul, Williams & Saylor Inc., New York.

Block Drug Co., Jersey City, N. J., begins a spot radio and tv campaign in mid-October for its Rem cough medicine. Spots are scheduled for 24 weeks in 17 radio markets and 19 weeks in seven tv markets. Agency: Lawrence C. Gumbinner, New York.

V. La Rosa & Sons, New York (macaroni, spaghetti and egg noodles) is advertising with a schedule on 53 radio and tv stations in 11 markets, beginning Oct. 1 and running through the year's end. Agency: Hicks & Greist, New York.

ADVENT OF THE 'EVENT'

It'll save tv, says Weaver, in talk on Westinghouse plans

Sylvester L. (Pat) Weaver Jr., in his first "public" appearance since his return to the television business, said last week that "event-type programming" is "the salvation of television."

He added a qualifier: "In the opinion of some people." But he left no doubt that he is among those who share that view.

He made the observation at a luncheon at which Roger Bolin, advertising director of Westinghouse Electric—which is spending more than $7 million in "event-type programming" via 18 specials scattered over the three tv networks during the 1961-62 season—made news in another way. Taking a position contrary to that of many advertisers, who as a class are generally represented as anxious to keep a finger in the production of their programs, Mr. Bolin said that in his view "the role of a sponsor is to pick up the check."

Leland Hayward, appearing with other producers who will help turn out the 18 1-hour and 1½-hour specials in the *Westinghouse Presents* series, already had paid tribute to Westinghouse for "trying to do something that is not conventional programming" and for following a policy of "absolutely no interference" with his work on the Westinghouse program.

Mr. Weaver, who won a reputation as one of television's leading creative figures during his tenure as president and in other key posts at NBC, was host at the luncheon as head of television and radio for McCann-Erickson, Westinghouse agency handling the 18 specials. For the past few years he has been board chairman of McCann-Erickson (International)—a post he still holds—and thus has been inactive in television until his appointment as head of M-E Productions a few months ago.

He said the "event-type programming" typified by the Westinghouse series—which will deal with a wide range of contemporary subjects, past events, international affairs and original drama—will let viewers know that "there are people who are trying to open up the forms of the television business."

He said he hopes the *Westinghouse Presents* programs will be both artistic and commercial successes.

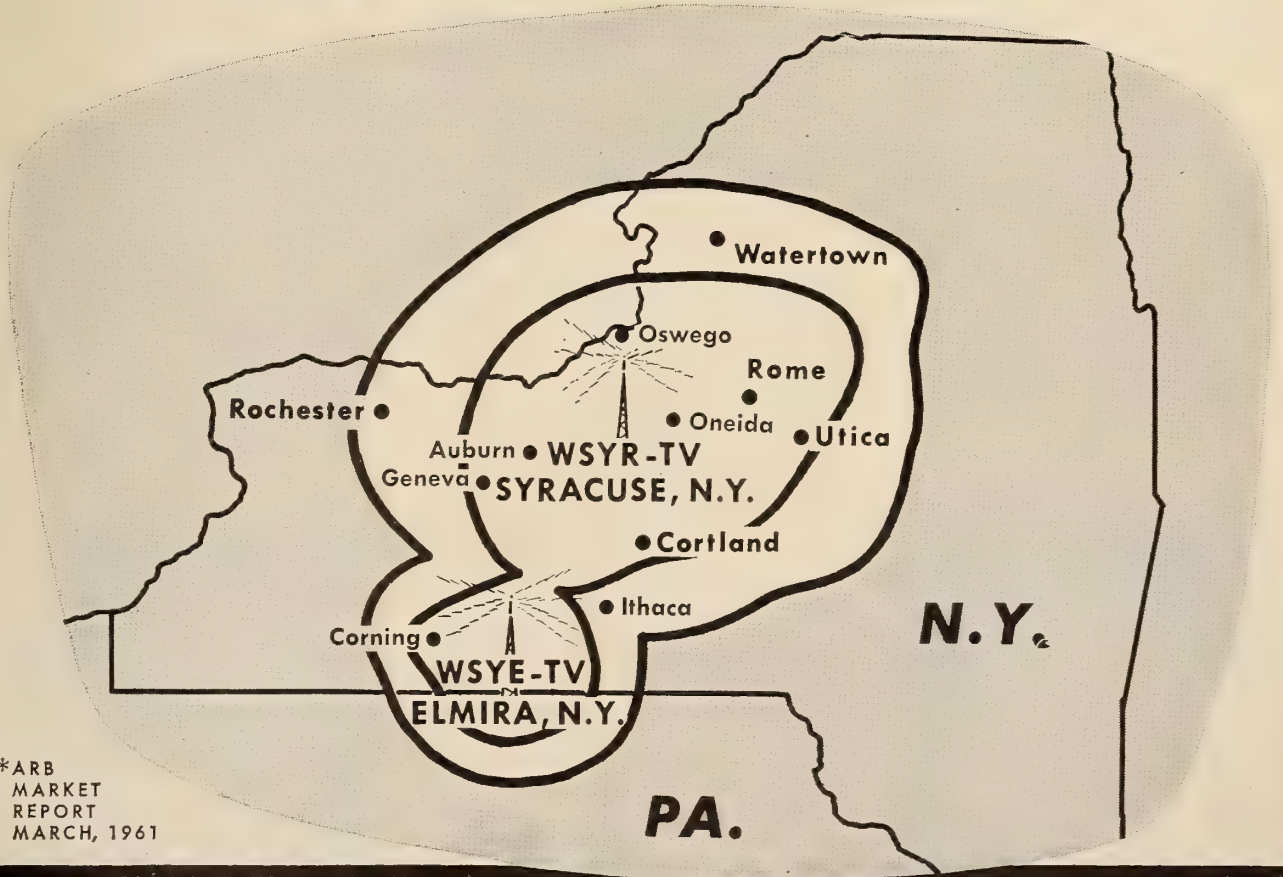
The $7 million figure on Westinghouse's commitment for the series—an unofficial estimate— includes costs of producing the commercials, advertising and promoting the series, etc., as well as the time and production costs for the programs themselves.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR·TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!



*ARB MARKET REPORT MARCH, 1961

WSYR·TV
NBC Affiliate

SYRACUSE, N. Y.
Channel 3 · 100 KW
Plus WSYE-TV channel 18
ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

A new lineup for NAB staff

CARLISLE NAMED VP; SEAVEY TO HEAD GOVERNMENT RELATIONS

NAB enters the autumn season with a revamped headquarters staff. LeRoy Collins, president, announced the new lineup after it was approved by the NAB board's reorganization committee at a Sept. 21 meeting (see chart opposite page).

Two main changes were made in the staff. William Carlisle, formerly manager of station relations, was promoted to a vice presidency and given supervision of several key association functions. Hollis Seavey, of the government affairs staff, was promoted to government relations manager.

The top headquarters operating post is held by Vincent T. Wasilewski, named executive vice president Sept. 7 (BROADCASTING, Aug. 28). His appointment had come simultaneously with naming of Robert D. Swezey, formerly of WDSU-AM-TV New Orleans, as code authority director. This is a new post embracing both the radio and television codes. Messrs. Wasilewski and Swezey report direct to Gov. Collins.

Gov. Collins proposed a basic shift in the NAB administrative structure at the board meeting in June (BROADCASTING, June 19). The new chart has the code agency reporting directly to him.

Other department heads at NAB include: George W. Bartlett, promoted from acting manager to manager of engineering; James H. Hulbert, manager of broadcast personnel and economics; Richard M. Allerton, research manager. These departments report to Vice President Carlisle. They formerly reported to the industry affairs vice president.

John F. Meagher continues as radio vice president. Radio code matters, formerly under his office, have been transferred to the new code authority headed by Mr. Swezey.

Howard H. Bell continues as industry affairs vice president but is freed of administrative details to devote more time to committee operations and board liaison, industry organizations and the Assn. of Professional Broadcasting Education.

More Changes ▪ Douglas A. Anello, who had been chief counsel, was promoted to general counsel reporting to Mr. Wasilewski.

John M. Couric continues as public relations manager but now reports directly to the executive vice president instead of the industry affairs vice president. His responsibilities include publicity, promotional activities, public relations aid for members and liaison with public service organizations.

The NAB tv vice presidency was abolished last June when Charles H. Tower left NAB to join Corinthian Stations. Dan W. Shields, who had been Mr. Tower's assistant, becomes special assistant, television. He reports to the executive vice president and will specialize in tv matters.

Everett E. Revercomb, secretary-treasurer, previously head of the administration department, now assumes in addition the auditing, library, production-mail room and stenographic pool functions. John L. Perry is special assistant to the president.

Gov. Collins summed up the staff changes this way: "This new arrangement of staff positions, which includes reductions and consolidations, will enable NAB to provide a more effective and efficient operation with an actual reduction in administrative cost."

Board Changes ▪ The reorganization committee reviewed plans to change the structure of the board of directors. A new and smaller board setup is planned, possibly including emphasis on at-large directorships. A recommended plan will be submitted to the next NAB board meeting, scheduled Jan. 29-Feb. 3 in Sarasota, Fla.

Mr. Carlisle joined NAB as field representative in 1954 after serving with New England stations, agency and broadcast equipment firms. He attended Boston U. business school and served as a Marine reserve captain in World War II. He was named NAB station relations manager in 1957. His station service included WKBR Manchester, WTSV Claremont, and WTSL Hanover, all New Hampshire.

Mr. Seavey is a former radio network newsman and has been active for a decade in Washington legislative affairs. He is a former director of MBS Washington operations, director of Clear Channel Broadcasting Service and director of Regional Broadcasters Assn. He was owner-operator of WCUM Cumberland, Md. He joined NAB's government affairs staff in July 1960. His station posts included WHLD Niagara Falls, N. Y.; KOCY Oklahoma City; WCOP Boston and WOL Washington. He was graduated from Harvard in 1937.

Members of the Reorganization Committee are Clair R. McCollough, Steinman Stations, chairman of the joint NAB board; George C. Hatch, KALL Salt Lake City, Radio Board chairman; Dwight Martin, WDSU-TV New Orleans, Tv Board chairman; J. M. Higgins, WTHI Terre Haute, Ind., Radio Board vice chairman; William B. Quarton, WMT-TV Cedar Rapids, Ia., Tv Board vice chairman; W. D. Rogers, KDUB-TV Lubbock, Tex., and Richard W. Chapin, KFOR Lincoln, Neb. Mr. Chapin was excused from attendance at the NAB meeting.

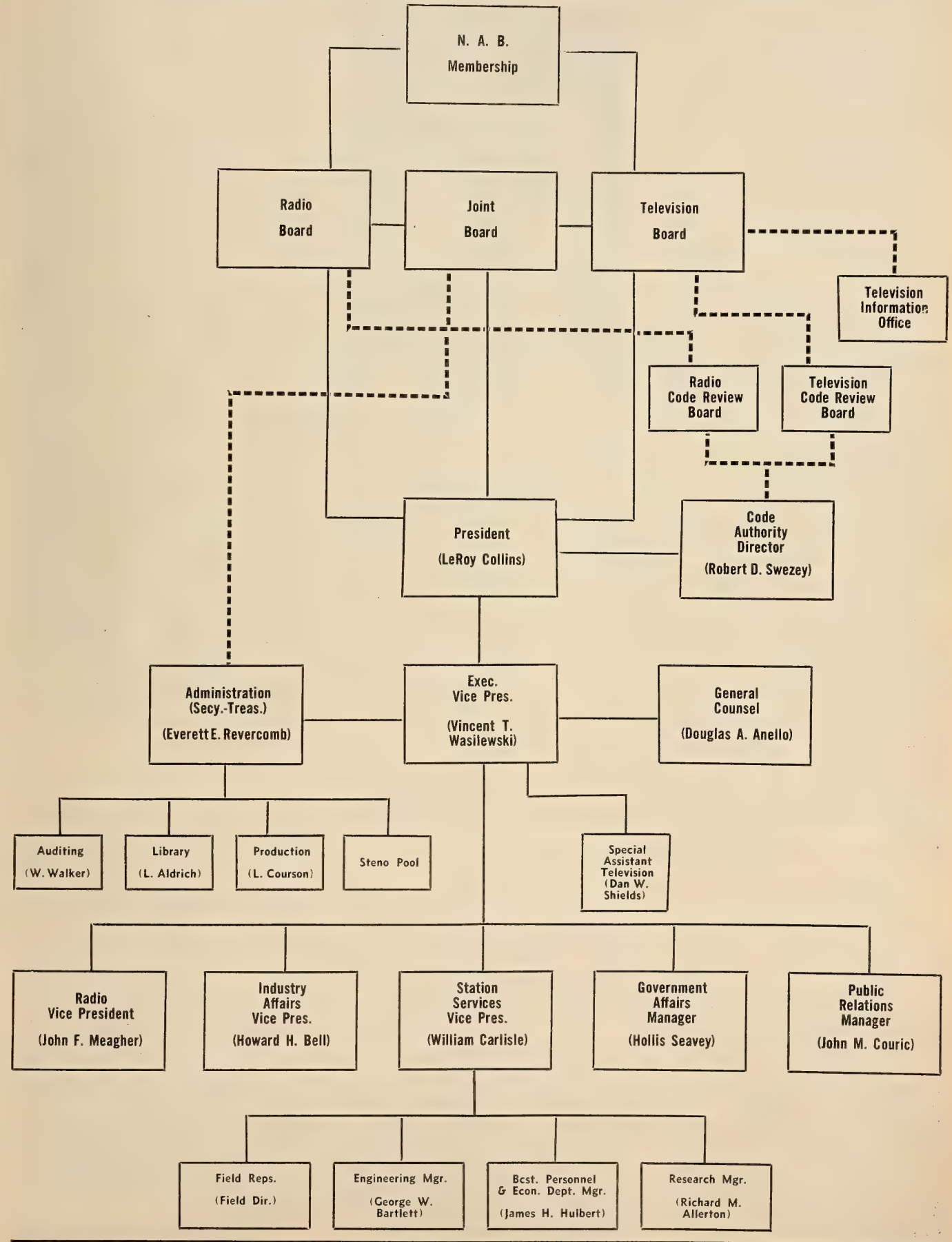


Mr. Carlisle



Mr. Seavey

Revamped NAB organization Chart



Text of Newton Minow's words of praise for radio

I'm grateful to you for asking me to talk about radio.

Radio is America's roommate. We hear its voice from the time we wake up in the morning until we go to sleep at night.

Radio is also America's traveling companion. It travels with us like a welcome shadow.

A neighbor puts a radio in his hip pocket when he goes out to prune the roses. The newspaper delivery boy makes his rounds to the sound of music. I have a radio in the bathroom so I can catch the news while I'm shaving. The automobile radio rides in almost every car pool. And some people are even taking sets to the ballpark so they can keep score on the announcer. I suppose that about the only place radio isn't going with us these days is solitary confinement.

Radio is America's roommate because it's so downright companionable. It goes places, it does things. And, above all, it always takes us along.

I know the owners and managers of the 206 stations affiliated with the CBS Radio Network agree that behind its air of easy informality radio has tremendous power to inform as well as entertain. It is this power that gives it special responsibilities in the community.

Must for News ▪ We all recognize that entertainment —that music—is the core around which the day's programming is built. But we also know that more people depend on radio



for news as it happens, and for news of community affairs, than they do on any other means of communication.

A recent radio study made use of the grim "rumor of war" research question. As one might expect, seven out of ten people questioned said that they would turn on their radios to verify a report that war had broken out. And with the aftermath of Hurricane Carla, America was reminded of the herculean service radio provides.

Or take a less catastrophic example. On any snowy morning in winter, sets are turned on all over the house, because people depend on radio to tell them if the schools will be open, if the main roads are passable, if downtown offices expect their people to make it to work. This is just one of the many community jobs which only radio can accomplish.

Unbeatable ▪ Broadcasters of your calibre who seek to serve as well as to entertain your communities—and who serve by furnishing quality news broadcasts, news analyses, world roundups, documentaries, special events, and community affairs—should be commended and encouraged. Nothing can beat radio on a breaking news story.

Typical of the contributions to public information are many especially informative broadcasts over CBS Radio last year: Lippmann on leadership; Secretary Herter's address on U. S. foreign policy; Premier Khrushchev and Prime Minister Nehru at the United Nations; the White House Conference on Aging; the *Face the Nation* debate between Sens. Goldwater and McCarthy on the issue "Does a Big Federal Government Threaten Our Freedom?" the report on medicine of the future; and the story of America's first space man.

I also want to commend you for occasionally massaging the egghead —for continuing a great musical tradition by making a place in your schedules for the broadcasts of the New York Philharmonic and the Cleveland Symphony Orchestra.

This is responsible broadcasting and this is what makes radio the finest kind of companion.

CBS RADIO NEAR BLACK INK

Affiliates meeting told network on the brink of making money for first time since 1950s

Radio and its prospects got a good bill of health last week at the CBS Radio Affiliates Assn.'s eighth annual convention—even from FCC Chairman Newton Minow.

Some 200 officials of CBS Radio affiliated stations heard President Arthur Hull Hayes and his associates report that the network is on the verge of making money for the first time since the early 1950s (BROADCASTING, Sept. 18) and that progress and outlook in both programming and sales are good.

They also got an unexpected tribute from FCC Chairman Minow, who has concentrated on blasting television's "wasteland" programming and said practically nothing about radio since he took office early this year. Responding to President Hayes' request, Mr. Minow sent a taped message praising both radio and its public service record (text of address above).

One gloomy note in what was generally conceded to be one of the most amicable and non-controversial national gatherings of radio affiliates in several years was sounded by Thomas K. Fisher, CBS Inc. vice president and general counsel. The program forms which the FCC currently proposes to incorporate in license applications, Mr. Fisher warned, clearly limit broadcasters' programming freedom and, if accepted, may easily lead to further acts of censorship.

The convention, held Monday and Tuesday in New York, also:

▪ Heard CBS President Frank Stanton describe plans for the new CBS headquarters building (BROADCASTING, Sept. 11) and outline a tentative timetable calling for ground-breaking before the end of this year and occupancy by the end of April 1964 (story page 42).

▪ Saw a demonstration of "Audimax," a new automatic audio level control system designed to provide maximum audio coverage at all times. President Peter C. Goldmark of CBS Labs, which developed Audimax, said that in addition to this immediate advantage of improving modulation, it "will be a boon to the completely automatic station of the future."

▪ Elected a new slate of affiliates association officers, headed by E. K. Hartenbower of KCMO Kansas City (see page 101).

▪ Adopted a resolution commending



IN LOS ANGELES, TAKE THE abc TRAIN

On the move. That's Los Angeles. And anticipating the changing tastes of this huge metropolitan area is a big job... a job for a station like KABC-TV. ABC's Flagship in the West is getting the job done with aggressive programming, imagination and flexibility.

GO FIRST CLASS ON...

KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.



talk about results!

"Northwest has run many tours in the Tri-State (Ohio, Indiana, Kentucky) area, but the WCKY group is the largest produced by any radio station."* ■ That's what the Area Sales Representative for Northwest Orient Airlines had to say about WCKY following the station's **second** successful tour to Hawaii for Northwest. ■ He continued: "There are many ways for Northwest to say 'Thanks', but I think the one you will best appreciate is the one that extends our contract for 26 weeks . . . making WCKY the ONLY Cincinnati station to have a full 52 weeks of advertising from Northwest in 1961." ■ Talk to your AM Salesman about getting results like this for **your** product on Cincinnati's Total News and Information Station

*(41 persons bought the tour . . . at $850 each.)

wcky

50,000 WATTS • CINCINNATI



the network and its leaders; its mixture of news and public affairs, informational features and name-star entertainment in a program schedule "pertinent to our times"; the development of Audimax and also of NetALERT, the new signalling system which went into operation early this month. The resolution also pointed up the "great significance" of FCC Chairman Minow's estimate of radio's service to the public.

In his report President Hayes said CBS Radio holds a position of supremacy which rests on unequalled news and public-affairs programming, name-star entertainment programming which no other network is undertaking, the introduction of technical advances such as NetALERT and Audimax, successful operation of the Program Consolidation Plan (which, introduced two years ago and modified last year, cut back on entertainment programming, stepped up news programming and introduced a new system of station compensation based on programs supplied by the network for sale by the stations, instead of dollar payments), and "a substantial upturn" in CBS Radio's economic prospects.

Mr. Hayes reported "much" improvement in the CBS Radio financial picture: "We would have arrived at the break-even point for the year 1961 had it not been for the economic situation during the first half. However, unless we encounter some very unforeseen reverses, the network will not lose money in the second half of this year, and I think we will pass the break-even point in the year 1962."

Homes Delivered ▪ He said "the real acid test of our commercial schedule" is in the number of homes delivered to advertisers—and cited A. C. Nielsen Co. figures to show CBS Radio running well ahead of the other radio networks in this respect. In program acceptance, he cited Pulse surveys in 103 markets as the best barometer available and said they showed the CBS outlets ranked first, second or third in 67 of these markets, demonstrating "that any CBS Radio affiliate can be the dominant station in its market."

Mr. Hayes said he also had discerned a trend away from what he called "fad radio," toward programming with more substantial content:

"I think the American audience is more and more regaining an appreciation of thoughtful, quality programming and not what some stations choose to call 'modern' radio. Now, in retrospect, maybe it should have been termed fad radio. But let me underscore the fact that a good network station that is really serving the public can compete with a fad radio station and can build not only as large but a larger audience."

The affiliates heard Mr. Fisher describe the FCC's proposed new program



ALL EYES WILL BE ON ALLIED ARTISTS...

Allied Artists Television Corp. . . . the newest name in feature film sales to TV . . . is ready to release two new powerful packages of entertainment today!

Released: Allied Artists' Cavalcade of the 60's, forty great features, made in the nineteen fifties, and starring top names that include Rod Steiger, Gary Cooper, Anthony Perkins, Patti Page, Dorothy McGuire, Joel McCrea, Rory Calhoun, Ernest Borgnine and others . . .

Released: Allied Artists' "Bomba" series! "Bomba, the Jungle Boy," featured in twelve top jungle films—brought to life from Roy Rockwood's ever-popular books, PLUS an outstanding Sabu feature.

Also — many fine half-hours including 98 episodes of "I Married Joan".

Contact your nearest Allied Artists TV Corp. office for availability.

ALLIED ARTISTS TELEVISION CORP.

New York, New York
165 West 46th Street • PLaza 7-8530 • Alan G. Roberts

Chicago, Illinois 1232-1234 So. Michigan Ave.
WAbash 2-7937 • James C. Stern

Hollywood, California
4376 Sunset Drive • NOrmandy 2-9181 • Maurie Gresham

forms as "the jugular issue of all issues facing broadcasters today." He said the questions—166 in the tv form, 145 in the one for radio—are so detailed and precise that "practical men know what the commission prescribes as in the local public interest, thereby circumscribing the freedom of the broadcaster in his own determination of what to program."

Transgressed Authority ▪ Mr. Fisher said that if FCC took these questions, turned them around and stated them affirmatively as programming standards "there would be no doubt that it [FCC] had transgressed its authority." Although the broadcaster is free to answer the questions negatively, "he knows that he had better have an overwhelming reason for such a response," the attorney added. He said:

"It is far easier to play it safe and to capitulate to the programming implications of the questionnaire. To those who would say, 'Why not get the government off our back—let's do what they want and then they will go away,' I sadly reply: 'How blind, how shortsighted, how naive can you get—having tasted power in this area, will not the taste hunger for more power?'

"Having once exercised this power, will not the Commission itself become a helpless victim in the drive of one pressure group after another to require it to impose additional questions, additional 'standards' of programming?"

Mr. Fisher also had an answer for those who argue that a broadcast license is merely a "privilege," that the broadcaster is a "trustee" who uses "the people's air." He said: "It is the broadcaster who assembles and pays for the broadcast equipment; it is the broadcaster who assembles and pays for the property called programming; it is the broadcaster who activates the movement of his property (in the form of energy) from his transmitter to radio or television receivers. I do not maintain that clearing the air of loose assertions such as 'privilege,' 'trusteeship,' 'fiduciary obligation' and 'the people's air' answers the problem as to the relationship between the First Amendment [freedom of speech, the press, etc.] and the power of Congress to regulate interstate commerce, but it does rid our thinking on this subject of predelictions, prejudices and false analogies."

During the two-day meeting five stations received Golden Microphone Awards to mark 30 years of affiliation with CBS Radio. President Hayes presented them to Harrison Fuerst, representing KVOR Colorado Springs; Arnold F. Schoen Jr. for WDBO Orlando, Fla.; August C. Meyer for WMBD Peoria; Ben Williams for WTOC Savannah, Ga., and L. S. Mitchell for WDAE Tampa, Fla.

Preceding the general affiliates meetings, station managers and sales managers of the seven CBS-owned radio stations held their annual round of weekend conferences with President Hayes and other CBS Radio Div. officials.

CBS breaking ground soon

Ground-breaking for the new CBS headquarters building in New York, one of the last structures designed by architect Eero Saarinen before his death early this month, is expected to occur by Jan. 1. The building should be ready for occupancy by April 1964. This is the word which affiliates brought out after hearing CBS President Frank Stanton discuss the building plans in the principal address at last Tuesday's private luncheon meeting of the CBS Radio Affiliates Assn.'s eighth annual convention (see page 38). The 37-story building as conceived by Mr. Saarinen would be of concrete faced with granite, would provide unobstructed floor space by avoiding steel structural supports except in the elevator core and in a series of exterior steel "fingers" having design as well as structural effect. The site is New York's Ave. of the Americas between 52nd and 53rd Streets.



Seated at head table during affiliates meeting (l to r) Dr. Frank Stanton, CBS Inc. president; John S. Hayes, WTOP Washington, president of CBS Radio Affiliates Assn., and Arthur Hull Hayes, president, CBS Radio.

McGannon unit studies research center idea

The first steps looking toward the feasibility of an industrywide radio-tv research and personnel training center were examined Sept. 18-19 by the NAB special research committee named last month (BROADCASTING, Aug. 28). Broadcast, education, advertising and research specialists discussed the idea with the committee.

Donald H. McGannon, Westinghouse Broadcasting Co., committee chairman, said the session was held to familiarize members of the group with all aspects of the project. He said the next meeting will be held Nov. 9-10 in Chicago.

A subcommittee will study a group of university proposals, including an elaborate presentation submitted by the U. of Missouri.

The center was first proposed at the NAB May convention by NAB President LeRoy Collins. NAB's board approved a study of the idea at its June meeting.

Attending the meeting were Julius Barnathan, ABC-TV; Hugh M. Beville Jr., NBC; John P. Cowden, CBS; George C. Hatch, KALL Salt Lake City, NAB Radio Board chairman; Danield W. Kops, WAVZ New Haven, Conn.; Irvin Lichtenstein, MBS; Richard B. Rawls, KPHO Phoenix, Ariz.; Willard Schroeder, WOOD Grand Rapids, Mich. Representing NAB were President Collins; Howard H. Bell, industry affairs vice president, and John L. Perry, assistant to President Collins. Melvin Goldberg, Westinghouse research director, attended as an advisor to the committee.

WBNX goes Spanish

WBNX New York, effective Oct, 2, will broadcast in Spanish from 10:30 a.m. to midnight Mon.-Sat., according to Richard Eaton, president of United Broadcasting Co., which owns the station. At the same time, Mr. Eaton also announced the appointment of Jose De la Vega as consultant for the station's evening programming. He formerly served as director of Spanish programming for WWRL New York.



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TOA asks donations for pay tv fight

Movie exhibitors are being asked to contribute to a $24,000 defense fund to fight pay tv's advent.

Such an appeal was made last week by Philip F. Harling, assistant to the president, Theatre Owners of America, and chairman of that group's anti-pay tv committee, to the annual convention in St. Louis last week of the Missouri-Illinois Theatre Owners Assn., a TOA affiliate.

Mr. Harling, who also is vice president and executive secretary of Fabian Theatres Corp., said St. Louis area theatre owners will be expected to contribute $12,000 or 5% of the $240,000 needed to wage an effective war against pay tv forces. This figure, he said, is in relation to the percentage of money St. Louis area exhibitors gross as compared to national film grosses. (TOA affiliate chapters in other parts of the country also will be asked to make similar contributions.) Mr. Harling explained that the money would be used "to press our current court appeals, and to undertake our grass roots congressional campaign."

The TOA currently has two appeals against proposed pay tv experiments pending in federal courts. Last month the exhibitor organization together with other theatre interests appealed an Arkansas Public Service Commission ruling granting International Telemeter Co. virtual license to operate a closed circuit toll system experiment in Little Rock, Ark. (BROADCASTING, Sept. 4). Earlier in the year, TOA asked the U.S. Court of Appeals in Washington to reverse the FCC's approval of a Phonevision test in Hartford, Conn. (BROADCASTING, March 27). Both appeals are still pending, and Mr. Harling reiterated last week that if necessary, both would be carried to the U. S. Supreme Court.

Mr. Harling said the purpose of the grass roots campaign, which he hopes will start this fall, is to start a flood of public protest to Congress against pay tv. Theme for the campaign, Mr. Harling said, is that pay tv is not in the public interest. He reminded exhibitors that pay tv "is dedicated to putting you out of business," and warned that if it ever gets a foothold and can "somehow prove that is is economically sound, its tentacles will wrap around all the U. S. just as quickly as tv itself caught hold a decade ago."

CBS evening news shows near complete sellout

Approximately 96% of the evening time allocated to CBS news and public affairs television programs is sponsored for the fourth quarter of 1961, it was announced last week by William H. Hylan, CBS-TV network vice president, sales administration.

The sales, Mr. Hylan stressed, include renewals and a large volume of business placed by new advertisers. He said this "reflects the fact that viewers want more of this type of programming."

In addition to the nighttime sales, according to Mr. Hylan, two new daytime features, *Calendar* (Mon.-Fri., 10-10:30 a.m.) and new five-minute strips at 11:55 a.m.-12 noon and 3:55-4 p.m. have been sold completely. The five-

Metropolitan tv show to feature FCC

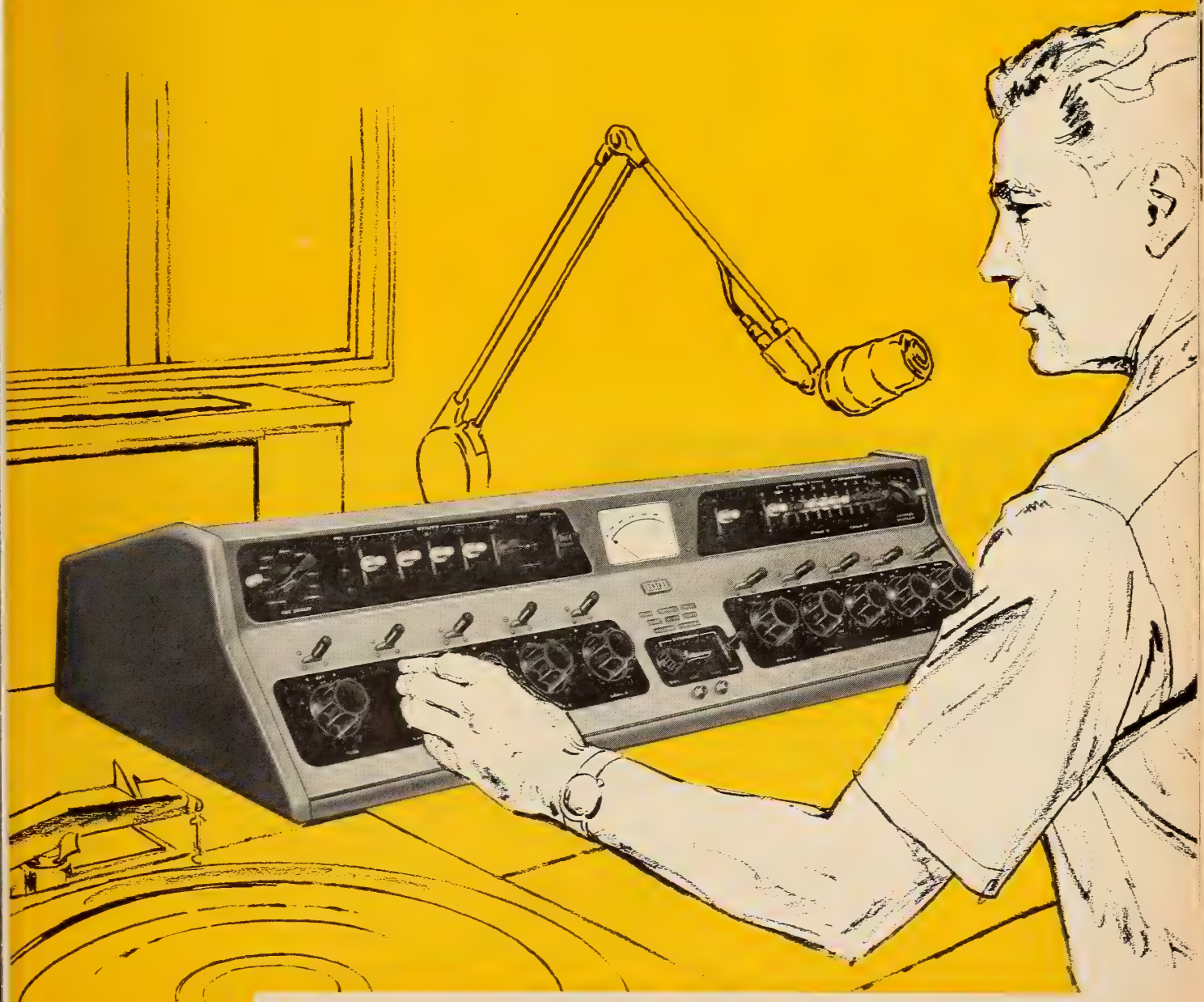
FCC Chairman Newton N. Minow and four other members of the commission will participate in an in-depth review of the history of the U. S. communications industry in a special tv report, *New York Debut —31,* on Metropolitan Broadcasting's six tv outlets. The program was to be taped Friday (Sept. 22) for presentation on Sunday, Oct. 1.

The program, produced by Metropolitan Broadcasting in cooperation with the FCC and the Municipal Broadcasting System of New York City, will deal with the story of the FCC's uhf experiment on ch. 31 in New York, designed to gather information about uhf transmission and reception. Host and narrator of the hour-long show will be Mark Evans. Participants will include Commissioners Minow, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Frederick W. Ford; Ken Cox, head of the FCC Broadcast Bureau, and Edward Allen, FCC chief engineer. Commissioners T. A. M. Craven and John S. Cross will not appear because of prior commitments.

The uhf test station was slated to commence operations last Friday (Sept. 22). The City of New York (WNYC) will program it with specially produced educational programming on a regular schedule starting Nov. 10.

As a public service, Metropolitan will make its special program available to tv stations and educational institutions throughout the country. Metropolitan stations are: WNEW-TV New York, WTTG (TV) Washington, KOVR (TV) Sacramento-Stockton, WTVH - TV Peoria, KTVP-TV Decatur, Ill., and KMBC-TV Kansas City.

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minute programs have been bought respectively by Johnson's Wax and Frigidaire. Mr. Hylan noted that additional minutes will be opened up in *Calendar,* which begins Oct. 2, and will be made available for sale under the Morning Minute Plan.

CBS News and public affairs programs carried in evening time include *The Twentieth Century* (Sun., 6-6:30 p.m.), *Sunday News Special* (11-11:15 p.m.), *Eyewitness* (Fri., 10:30-11 p.m.), *CBS Reports* (Thur., 10-11 p.m.) and *Douglas Edwards With the News* (Mon.-Fri., 7:15-7:30 p.m.).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WAKY Louisville, Ky.: Sold by Barton and Gordon McLendon to group headed by Frederic Gregg Jr., and John R. Ozier, who own WMAK Nashville, and 10 others from Louisville and Kansas City, for $1,350,000. The sale of WAKY is necessitated by the McLendons purchase of WGES Chicago (CHANGING HANDS, July 31) which would give the McLendon group more than the seven radio stations to which one entity is limited. McLendon stations, in addition to WAKY, are KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; KABL San Francisco and WYSL-AM-FM Buffalo, N. Y. Broker was Blackburn & Co.

▪ WEZL Richmond, Va.: Sold by Ben Strouse, Samuel E. Feldman and Lee Back to Robert A. Monroe for $175,000. Mr. Monroe is president of WAAA Winston-Salem and WSRC Durham, both North Carolina. The sellers own WEBB Baltimore, Md.; Mr. Strouse is principal owner of WWDC Washington, D. C. WEZL operates on 5 kw daytime on 1590 kc. Broker was Blackburn & Co.

▪ WJHB Talladega, Ala.: Sold by Bill Tyler and Jim Hemphill to Tallabama Broadcasting Co. for $45,000. Buyers comprise principals now associated in the ownership of WGAD Gadsden, Ala., and with most of them also holding interests in WGSV Guntersville, Ala. Major stockholders in buying group are Ed Carrell, WGAD manager, and Rep. Albert M. Rains (D-Ala.). WJHB is 1 kw daytimer on 1580 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 102).

▪ KOEL Oelwein, Iowa: Sold by C. W. Crahan and local businessmen to Hawkeye Broadcasting Inc. for $364,000. Hawkeye is principally owned by James Stuart, who also controls these Stuart stations: KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Commissioner Bartley dissented.

Four NAB committees appointed by Collins

Four committees of the NAB board of directors were appointed Sept. 21 by LeRoy Collins, president. They are convention, radio fund finance, tv fund finance and general fund finance.

Named co-chairmen of the arrangements committee for the 1962 convention, to be held April 1-5 at the Conrad Hilton Hotel, Chicago, were Joseph M. Higgins, WTHI Terre Haute, Ind., and William B. Quarton, WMT-TV Cedar Rapids, Iowa. They are respective radio and tv board vice chairmen. Others named to the convention committee were Odin Ramsland, KDAL Duluth, Minn.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; James D. Russell, KKTV (TV) Colorado Springs, Colo.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Robert F. Wright, WTOK-TV Meridian, Miss.; Simon Goldman, WJTN Jamestown, N. Y., and Joseph S. Sinclair, WJAR-TV Providence, R. I.

The general fund committee, handling NAB budget matters, includes the radio and tv finance committees. Members of the radio fund finance committee are Merrill Lindsay, WSOY-FM Decatur, Ill., chairman; George C. Hatch, KALL Salt Lake City; Richard W. Chapin, KFOR Lincoln, Neb.; Ben B. Sanders, KICD Spencer, Iowa; John F. Patt, WJR Detroit; F. C. Sowell, WLAC Nashville.

The tv fund finance committee includes Campbell Arnoux, WTAR-TV Norfolk, chairman; Clair R. McCollough, Steinman Stations; Dwight W. Martin, WDSU-TV New Orleans; Joseph C. Drilling, WJW-TV Cleveland, and W. D. Rogers, KDUB-TV Lubbock, Tex.

Stations form resort group

J. A. Lucas Co., Los Angeles station rep, has formed Resort Market Radio Group, composed of six stations whose combined market area is said to be visited by more than 26 million tourists annually. Stations are KRAM Las Vegas and KONE Reno, both Nevada; KOWL Lake Tahoe, KDON Salinas-Monterey, KCMJ Palm Springs, KIST Santa Barbara, all California.

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NAB analyzing logging field tests

Results of NAB's field testing of proposed FCC logging requirements were being analyzed last week at the association's Washington headquarters preparatory to the FCC's Oct. 6 public conference on the new forms.

NAB's advisory committee reviewed plans for the conference at a Sept. 20 meeting in Washington. The association was authorized by the FCC to select industry participants at the conference (BROADCASTING, Sept. 18).

Among NAB witnesses will be radio and tv station representatives who have had actual experience filling out logging forms designed to meet the more detailed requirements proposed by the commission. The association selected cross sections of radio and tv stations to operate Sept. 11-16 under two different test logs—one designed to meet all proposed FCC requirements and another simplified log providing all information now required on logs and believed adequate for commission needs.

A number of southeastern stations have field-tested their own versions of the new logs. They recited their difficulties at the South East Radio-Tv Seminar held Sept. 15 in Atlanta under auspices of the Georgia Assn. of Broadcasters. Kenneth Cox, FCC broadcast bureau chief, and other commission personnel participated. H. Randolph Holder, WGAU Athens, president of GAB, announced last week that transcripts of the day-long seminar will be available at $5 each. They can be obtained from Jack Williams, GAB executive secretary, 24 Ivy St. S.E., Atlanta.

Members of the NAB advisory committee are Clair R. McCollough, Steinman stations; Dwight W. Martin, WDSU-TV New Orleans, and George C. Hatch, KALL Salt Lake City.

Lady Bird urges radio-tv fight ignorance, poverty

Mrs. Lyndon B. Johnson urges that the "electronic miracle of radio and television" be used "to fight the overpowering statistics of ignorance and poverty." In a speech last Monday (Sept. 18), the wife of the U.S. vice president told some 150 members and guests of the New York chapter, American Women in Radio & Television, that "much has already been done." She referred specifically to the development of radio and tv in Southeast Asia, where she visited recently with her husband. LBJ Co., which is headed by Mrs. Johnson owns, KTBC-AM-TV Austin, 29% of KWTX-AM-TV Waco, and through KWTX, 50% of KBTX-TV Bryan, all Texas, and 75% of KXII (TV) Ardmore, Okla. Also owned is KRGV-AM-TV Weslaco, Tex., which is being sold, pending FCC approval (BROADCASTING, Aug. 21).

Mrs. Johnson said: "Women are playing a leading role in television, which is growing at an unprecedented rate in these lands. Both media play an increasingly vital role in the political, economic and technical development of the nations of the world. Just how great a role tv could play is illustrated by the scope of the audience which awaits them so eagerly—at least six viewers per set. In the Philippines, there are five tv stations and 43,000 tv sets with 10 viewers for every set. In India, one experimental station serves 320 receivers and the audience is 10,000." Mrs. Johnson also said she was gratified to hear "so many feminine voices as announcers and newscasters in Southeast Asia."

County set projections going to NCS customers

Advance reports—in percentages—on the county-by-county circulations of all radio and television homes have been delivered by A. C. Nielsen Co. to subscribers to its NCS '61 service, Nielsen officials announced last week. They explained that actual circulation figures cannot be computed until the U. S. Census Bureau releases its already-overdue counts of tv and radio homes, county by county.

Pending issuance of the Census base figures, however, Nielsen can prepare interim projections—based on current county-by-county estimates of receiver homes—for clients who feel they must have some such figures immediately.

The advance reports show, for each station, the percentages of tv and radio homes in each county which view or listen to that station weekly, daily, in daytime and at night. The percentages were compiled from returns representing more than 200,000 families throughout the U. S.

ABC-TV signs WCCA-TV

WCCA-TV Columbia, S. C. a new uhf outlet which begins operations Oct. 1, will be a primary affiliate of ABC-TV in the market. Julius Barnathan, ABC vice president for affiliated tv stations, last week said that "the addition of this station [ch. 25] now makes it possible for Columbia viewers to enjoy complete three-network television service." WCCA-TV is licensed to First Carolina Corp. Harold Anderson is president and general manager and Lee Gorman is executive vice president.

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Music separates 'good guys' from bad

Radio stations can be classified easily into "good guys" and "bad guys" through the application of the "Musical Virtue Scale" devised by Stephen B. Labunski, vice president and general manager of WMCA New York. Mr. Labunski, more in truth than in jest, offered the following definitions in his "Musical Virtue Scale" during a talk before Columbia Records' A & R Seminar in New York last Thursday (Sept. 14):

Classical ▪ The very best of the "good guys"; free to disregard news, public service; forget about overcommercialization; the music this type of station plays takes care of all necessary and desirable uplifting of audience; known to have many influential friends among its listeners; "program balance" requirements do not apply. Immune to criticism and license troubles. A real champion.

Semi-classical ▪ Almost as much of a "good guy" as classical brother; allowed to triple-spot because musical selections are longer, and everybody understands perfectly; no need for strong news coverage, informational programming or special documentaries because the audience which likes such music reads prodigiously and travels extensively, hence needs no additional information or ideas. A true winner.

"Good" Music ▪ A real comer among the "good guys," rising fast —although occasionally plagued by rating and money problems; very big with certain timebuyers and newspaper columnists who don't listen to the radio. A good, worthy citizen.

Middle of the Road ▪ One of the pretty "good guys"; when on his good behavior, not too much of a target, but expected to perform vigorously in the public interest, dig for news, hold down commercial load and avoid contests; influential leaders who listen to this kind of station ordinarily admit it to rating services, thus might be counted on to testify as character witnesses at a hearing. A junior winner.

Modified Current Pop ▪ (Nothing too loud; nothing too young). Borderline case; must do penance in the form of outstanding news, highly original public service campaigns, and inventive community projects. (Note: The mixed-up, but prevailing euphemism here is "to take the sting out of the rock.") High ratings and sound operation keep this type of station in the running, but no favors are expected or received; must keep extra careful memo files, be expert in logging procedures, write voluminous attachments to license renewal applications. (Note: National buyers think the quantity of such stations is many times the actual number, since nervous Top Forty and Rock 'n' Roll operators on selling trips tell buyers that *this* is the kind of station they run back home). A junior winner fighting to avoid being shifted to loser's column.

Top Forty ▪ (By the numbers, for the numbers). Clearly one of the "bad guys"; while actual standing depends in part on dial position, wattage, history of ownership, commercial effectiveness, durability of ratings and size of manager's ex-

Media reports...

Presentations ▪ WLWT (TV) Cincinnati has presented to the Cincinnati and Hamilton County Public Library Films & Recordings Center, 26 15-minute *Dateline: U.N.* programs, telecast over WLWT and WCET (TV), Cincinnati's etv station, over the past two years. The films, produced by the U.N. under the sponsorship of the U.S. Broadcasters Committee for the United Nations, now are available to the general public.

RPI signers ▪ Radio Press International has signed the following stations to its voice news service: WHB Kansas City, and WRAL Raleigh, WJNC Jacksonville and WGOL Goldsboro, all North Carolina.

Appointment ▪ KGO San Francisco has appointed the Charles W. Johnson agency, that city, to handle its advertising.

Winner ▪ WJXT (TV) Jacksonville, Fla., has been cited for outstanding educational achievement by the Action in Education Awards for its *Project 4* series. The awards program, sponsored by *Better Homes & Gardens* magazine in cooperation with the National Education Assn. and National School Boards Assn., is designed to encourage individuals and organizations to work with school officials for the improvement of local educational facilities.

New studios ▪ WYFI-FM Norfolk, Va., moved into new studios at the Golden Triangle Hotel, Sept. 2, and plans broadcasting stereophonically early in October. The station will carry news programs and commentators of the Mutual Broadcasting System.

pense account, operators of such stations are given to sudden increases in church attendance when license renewal is pending. A loser.

Rock 'n' Roll ▪ As bad a "bad guy" as there can be; nothing this station does right helps; assumed to have entirely teen-age appeal—in total disregard of official doctrine which clearly states that while programs for little children are all good, programs for teen-agers are all bad. When ratings are poor, everybody believes them; when ratings are great, the ratings are crooked; hopeless case. A real trouble maker.

Country and Western ▪ Another one of the "bad guys," but considered very fortunate that current indignation is directed at rock 'n' roll and rhythm and blues, which, along with narcotics and fall-out, are recognized to be the chief menaces to American life. Such types of stations are advised to twang those guitars quietly and stay out of the limelight. A loser with a cowboy hat.

Mr. Labunski concluded with this statement:

"Get the idea? No longer do you have to worry about what kind of radio station it might be; whether it does a good or a bad job for its community; whether it is well run; whether the listening public seems to like what it hears; whether it serves its advertisers well and is run at a profit. All this is quite beside the point; you classify a radio station entirely by the music you think it plays, then you quickly check to see where it fits. Some are 'good guys' and some are 'bad guys.' It's just as simple as that."

Eight southern stations didn't carry Negro show

Eight television stations in the South did not carry ABC-TV's documentary on Negroes, "Walk In My Shoes," last Tuesday (Sept. 19) and one station that presented the program, KTBS-TV Shreveport, La., reported it had received "a number of complaints" about the telecast. The documentary, part of the *Close-Up* series sponsored by Bell & Howell, was filmed in various parts of the country, and presents Negroes from various economic and social levels giving their opinions and attitudes regarding life in America.

An ABC-TV official in New York said he had heard about the complaints in Louisiana. He added that to his knowledge, there had been "no repercussions" at other stations.



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on ..... (Day), at ..... (Time)

Name ..... Title .....

Station ..... Affiliation .....

City ..... Zone ..... State .....

TV'S BIG CLIENTS FACE FCC

Extent of sponsor control over programs expected to highlight resumption of hearing in New York

Semifinal round in the FCC's four-year-old inquiry into network programming practices begins tomorrow (Tuesday) with testimony from approximately 40 corporation executives representing blue-chip advertisers who spend hundreds of millions of dollars annually in tv.

The hearing, to be presided over by FCC Chief Hearing Examiner James D. Cunningham, will be held in the federal building in Foley Square. The testimony is expected to continue through next week. Ashbrook P. Bryant, chief of the FCC's Network Study Staff, and associate James Tierney, will question witnesses.

Much emphasis is expected to be placed on the control advertisers exert over the programs they sponsor on television. This question was touched during late 1959 and early 1960 hearings in Washington before the FCC en banc.

Messrs. Cunningham and Bryant held hearings in New York early this summer (BROADCASTING, July 3) with testimony on programming taken from producers, directors and performers. Following the sessions with advertisers, the final phase of the investigation will feature testimony from the networks.

Nearly half of the top 100 tv advertisers in the country will have executives testifying at the hearing. Following is a list of the witnesses, their companies and 1960 tv advertising expenditures time costs only at the gross one time rate, as compiled by Tv Bureau of Advertising. (They are not listed in their order of appearance at the hearing but according to national ranking in total advertising. All but the last three companies, which do not have figures listed, were in the top 100 tv advertisers in 1960).

A. N. Halverstadt, Procter & Gamble ($101,491,119); Samuel Thurm, Lever Bros. ($45,148,700); R. G. Rettig, American Home Products Corp. ($42,788,167); Edwin K. Ebel, General Foods ($37,164,388); George T. Laboda, Colgate-Palmolive Co. ($33,930,510); Gail Smith, General Motors ($24,631,853); Alfred A. Whittaker, Bristol-Myers ($20,916,848); John W. Burgard, Brown & Williamson Tobacco Corp. ($20,319,349); Howard Gray, R. J. Reynolds Tobacco Co. ($20,064,986); Robert A. McNell, Sterling Drug ($17,544,809).

The list continues with M. A. Souers, General Mills ($17,221,517); Daniel Ladd, P. Lorillard & Co. ($16,186,911); Albert R. Stevens, American Tobacco Co. ($15,758,575); Roger M. Greene, Philip Morris ($15,395,008); John H. Childs, Texaco ($12,675,832); Lawrence W. Bruff, Ligget & Myers Tobacco Co. ($12,534,604); Carl Stursburg, Warner-Lambert Pharmaceutical Co. ($11,766,820); Harry F. Schroeter, National Biscuit Co. ($11,669,252); Robert Fisher, Ford Motor Co. ($11,188,453); Douglas L. Smith, S. C. Johnson & Son ($10,916,907); Leonard Lavin, Alberto-Culver Co. ($10,064,198); Joseph L. Caliri, National Dairy Products ($9,742,461); Roger H. Bolin, Westinghouse Electric Corp. ($9,033,435); R. E. Forbes, Chrysler Corp. ($8,956,261); J. Edward Dean, I. E. DuPont ($7,958,352).

Also, Edward Kletter, J. B. Williams Co. ($7,803,466); David W. Burke, General Electric ($7, 711,788); Albert Brown, Best Foods Div. of Corn Products Co. ($7,079,906); Robert L. Estridge, Ralston-Purina ($6,742,580); Theodore Bergmann, Revlon ($6,578,940); Thomas B. McCabe Jr., Scott Paper Co. ($5,524,138); Max Banzhaf, Armstrong Cork Co. ($4,181,034); David A. Shepard, Standard Oil of New Jersey ($3,961,555); Henry M. Kennedy, Prudential Insurance Co. ($3,793,131); Ted Hunt, Alcoa ($3,651,676); C. M. Underhill and Charles W. Huse, U. S. Steel Corp. ($3,298,618); James W. Cook, AT&T; Peter G. Peterson, Bell & Howell; Robert E. Gorman, All-State Insurance.

First day witnesses will include Messrs. Kennedy, Shepard, Dean and Forbes.



WAVE-TV gives you
28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

NAB asks fm freeze

A freeze on fm construction permits that would conflict with proposed new FCC mileage separations was asked Sept. 22 by NAB. The petition to the commission endorsed the goal of orderly fm development but said the problem would be more serious if grants were made that conflict with the mileage separation principle. Previously CBS had filed somewhat similar freeze request (BROADCASTING, Sept. 11).

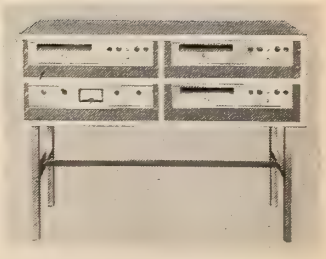
New RCA Cartridge Tape System with "TRIP CUE"



Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. ZD-22, Building 15-5, Camden, N. J.



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MINOW'S TV PLAN FOR MINORS

FCC head offers legal shield to networks as inducement

Newton N. Minow last Friday zoomed in on what he considers a particularly arid heath on the vast wasteland—children's programs.

Speaking at a Radio & Television Executives Society luncheon in New York, the FCC chairman said most children's programs are neither harmful or helpful to their audience—"they are dull, grey and insipid . . . like dishwater . . . just as tasteless . . . just as nourishing." He referred to such fare as "timewaster shows . . . They hold down, and babysit. Period."

As an alternative, Chairman Minow suggested the three tv networks alternate in presenting quality children's shows in a specified one-hour time slot daily. In this way no single network would suffer unduly from the competition of more "entertaining" children's programs which might draw a larger share of audience.

The plan is similar to the so-called "Doerfer Plan." In 1960, John C. Doerfer, then FCC chairman, recommended such a plan for informational programs and it was adopted by the tv networks. As with the Doerfer Plan, the Minow Plan makes allowance for any children's program local stations might want to produce. "Let that program be as lively, as entertaining, as educational, as whimsical as your creative talents may lead," he urged.

If the specter of antitrust regulations should arise in the network executive's mind, Mr. Minow explained, Attorney General Robert Kennedy has said he "will give prompt and sympathetic consideration to approving any plan you may devise involving a combined effort to improve children's programming."

Chairman Minow said he offered the suggestion not because it is necessarily the best but so "we may at least get off dead center in the area of constructive discussion. Feel free to ask your government to help you if you want it. We can lift a burden as well as an eyebrow."

'Discovery's' Sad Fate ▪ Choosing as a case history the ill-fated ABC children's educational show *Discovery* (BROADCASTING, Aug. 14), Mr. Minow recounted that 67 of 110 ABC-TV affiliates were able to clear the proposed program but advertisers felt there would not be enough viewers to make their advertising worthwhile. The chairman said that although this would have made the program available to a potential audience of more than 14 million children, the show was canceled "and it will not be seen by one child in the country." Carefully pointing out that he did not necessarily advocate that this particular program should have been carried—"That decision rests with you radio and television executives"—Mr. Minow urged that programs with the goals to which *Discovery* aspired should be worth advertisers' backing. "We cannot accept the premise that the chance to reach 14 million children is not enough to be worthwhile," he said.

Children should be given what they need to grow as well as what amuses them, the chairman said, pointing out that in a "random survey" he conducted he found children overwhelmingly preferred candy to spinach; movies to Sunday school and tv watching to attending school.

Grown-Ups, Too ▪ The FCC chairman made only a few references to general programming. He cited a copyrighted BROADCASTING survey of the program preferences of network, agency and production personnel who gave as their personal favorites some types of programs other than the preponderance of existing television fare. "Why not try your own taste for a change?" Mr. Minow asked.

Chairman Minow said he doesn't plan to rake over the "wasteland" again because "we've all had enough of repeats and summer reruns," but "I emphasize that I do not retract a single word." He repeated that he opposes censorship and cited criticisms of the Jack Paar incident in Berlin (BROADCASTING, Sept. 18) brought to the FCC's attention. This is an example of how the commission declines to censor individual programs, he said. "The FCC is not going to evaluate anyone's judgment in producing that program," he said.

The chairman also had a kind word for the improving quality of tv programming, particularly news and public information. Said he: "The mood for change is in the air and the evidence of change is slowly but surely coming *on* the air."

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS' "LIVING SHOULD BE FUN"



America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

YOU GET FIRM COMMITMENT from national advertiser to buy time immediately on your station!

For complete information and audition tapes, write, wire or 'phone . . .

CF PRODUCTIONS, INC.
1 Park Ave., N.Y. 16
MU 5-8757

These Top Stations KNOW Carlton Fredericks SELLS

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WAIT Chicago, Ill.
KTHS Little Rock, Ark
KWKH Shreveport, La
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
KJML Sacramento, Calif.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WDVH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WORL Boston, Mass.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WJOY Burlington, Vt
WFLA Tampa, Fla.
WGH-FM, Norfolk, Va.
WYCA, Hammond, Ind.
KUZN, Monroe, La.
WMFP Ft. Lauderdale, Fla.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KBMO Benson, Minn.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
WJWL Georgetown, Del.
WMOA Marietta, Ohio
WNAX Yankton, S. D.
KFAX San Francisco, Calif.
WHAY Hartford, Conn.

KWTX-TV says proposals will not create duopoly

The FCC's rules forbidding a licensee to have more than one station in a market (duopoly) would not be violated if KWTX-TV Waco, Tex., is permitted to increase power and antenna height and move its transmitter. This was KWTX-TV's assertion in asking the FCC to reconsider and grant without hearing its application. The FCC set the hearing to explore whether a duopoly situation existed among KWTX-



Another way copper from Anaconda is helping cut the cost of getting electricity to the job

It's not a simple job to get electricity to big heavy-current motors that travel on moving cranes, ore bridges, monorails. In heavy-duty use where high amperage is needed, steel rails weighing 60 to 80 pounds per yard have carried the power. Then came extruded aluminum rails that were lighter and easier to install. But aluminum would wear and pit from friction of the current collectors unless protected by grease. Furthermore, unprotected aluminum rails if not used for a while acquire an oxide coating that is an electrical insulator.



An ingenious solution that cuts costs all around involves a happy wedding of steel and copper. The compact little copper-headed steel conductor rails manufactured by the Ringsdorff Carbon Corp., shown at left, have current-carrying heads of extruded Anaconda copper. Because copper conducts electricity better than any other commercial metal, the rails take up very little space. The steel portion provides the strength needed and makes installation easy. The best part of it is that the graphite used in the sliding current collectors has an affinity for copper, lubricating and protecting as it goes. This cuts the cost of maintaining the system. Wear on the copper is negligible and carbon shoes need replacement only every one to three years.

This use of copper, industrial winner of the 1961 Annual Copper and Brass Achievement Awards, illustrates another way copper from Anaconda is helping industry do things better and at lower cost. Whether the problem is to get electric power from a substation to an ore-bridge motor – or from a power plant to the heart of a city – Anaconda, through its subsidiaries, Anaconda American Brass Co., and Anaconda Wire and Cable Co., is constantly working with industry to find new solutions . . . to help provide more value for less money.

61190

ANACONDA®

Subsidiaries of Anaconda Manufacture: Copper and aluminum electrical wires, cables and accessories; Aluminum ingot, sheet, plate, plain and laminated foil, rigid foil containers, restaurant and household foil wrap; Copper, Brass, and Bronze sheet, plate, strip, tube, pipe, rod, wire, forgings, extrusions; fabricated metal products; flexible metal hose and tubing.



Air Express: Why is it anchor man in America's missile race?

Anchor man on a relay team is the fellow who clinches victory with a final burst of speed.

That literally describes the role of AIR EXPRESS *on America's missile team.*

Our future as a nation may rest on the success of this all-star team, and AIR EXPRESS *is proud to be a member. But not really surprised.*

In the air, shipments bearing the familiar red, white and blue AIR EXPRESS *label are first on, first off, first there—via all 35 scheduled airlines.*



On the ground, they're whisked door-to-door by a special fleet of 13,000 trucks, many radio-dispatched. And throughout the U. S. and Canada, each AIR EXPRESS shipment gets kid-glove handling. Armed guard protection — an AIR EXPRESS exclusive—is available, too.

These unique advantages aren't restricted to missile programmers, either. Any business—large or small—can enjoy them in full and at amazingly low cost. Just one phone call to your local AIR EXPRESS office arranges everything, door-to-door.

Why not make that call today and discover why modern business men find that it pays in so many ways to think fast . . . think AIR EXPRESS first?

AIR EXPRESS

CALL **AIR EXPRESS** DIVISION OF **R E A EXPRESS** • **GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES**

What they see on WJAC-TV



THEY BUY!



If you want to "dress up" your sales figures in the Johnstown-Altoona market, you couldn't make a better buy than WJAC-TV! Both ARB and Nielsen show that more people watch WJAC-TV than any other station. And advertisers' sales figures show that these people who watch WJAC-TV also come forth and buy the products they see advertised. Make a change for the better for yourself in the Johnstown-Altoona market---showcase your products on the station purchasing people watch, WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

TV, KTBC-TV Austin and KBTX-TV Bryan; the increased power would cause some overlap in those stations' signals and The LBJ Co. has some interest in each station (BROADCASTING, Sept. 11, 18).

The LBJ Co. holds but 29.05% of KWTX-TV, which in turn owns 50% of KBTX-TV, the Waco station pointed out. It said there were no special arrangements whereby The LBJ Co. could exert control over KWTX-TV. That company has only three directors of 10 on the board of directors; those directors have no contact or association with any of the employes nor any duties and responsibilities in connection with KWTX-TV's day-to-day operation, KWTX-TV maintained. The LBJ Co. acquired interest in the Waco station in exchange for physical facilities of a uhf station which the company operated there and discontinued.

The three stations have separate staffs, sales representatives and network affiliations; no control or "privity" exists between KWTX-TV and the company headed by Vice President Johnson's wife, Ladybird, according to the petition.

Two low-band uhfs reserved for education

Two low-band uhf channels were reserved for educational tv and ch. 34 was assigned to Blythe, Calif., in rulemakings which have been finalized by the FCC. The agency also asked for comments in several other proposed channel reassignments.

Ch. 18 Austin, Tex., was reserved for etv with ch. 70 deleted and commercial ch. 67 added there. In addition, ch. 75 was substituted for ch. 53 in San Marcos, Tex. Athens, Ohio, gained ch. 20, shifted from Coshocton, Ohio, with an etv reservation.

The Blythe ch. 34 allocation is the first tv frequency assigned to that city and was requested by Blythe Telecasting Co.

The commission also asked for comments on the following rulemaking proposals: (1) delete ch. 12 from Brainerd, Minn., and reassign the vhf to Walker, Minn.; (2) delete etv ch. 73 Bay City, Mich., and reserve ch. 19 that city for educational use; (3) delete ch. 19 from Palm Springs and add it to Indio, both California, which would solve a present adjacent-channel mileage separation problem with ch. 18 San Bernardino, Calif., for which Norman H. Rogers holds a grant, and (4) reserve ch. 20 in Eugene, Ore., for etv.

At the same time, the Florida Educational Television Commission petitioned the FCC for rulemaking to allocate ch. 11 to Orlando and reserve it for etv. In reply to the difficulty of the 220-mile minimum mileage separation requirements raised by the operation of WINK-TV Fort Myers on ch. 11 only 132 miles from Orlando, the etv organization pointed out that WINK-TV operates with the comparitively low power of 95 kw and that the space between the two cities is mostly ocean and swamp.

Ch. 24 is presently assigned to Orlando for etv. The city is also served by two commercial channels, 6 and 9.

In another petition, William J. Calsam asked that ch. 15 be shifted from Rochester to Oneonta, both New York, with ch. 62 going from Oneonta to Rochester. Mr. Calsam said he would apply for ch. 15 if shifted to Oneonta.

Celler sports bill goes to White House

Congress turned on the speed last week to complete action on legislation that will permit professional sports leagues to negotiate package television contracts with the networks.

The House passed the bill (HR 9096) by voice vote on Monday, and two days later the Senate Judiciary Committee cleared it for the floor, jettisoning several sports bills of its own to save time.

Final action came about 8 p.m. Thursday, as the Senate, working late in hopes of completing its work in time to adjourn no later than early this week, shouted its approval of the bill and sent it on to the President for his signature.

The measure was requested by the National Football League after a federal district court in Philadelphia voided its two-year, $9.3-million contract with CBS-TV. The court said it violated a previous antitrust ruling (BROADCASTING, July 24).

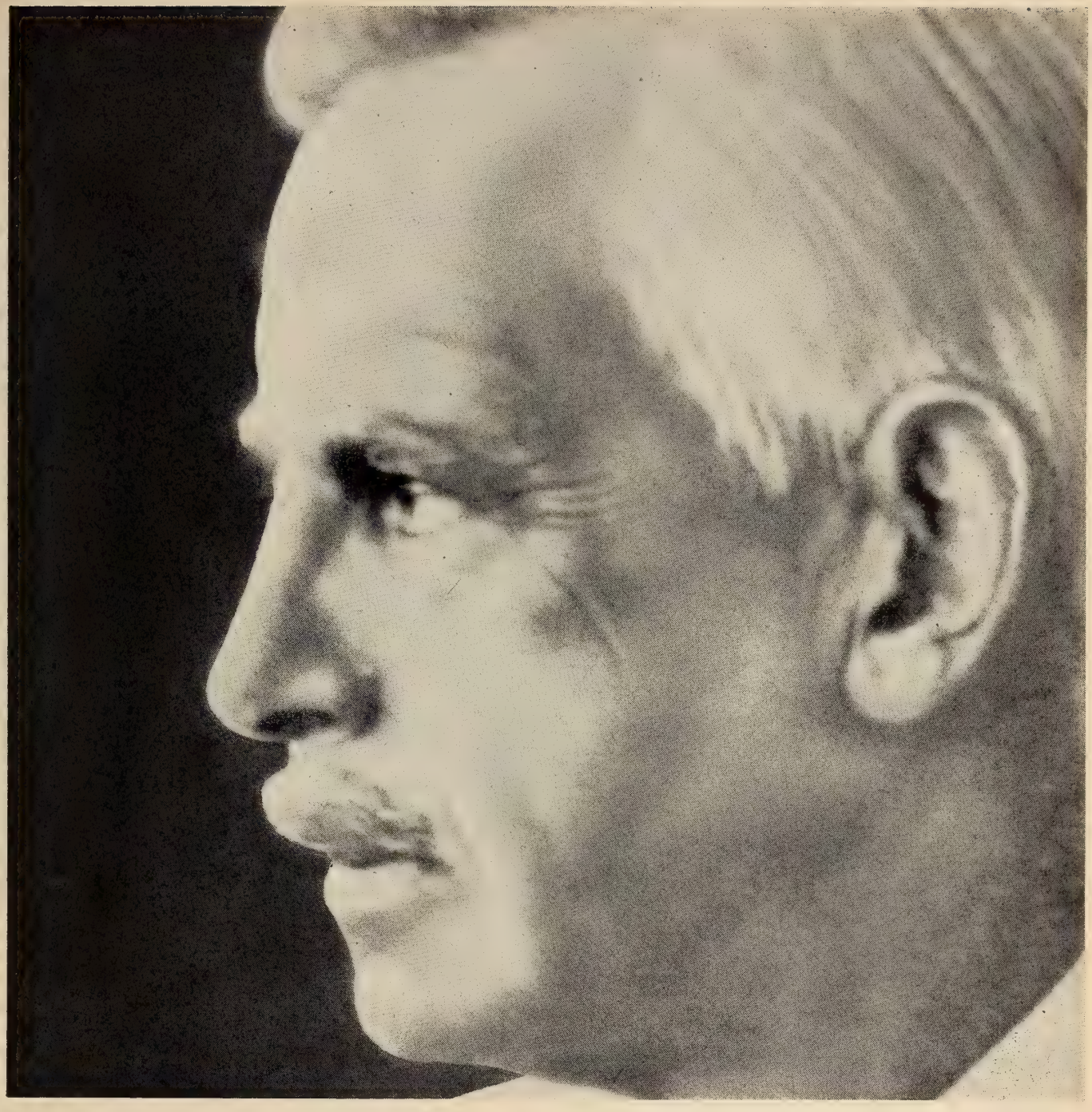
Under the bill, the NFL, and other professional football, baseball, basketball and hockey leagues would be free to sell their television rights as a package without fear of violating the antitrust laws.

Support From Rival ▪ The American Football League, which is starting its second season under a package television contract with ABC, has supported the bill. AFL Commissioner Joe Foss said the league wanted assurance that the Justice Dept. would not challenge its contract (BROADCASTING, Sept. 4).

Rep. Emanuel Celler (D-N.Y.), who introduced the bill, said it is necessary to assure weaker NFL teams of adequate television income. He said proponents of the bill fear that the networks will purchase tv rights only of the stronger teams.

Unless package agreements are per-

Government continued on page 79



he never wrote for ratings

(but his "Iceman Cometh" rated 11.0*.) On Thursday evening, September 14, 1961, an extensive home television viewing survey was compiled by ARB in the greater Los Angeles Metropolitan area. The "Play of the Week" that night was Eugene O'Neill's "The Iceman Cometh."

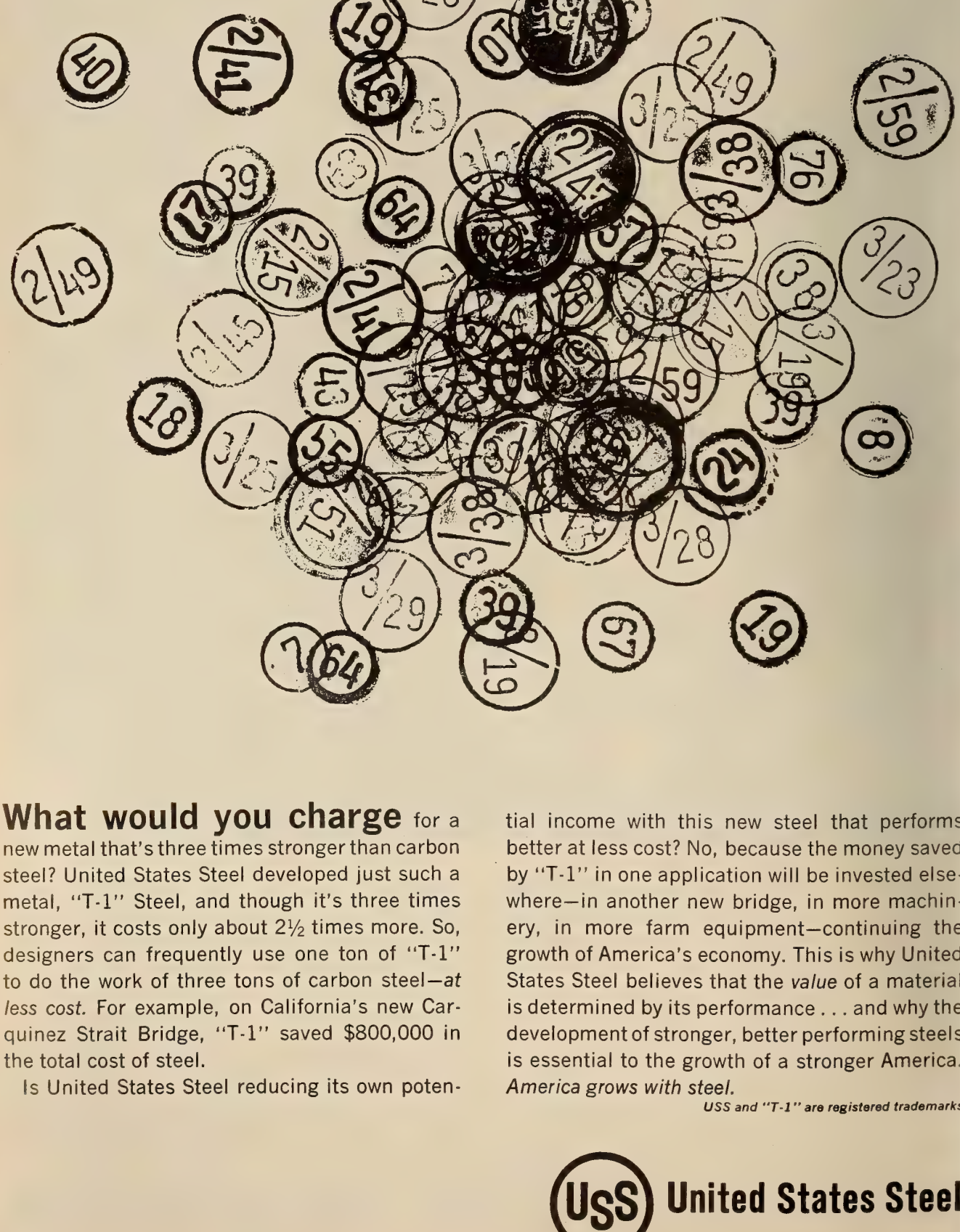
It ran against two leading Westerns, three top situation comedies, and television's highest rated gangster series, all long established viewing favorites. Yet, **IT TIED OR BEAT THE TWO LEADING NETWORKS IN EVERY HALF HOUR RATED.** It was the first choice of 241,615 television homes; the first choice of over 483,230 people, in America's second largest market. (Play of the Week gets the lion's share of audience in over 20 major cities coast to coast on week-end, daytime showing, and on late night scheduling.

*ARB. SPECIAL COINCIDENTAL.

There are two important factors to be considered about this rating. First, "Play of the Week" attracts 95% adult audience. And the greatest percentage of the audience is in the medium and upper income brackets. (In nationwide surveys, the majority viewing "Play of the Week" are in the $8000 and up bracket.) Second, the Los Angeles rating reflects the changing taste of the American television viewer. The average American is becoming the above average American. He's becoming aware of the extraordinary, the provocative, the "unequalled in television's 13 years," "the milestones in the television era." The maturing American wants more. More like the second year of outstanding "Play of the Week" shows. More like the challenging and informative "Open End." NTA has more, and more. Does your dollar rate with the maturing American?

NTA / PLAY OF THE WEEK

8530 WILSHIRE BOULEVARD, BEVERLY HILLS



What would you charge for a new metal that's three times stronger than carbon steel? United States Steel developed just such a metal, "T-1" Steel, and though it's three times stronger, it costs only about 2½ times more. So, designers can frequently use one ton of "T-1" to do the work of three tons of carbon steel—*at less cost.* For example, on California's new Carquinez Strait Bridge, "T-1" saved $800,000 in the total cost of steel.

Is United States Steel reducing its own potential income with this new steel that performs better at less cost? No, because the money saved by "T-1" in one application will be invested elsewhere—in another new bridge, in more machinery, in more farm equipment—continuing the growth of America's economy. This is why United States Steel believes that the *value* of a material is determined by its performance . . . and why the development of stronger, better performing steels is essential to the growth of a stronger America. *America grows with steel.*

USS and "T-1" are registered trademarks

USS **United States Steel**

SPECIAL REPORT



The growing giant on San Francisco Bay

A FANTASTIC PAST IS JUST PROLOGUE TO THE BAY AREA'S FUTURE

The sixth largest market, famed for the catastrophic tremor after the turn of the century, is now in the early stages of what is shaping up as a twin explosion — population and economic.

San Francisco is going through a series of basic business changes that are moving it high onto the nation's statistical pinnacle. It is as different and about as unstatic as an area can be. Yet somehow the Bay Area economic complex continues to suffer from the inspired adjectives of those whose perspective is influenced by the blend of natural and man-made charms.

To be blunt about it, San Francisco is a nine-county area whose three separate cores—the city itself, Oakland to the East and San Jose to the South —comprise one of the fastest growing markets anywhere.

Of course the fog rolls, as 2½ million tourists observe every year. And there's a salty tang in the air, and clangy little cable cars clatter up and down the towering hills.

There's no use trying to argue when a resident says, "Here's where I want to stay forever." After all, he's in love with the 12 months of May that start New Year's Day and keep on right through the year.

The lyrical claims of the talented journalist in love with the Golden Gate bridge, the tall trees across the bay, the abounding dineries and the sporty topography properly portray San Francisco as one of the thoroughly charming places among the world's cities.

San Francisco is justly famed for its Chinatown and its fine shopping. Its residents dress with more formality than Southern Californians—hats and gloves are the thing at luncheon as well as for evening affairs; most of the men wear hats on the street. Its sports fans die a dozen deaths when the Giants or '49ers lose a baseball or football game, an enthusiasm that's duplicated in Oakland as that city rises in the national sports scene. There's even smog, a merger of atmospherics, factory belchings and automotive fumes first cultivated by Los Angeles.

But San Francisco, properly conceived for commercial purposes, must be considered in terms of its eight corporations, each with billion-dollar-plus assets (Bank of America heads the list, with $11.45 billion). Its commerce provides the top means of employment.

Retailing alone is heading toward the $6 billion mark in 1961. Foreign and domestic commerce is blessed with five fine harbors. Population is expanding at a fantastic rate—35.7% in the 1950-60 period. The future holds another bright prospect—enormous growth in the importance of Asia to the world market. San Francisco faces Asia just as New York faces Europe.

By 1990 the population will double

to 7.2 million, government forecasts indicate. By 2020 the population will reach 14.4 million, bringing the Bay Area right behind Los Angeles which by then expects to be the nation's largest market.

Judging by trends of recent years, there may be around the year 2000 a solid coastal strip of homes, industry and shopping centers between Los Angeles and San Francisco.

Any look at the more interesting dollar aspects of the Bay Area inevitably turns toward the impact of its weather and associated geographic phenomena. It's never necessary to close down a plant or office at 3 p.m. because it's too hot to work. Nor are there early closings designed to get people home before the snow messes up traffic.

As the Bay Area populace (continually augmented by streams of new arrivals from points north, east and south) heads for the outlying hills the weather problem becomes somewhat more complex. "We live continually with the hills, the sea and the sky and they're a great influence and inspiration," one contemplative businessman observed.

They're also a headache for professional weather people. The East Bay shoreside cities and those on the peninsula to the south have similar temperatures but with a 6 to 8-degree wider daily range. Communities farther inland, behind hills which keep off the ocean winds, escape the summer fog and have daytime temperatures up to 25 degrees higher than San Francisco.

Adroit weather forecasters get around the dilemma with flexible predictions. Last Aug. 29, for example, the weather prediction read in part: "High temperature for Tuesday, 68 to 80; low 52 to 57," leaving it up to each individual to fit the forecast to his personal geography.

San Francisco, of course, has justly famed cultural characteristics including an opera company, symphony, theatres, museums and institutions of higher learning.

The city and its hills, and the surrounding hills, have natural charm. The market is growing furiously and will keep up the pace. San Francisco is different, diverse and sometimes devious. Its intimate commercial traits deserve a careful look.

The components of a thriving market

THREE CORE CITIES, NINE COUNTIES MAKE UP THE BAY DISTRICT

San Francisco Bay, one of the world's finest landlocked harbors, is 40 miles long, varies in width from 3 to 12 miles and has a total area of 540 square miles. The bay is surrounded by nine counties: San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara and San Mateo, to list them in clockwise order. But whether these nine counties should be considered as a single market, or as two or three or more markets, or as forming the major part of an even larger market, such as that covered by Bay Area radio and tv stations, is a matter not of fact but of highly disputed opinion.



A Chinatown of prosperity and magnetism for tourists that not even Paladin could have envisioned has helped San Francisco to develop into the truly unique metropolis of the west (see tourism story, page 76).

"Here, in these nine counties, over half the population of the northern section of the state lives, grouped about the core cities and forming, in effect, a single city economically and geographically," says the San Francisco Bay Area Council. But the Census Bureau, in its tabulations, defines the San Francisco-Oakland Standard Metropolitan Statistical Area as one six-county market, the San Jose SMSA (Santa Clara County) as another and leaves Sonoma and Napa counties out of the major market picture altogether.

Oakland's Chamber of Commerce believes that the six-county market is in reality two markets, three West Bay counties with San Francisco the core and three East Bay centered on Oakland.

San Jose spokesmen disagree on whether this city is a vital part of the Bay Area complex or an individual entity, to be thought of as apart and distinct from San Francisco and Oakland.

In the Early Days ▪ Mel Scott, in his definitive volume, *The San Francisco Bay Area,* notes that not long after the founding of San Francisco in 1776, the ranch owners of the East Bay protested "against being obliged to participate in decisions affecting the new trading town . . . Bridges, telephone and telegraph cables, radio and television today have overcome the physical barrier, yet sectional feeling persists."

BROADCASTING Senior Editor Bruce Robertson, for the larger part of this market study, chose to consider the nine Bay-bordering counties as a composite market. In the following paragraphs, however, each of the three core cities and its immediate area of greatest influence is given brief individual treatment.

What makes San Francisco so prosperous

IT'S A STATISTICAL STORY WRITTEN BY BIG BUSINESS

Surrounded on three sides by water, San Francisco stands like a square nail of a stubby thumb at the head of the San Francisco-San Mateo Peninsula, which stretches down 30 miles southward before joining the mainland a few miles north of San Jose.

Built on many more hills than Rome's seven, the city is nonetheless laid out on the traditional grid pattern of rectangular blocks, with streets crossing each other at right angles even though they sometimes have to go straight up the mountainside to do it. (The brake lining business in San Francisco is brisk.) A major exception is Market Street, which slices diagonally across the



Whether it's a trip to Fisherman's Wharf for the local cliff dwellers or a sightseeing junket up San Francisco's steep hills, the cable car has become one of the internationally-known trademarks of the Bay Area. It clangs up Powell Street over Nob Hill to the wharf, skirting Chinatown and the Latin Quarter enroute.

downtown business district, dividing it into a northern district of new buildings, fine offices and smart shops, and a southern section that is somewhat run-down at best and at worst degenerates into skid row.

Small Area ▪ Smallest of California's counties (city and county boundaries coincide), San Francisco's 45 square miles provide residences for 740,316 individuals (at the time of the 1960 census), with the state's densest population of 26 persons per acre. San Francisco also has the lowest number of persons per household in the state, 2.44.

Headquarters of some of the country's largest banks, utilities, merchandising and transportation companies, San Francisco at the end of last year was home office site for 84 corporations with assets of more than $10 million, including eight with assets exceeding $1 billion: Bank of America ($11.451 billion), Federal Reserve Bank of San Francisco ($6.191 billion), Pacific Telephone ($3.051 billion), Standard Oil Co. of California ($2.782 billion), Wells Fargo Bank American Trust Co. ($2.700 billion), Pacific Gas & Electric Co. ($2.478 billion), Southern Pacific ($2.241 billion), Crocker-Anglo National Bank $1.862 billion).

Large companies employ high salaried executives at their home offices and the city's wages and salaries in 1959 amounted to $1.835 billion, a rise of 41.9% over the 1950 payroll of $1.294 billion. Personal income for the city rose by 45.5% in the same period, from $2.011 billion in 1950 to $2.923 billion in 1959. Many of the high salaried executives live in suburban areas outside the city, of course.

In July 1960, wholesale and retail trade was the leading source of employment in the city, with 116,500 employes, nearly a quarter of the total of 473,500 civilian employes for that month. Service trades ranked second, with 92,200 employes; manufacturing and government (federal, state and local) were tied for third place, with 69,700 employes each, followed by transportation, communication and utilities (53,400); finance, insurance and real estate (49,700), and contract construction (21,000). The California Dept. of Employment, source of that analysis, adds the comment: "Most industries in San Francisco are highly unionized."

For the first half of 1961, building permits totaled $54,741,340, about 15% off from last year's record pace, although the aggregate value of known major construction projects under way in June was $139,921,000. These include the block-square, 20-story $32.7 million federal office building, one of the largest in the West, the $5.8 million International Building, the $5.1 million Alice Griffith Garden Homes public housing project, a number of $4 million-plus apartment buildings and the $4 million Lowell High School, to cut the list off at that figure. Work on the new Hilton Hotel, a $15 million structure which will offer motel drive-to-your-own-door service for its first 10 floors, with conventional hotel accommodations above that level, has been delayed several times and its starting date is still not definite.

The importance of Oakland to the area

IT SPARKS THE PROSPERITY OF THE 3 WEST COUNTIES

The six-county San Francisco-Oakland market set up by the Census Bureau should really be two metropolitan areas, three West Bay counties (Marin, San Francisco and San Mateo) making up the San Francisco market and three East Bay counties (Alameda, Contra Costa and Solano) with Oakland as their central city, the Oakland Chamber of Commerce asserts. The Oakland metropolitan area, the Chamber points out, has more population (and more growth in the 1950's), more industrial development, more employment in manufacturing, more freight carloads, more construction of buildings and highways than the West Bay counties.

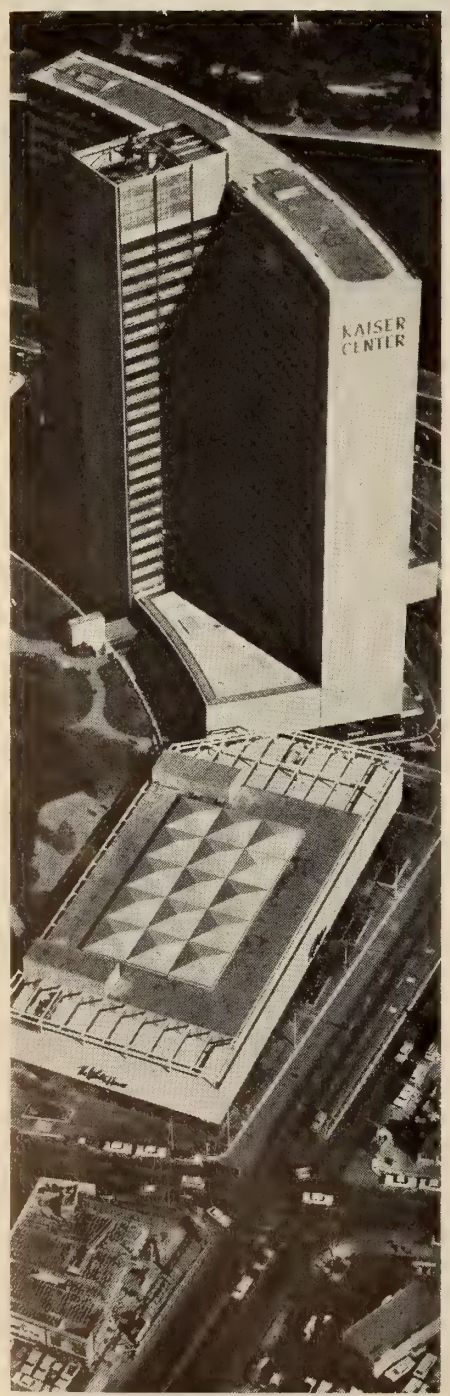
Personal income for the Greater Oakland market totaled $3.65 billion in 1959, of which $2.45 billion came as wages and salaries. The 1959 income represented a rise of 76% from the 1950 figure, while wages and salaries rose 73%. Taxable retail sales for the three East Bay counties totaled $2 billion in 1960.

Federal Dollars ▪ The Naval Air Station at Alameda, the Navy shipyard at Mare Island, Travis Air Force Base and Benecia Arsenal make the government an important employer in the East Bay. In July 1960, the California Dept. of Employment estimated that out of a total of 495,000 employed persons in the three counties, 99,200 (20%) were working for some branch of government, only slightly less than the 110,700 employed in manufacturing or the 104,100 in the wholesale and retail trades.

Oakland itself is eight miles east of San Francisco across the Bay Bridge. With 19 miles of deepwater port facilities and the western terminals of three cross-country railroads and five interstate trucking systems, not to mention more than 100 flights a day out of the Oakland International Airport, Oakland is an important shipping point, as well as a major manufacturing and trading center.

As real estate man Robert A. Futter-

man comments in his thoughtful book, *The Future of Our Cities,* "It is broadly true to say that San Francisco became the commercial, cultural and upper-income residential center, while Oakland grew up into an industrial, blue-collar, lower-middle-class appendage. But Oakland has its own downtown, containing corporate headquarters (most notably the spanking new Kaiser Center, on the north edge of Oakland's core, the largest industrial headquarters west of the Mississippi), and in its own hills and those of adjoining Berkeley, by the U. of California. Oakland has residential districts as wealthy as any in America."



Typical of the growing Oakland skyline is the new Kaiser Center.

THE BOOM IN SAN JOSE

Its population more than doubled in the last decade —and an even more fantastic growth rate is forecast

A sign hanging in the lobby of KNTV (TV) San Jose informs visitors that ". . . we may seem slightly crowded and terribly busy. We're just suffering with growing pains like the rest of this fantastic area, which is destined to be the largest market in California in just 15 years . . . the largest population center in the United States by the turn of the century."

There may be a slight touch of civic-pride-engendered exaggeration there, but not very much. Between 1950 and 1960 the population of the city more than doubled, to 204,196; so did that of Santa Clara County (San Jose's metropolitan area), to 642,315, with immigration accounting for 90% of the increase. State statisticians add 26,000 to the city total, 43,000 to that of the market. And the Dept. of Commerce estimates that by the year 2020 Santa Clara will have the most population of any Bay Area county—2,931,000.

Boom in Construction ▪ Building permits in the county totaled 20,272, valued at $273,996,546, more than half for one-family dwellings (11,076 worth $142.5 million). Just under 40% of the 1960 construction ($106.7 million) took place in San Jose, five times the 1950 total ($20.5 million) and more than 30 times the 1940 construction figure ($3.1 million).

Santa Clara is the top agricultural county of the Bay Area, accounting for $91.3 million income last year, with prunes, strawberries, apricots, cherries, pears, walnuts, tomatoes and green beans the major crops. Agricultural income has been dropping steadily since the 1955 peak of $100.9 million, as housing and industry take over farm acreage. The 21,700 persons employed in agriculture in Sept. 1960 (according to the California Dept. of Employment) were only half the number employed in either trade (43,600) or service (43,400) and fewer even than the 27,300 government employes. Manufacturing employs most people (83,600 in September 1960), many of them canning, freezing, or drying the locally grown fruits and vegetables, but with a steadily increasing number working in durable-goods manufacturing, notably electronics, missiles and machinery, which are changing the seasonal employment pattern to one of year-round stability. The average industrial wage is estimated at $5,800 a year.

Offering decentralization, with industrial areas near residential districts so that the average worker's home is less than 15 minutes from his job, the San Jose metropolitan area has attracted more than 350 new concerns in the past 15 years. In 1960 alone, 42 new plants, representing an investment of $6.8 million and employing 1,847 persons, moved into Greater San Jose, and 38 plant expansions added another $29.9 million to the manufacturing facilities total.

Other Gains ▪ The San Jose metropolitan area, 39th nationally in terms of population, had retail sales of $732.5 million in 1958, a rise of 57.6% over the 1954 total of $464.7 million, according to the business censuses of those years, and for 1960 the total is estimated at $917.1 million, up nearly 20% over 1958. Automobile registration was 277,960 for last year, when the City of San Jose collected $157,775 from parking meters, exclusive of what was paid at the municipal parking lots. In addition to local expenditures, delegates to 85 conventions brought $2.4 million in new money into San Jose.

TO THE NORTH

Agriculture, more industry forge prosperous link

North of San Francisco over the Golden Gate Bridge lies Marin County, a suburban community, more than half of whose workers are employed outside the county, chiefly in San Francisco. Trade, services and government account for most of the employment within the county. Circling northeast over the top of the Bay are the agricultural counties of Sonoma and Napa, the latter world-renowned for its dry wines. Senior citizens, retired on comfortable incomes, are numerous in both counties, and Napa's Lake Berryessa is the core of a new recreational area.

San Mateo County, stretching south along the Peninsula between San Francisco and Santa Clara, starts with the industrial community of South San Francisco, also center of an expanding residential area. Farther south, past the estates of Burlingame and Hillsborough, comes a chain of suburban communities, like Redwood City, Menlo Park and Palo Alto, home of Stanford U. Here, commuters and retired persons are being joined by an expanding number of scientists and skilled technicians, employed in electronics research and manufacturing which is fast becoming the area's major local industry.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV HAS MOST
¼ HOUR WINS
IN PRIME-TIME
ARB, July 1961

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

Bay area sales, population match gains

NEXT FIVE YEARS EXPECTED TO SHOW GROWTH OF ADDITIONAL 14%

Bay Area income more than kept pace with area population during the 1950's and in 1958 totaled $9,172 million for the nine counties, the Bank of America reports. Per-capita income for the area averaged $2,627, just about the same as Los Angeles and well above the national average.

Retail sales in 1960 totaled $5,699 million for the nine-county Bay Area, $4,530 million for the six-county San Francisco-Oakland metropolitan area, making it the nation's sixth largest market either way. Per capita, this amounts to an average of $1,566 for the nine-county region, $1,627 for the six-county area.

Those figures, issued by the California State Board of Equalization, are based on taxable retail sales and do not include sales of food purchased for consumption outside the store, which are not taxed by the state.

More Food Sold ▪ Food sales for the nine-county area in 1960 were estimated at $1,181 million, a gain of 41% over 1950, in a Stanford Research Institute study, which compares them with food sales of $1,197 million for Detroit, $1,003 million for Boston, $756 million for Pittsburgh and $623 million for St. Louis. The same study, as summarized by J. Walter Thompson, shows 1960 sales of Bay Area eating and drinking places as totaling $472 million, ahead of Detroit's $372 million, Boston's $359 million, Pittsburgh's $212 million and St. Louis' $197 million. The Bay Area restaurant and bar business, according to SRI, increased 24% between 1955 and 1960, a faster rate of growth than that of any of the other four cities.

Dominantly Urban ▪ The essentially urban character of the area, with 79% of the population in incorporated cities, is reflected in the retail sales figures. In the nine counties of the Bay Area, only 8.1% of last year's retail sales were made outside of city limits and the figure drops to 6.5% for the six-county San Francisco-Oakland district.

Safeway dominates the chain food store field in the San Francisco-Oakland market area, with 114 stores out of a total of 336 in the six counties, nearly three times as many as Louis Stores, which rank second with 44. This makes shelf space in the Safeway stores essential to the food product seeking to break into this market and failure to secure it in adequate proportions has on occasion caused the cancellation of advertising campaigns which could not succeed without the proper distribution of the product. In San Francisco itself, Safeway has 31 of the 45 chain food stores in the city, but this is not actually as important as it sounds for the pattern of retail stores stretched along the city's streetcar and bus routes instead of bunched into shopping centers has allowed scores of small "mom and pop" groceries to remain in business long after the chains have driven them out of most markets.

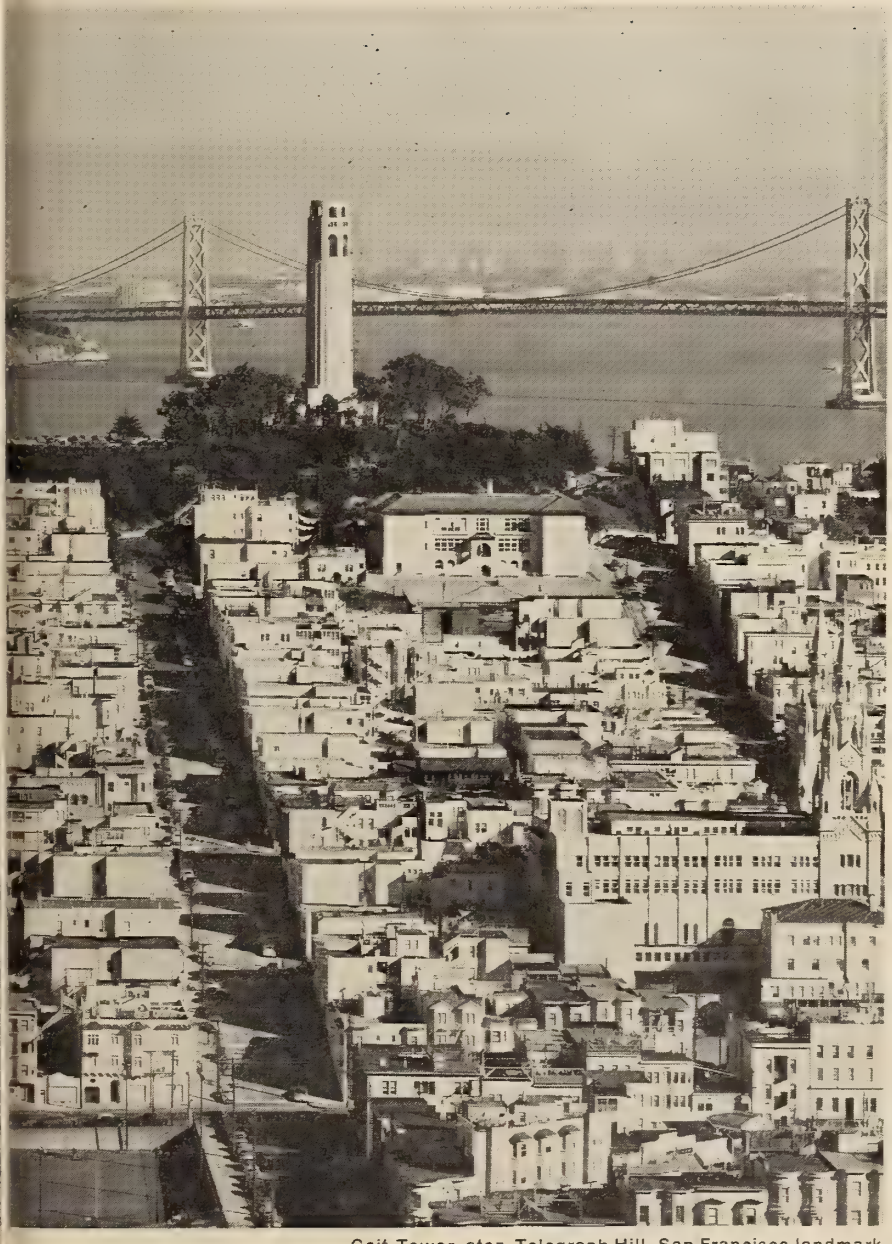
Growth Will Continue ▪ A projection made by the market research department of a food store organization anticipates a 14% increase in population in the Bay Area in the next five years, with a concurrent rise of 22% in food store sales. The growth is looked for chiefly in suburban areas, on the basis that the



The $75 million San Francisco airport is the jet aviation center of Northern California's 48 counties and aerial gateway to the U. S. from the Pacific. Started in 1927 as Mills Field, the present site was completed in 1954.

TOP SPOT

...that's the position of San Francisco's KTVU among the Nation's independent television stations. **Three out of eight** recent ARB surveys **show KTVU in the top spot among major market independent television stations** in share of nighttime audience*. This leadership has been accomplished in just **a little over three years on the air.** Call H-R Television for the complete story of KTVU and for **top spot availabilities.**



Coit Tower, atop Telegraph Hill, San Francisco landmark

The Nation's LEADING
Independent TV Station

KTVU
CHANNEL 2

SAN FRANCISCO • OAKLAND

*6 PM – Midnight, Sept. '60, March '61 and May '61 ARB

Photo: Courtesy of Moulin Studios

population trend of recent years away from central cities to the suburbs will continue until 1966, at least.

A survey of shopping centers, made by the *San Francisco Examiner* in 1959, showed a total of 154 centers operating in the nine-county Bay Area, with four more under construction and 61 proposed. The total of those in operation included 10 regional, 15 community and 128 neighborhood centers. Santa Clara County had the most, 40 centers, with four in San Francisco and three each in Napa and Solano counties at the foot of the list. The business done by the various centers ranged from an annual volume of $250,000 at the low end of the scale to $60 million a year at the top.

Sixth All Around ▪ A comparison of retail sales in the San Francisco-Oakland metropolitan area with that of other major markets, available in the Dept. of Commerce 1958 census of business, presents a statistically static picture. The San Francisco-Oakland complex stands sixth in population, sixth in overall retail sales, sixth in general merchandise, sixth in food, sixth in automotive, sixth in furniture, sixth in liquor. It rises to fifth place in restaurant business, drops to seventh in lumber, apparel and drugs. Somewhat surprisingly, in view of its water-bounded location, it ranks eighth in retail fish sales. On the plus side, the San Francisco-Oakland market stands fourth in the retail sales of books (ahead of Boston as well as Philadelphia and Detroit), fourth in jewelry sales, and in the gift-novelty-souvenir category and in pet shop business.

The market ranks fifth in hotel business (following New York, Chicago, Los Angeles and Miami) and third in motel business (topped only by Miami and Los Angeles).

Auto-Ownership High ▪ An eight-city survey made last March by Television Advertising Representatives, using the same census metropolitan area bases, compares San Francisco-Oakland family purchases with those of Baltimore Boston, Charlotte, Cleveland, Jacksonville, Pittsburgh and Washington, D.C. Among this group, San Francisco-Oakland ranks second in auto ownership: 86.0% of its families own autos, ranked only by Jacksonville with an 88.9% auto-ownership score. More San Francisco-Oakland families (74.3%) eat hot cereal and more (94.0%) use headache remedies than any other market of the eight, but only in Boston are there fewer who use margarine than the 65.4% of Bay Area families.

The TAR study also reveals that 63.8% of the men and 50.7% of the women in the Bay Area market smoke cigarettes; that the men are divided 50/50 between filter and non-filter brands and the women 73/27, with filters on the long end. Smokers of both sexes prefer Salem among the filter brands, Pall Mall among the non-filter cigarettes.

Two pet peeves

Bay Area media people wish they could institute a course in geography for advertisers and agencies in other parts of the land. "You wouldn't believe how many people think they can buy Los Angeles media and cover all of California," one station executive stated. "San Francisco is farther from Los Angeles than Pittsburgh is from New York or Cleveland is from Chicago, but a helluva lot of buyers east of the Rockies have still to find this out.

"And another thing. If you want to get along with San Francisco people, don't call it Frisco."

Over 120 steamship lines make the Bay a 'port of call'

One of the world's greatest natural harbors, San Francisco Bay has five major ports — Alameda, Oakland, Redwood City, Richmond and San Francisco. Over 120 steamship lines make the Bay a regular port of call, with some 10,000 arrivals and departures each year. In 1959, the volume of Bay Area imports and exports combined exceeded **$1 billion** for the first time. Coffee, automobiles, crude petroleum and copra (dried coconut) are the leading imports; industrial machinery, unmanufactured cotton and fruit, dried and canned, the major exports.

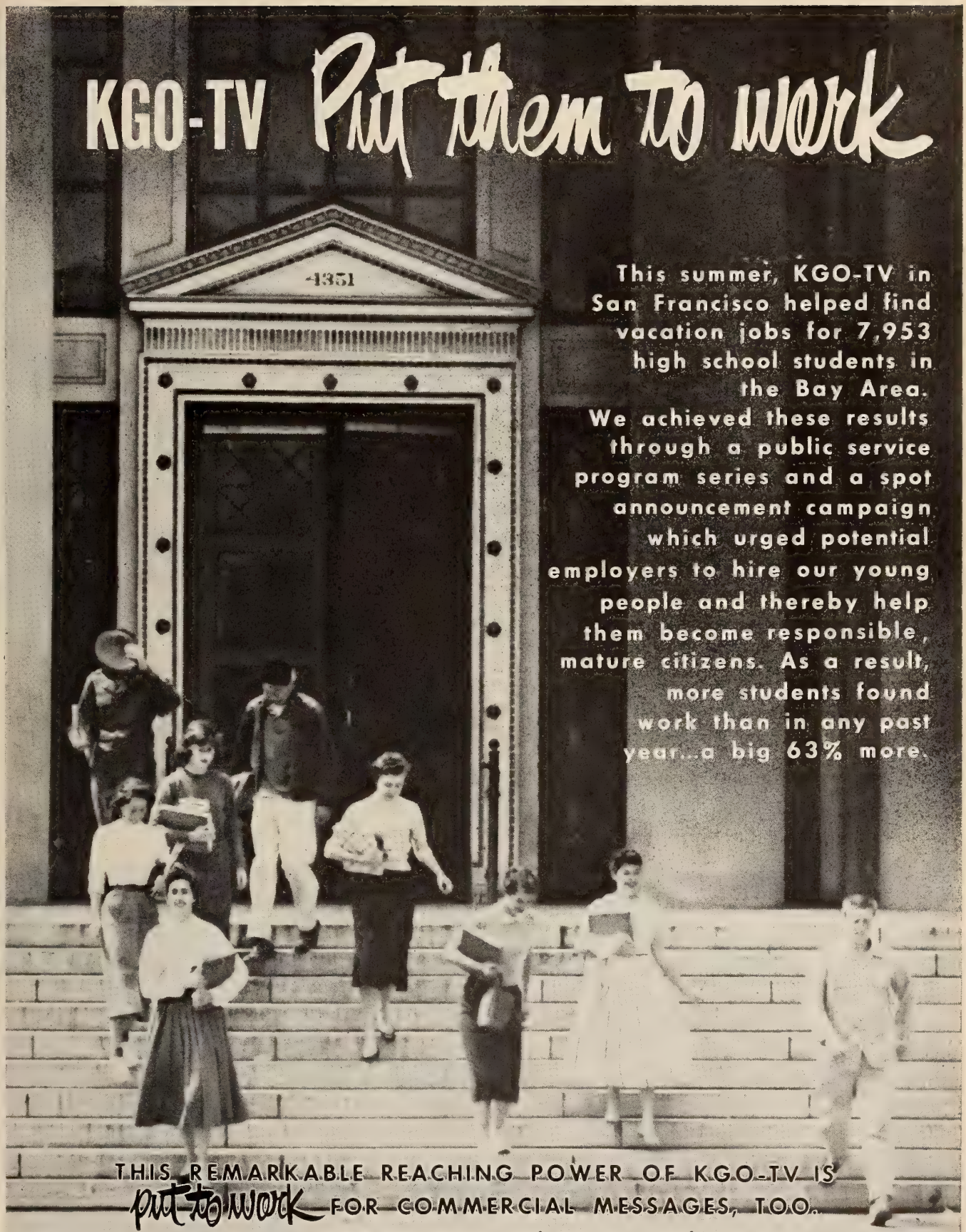


Ships of all sizes and descriptions jam the five ports

The San Francisco port leads in volume of general cargo, but Richmond, handling large quantities of petroleum, is tops in tonnage. An active barge traffic on the Bay carries at least half as much tonnage as do the ocean-going vessels. Three transcontinental railroads and more than 700 national and regional trucking companies move cargo in and out of the Port of San Francisco's 42 deepwater piers to all sections of the country and the port's own State Belt Railroad sends an average of 625 cars a day over its 60 miles of track.

In 1960, better than 5.5 millions of tons of cargo passed through the Port of San Francisco, 3.5 million tons inbound and 2 million tons outbound. Inbound cargo included 1.3 million tons from abroad and 1.8 million tons went out to foreign ports. For the first half of 1961, revenue tonnage was off 8.8% from the like period of last year, dropping 2.6% in imports, 4.4% in exports.

KGO-TV *Put them to work*



This summer, KGO-TV in San Francisco helped find vacation jobs for 7,953 high school students in the Bay Area. We achieved these results through a public service program series and a spot announcement campaign which urged potential employers to hire our young people and thereby help them become responsible, mature citizens. As a result, more students found work than in any past year...a big 63% more.

THIS REMARKABLE REACHING POWER OF KGO-TV IS *put to work* FOR COMMERCIAL MESSAGES, T.O.O.

Contact your nearest ABC-TV National Station Sales representative, or call UNderhill 3-0077 in San Francisco.

KGO-TV 7

owned and operated by American Broadcasting—Paramount Theatres, Inc.

abc

Local, regional advertising dominant

SHIPPING COSTS GIVE AREA FIRMS BIG ADVANTAGE OVER EASTERNERS

The San Francisco Bay Area has often been called paradoxical and nowhere is it more so than in its advertising pattern.

Like the rest of the Pacific Coast, it must pay the "west of the Rockies" freight premium and higher prices apply to products shipped in from the eastern part of the country. Accordingly, local or regional products dominate the area scene, the area markets and the area advertising.

Of some 25 companies with annual advertising expenditures of more than $1 million, only a handful—like Dole, Del Monte, Kaiser, Safeway, Gallo—have brand names known across the nation. Most are distributed only in the West and many only in the Bay Area.

Local and Regional ▪ Accordingly most of the advertising placed by Bay Area agencies is local and regional in character. And it's likely to remain so, according to Taylor Rhodes, research and media vice president of Foote, Cone & Belding, San Francisco. "For every new national account we gain through a move of company headquarters to California, we lose one through the merger of a West Coast company with an eastern firm that moves its headquarters—and its advertising—back East."

The 1958 Census of Business lists 342 advertising establishments in the San Francisco-Oakland complex and 28 in the San Jose metropolitan area, with combined business of $11.8 million, which puts the area in sixth place nationally, less than $2 million behind fifth-place Philadelphia ($119 million). That these establishments are chiefly advertising agencies and their business chiefly billings is substantiated by the latest San Francisco telephone directory, whose Yellow Pages list 226 agencies in that city alone.

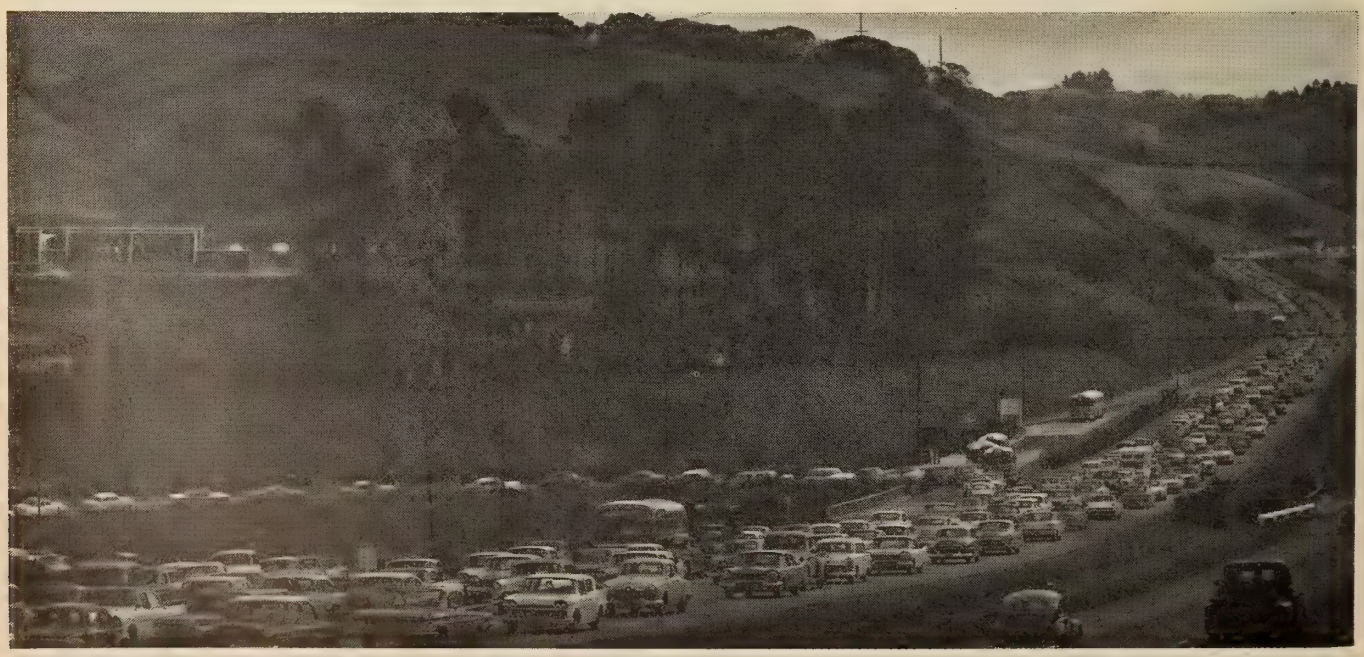
With the sixth largest population in the country and also in sixth place in retail sales, the San Francisco-Oakland metropolitan area should logically stand sixth in volume of advertising. But does it? Take a look at the television revenue figures for 1960 released earlier this month by the FCC (BROADCASTING, Sept. 4). Overall revenue of the four tv stations for the year was $17,161,000, putting the market into seventh place, behind Philadelphia, Boston and Detroit (each with only three tv stations), as well as Chicago with four and New York and Los Angeles with seven stations apiece.

Network Revenue ▪ In network tv, San Francisco-Oakland moves up into sixth position, its network revenue of $3,499,000 beating out Cleveland (with three stations) for the rank by a scant $55,000. But when it comes to national spot, the picture reverses itself and San-Francisco-Oakland drops to a dismal ninth place, its billings of $9,791,000 topped by eight markets, including Pittsburgh (another three-station market) and Cleveland, whose spot business was above the $10 million mark.

Only in local tv business does San Francisco-Oakland shine. Its local tv revenue in 1960 amounted to $5,477,000 to put the market into fifth place, ahead of Pittsburgh, Cleveland, Detroit and Philadelphia and only $22,000 behind fourth-ranking Boston.

The FCC has not yet released its 1960 market-by-market radio figures, but the 1959 data show the San Francisco-Oakland market, with 18 am stations, in seventh place in overall radio billings for that year with a total of $8,894,576. When the San Francisco-Oakland and San Jose metropolitan areas are combined, however, the 24-station billings for 1959 add up to $10,129,312, ranking sixth in the national picture. The joint market also stands sixth in national spot for that year, with billings of $5,016,667 and moves up to fifth position in network business ($164,324). It also stands fifth in local business, with billings of $5,863,809. Similar calculations cannot be made for tv, as San Jose has only one tv station and the FCC, to avoid disclosure of individual station finances, reports only on multi-station markets.

Travel by Car ▪ An auto-oriented market, with better than 85% of the commuters who travel in and out of the city of San Francisco daily doing so in private automobiles, the area is



The bonanza for all broadcasting stations will always be the radio-equipped auto. This is typical of the bumper-to-bumper flow that moves throughout the San Francisco Bay area each and every day of the year.



WITH MEDIA
SELECTION BECOMING INCREASINGLY
MORE COMPLICATED

YOUR NO. 1

BUY IS STILL KEWB

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

Up to the minute . . . up to the market in San Francisco. That's been the KEWB story right along. Your "blue chip buy" in Northern California continues to deliver maximum audiences. Ask your Katz man about the very latest (July-August) Hooper. The spirited young-family groups tell us we're for-sure No. 1 (where it counts most: Monday-Friday, 7 A.M.-6 P.M.). And you can't do better than No. 1 . . .

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

The only Bay Area Negro station with

SIX APPEAL

69% of the Negro population of the San Francisco Bay Area live in five counties outside San Francisco. KDIA is the only Bay Area Negro station reaching this entire six county market and in some important Negro population areas is the only Negro radio station available.

Metropolitan 6 County Negro Pulse
May, 1961

	6:30 AM-12 Noon	12 Noon-6 PM
KDIA	21	26
Negro station B	19	18
H. U. R.	29.8	26.2

These figures *do not* reflect a fairly close overall situation. They *do* reflect a lead for one station in a smaller area and *KDIA dominance* in the majority area.

LOOK! COMPARE KDIA WITH ALL STATIONS IN THE MOST COMPLETE NEGRO SURVEY EVER MADE IN THE BAY AREA.*

1,000 Negro adults in Richmond, California, were surveyed by a Negro church with the assistance of a university researcher in the most complete Negro survey ever made in the Bay Area. Though primarily a sociological study, answers to a radio station tune-in question revealed this:

KDIA	All other stations
60%	40%

*Details on request

TOP NATIONAL ADVERTISERS AGREE!

Leading Negro market advertisers such as Carnation, Lydia Pinkham, Regal Select Beer, etc., are now placing *all* their San Francisco Negro market budget on KDIA. Others, such as Continental Baking and B. C. Tablets, are placing most of their Negro budget on KDIA.

Locally, too, KDIA carries more Negro market advertising than any local medium.

Get the Negro market you pay for. Buy—

KDIA
A Sonderling Station
327 22nd Street, Oakland, Calif.
TE 4-4262

Represented by
Bernard Howard Co.
KDIA—Oakland WDIA—Memphis
WOPA—Chicago



With its eye on its own booming population, San Jose spared no expense for its City Hall. This is the $2 million structure recently completed.

good for outdoor advertising and there are few vacancies among the estimated 3,500-4,000 boards in the Bay Area. Workers traveling by auto are not as good newspaper readers as those using trains or buses, however, and suburban wives are apt to be more interested in local news and the advertising of their own shopping centers than of what is going on in downtown San Francisco, Oakland or San Jose. More than 20 daily papers serve as many communities and none of the three San Francisco dailies has as much as 30% penetration of the Bay Area's 1.17 million families.

The San Francisco morning papers, *Chronicle* and *Examiner*, are more widely read than the evening *News-Call Bulletin*, one obvious reason being that virtually all of the other dailies in the area are evening papers. Trans-bay rivalry keeps the N-CB off the newsstands in the East Bay and the *Oakland Tribune* off the San Francisco streets.

Broadcasting Area ▪ The airborne media—radio and television—pay no attention to political boundary lines and frequently send their programs far beyond the limits of the nine counties bordering San Francisco Bay. This is an important consideration for an area in which more than 80% of the people live outside San Francisco proper, compared to less than 70% a decade ago. For radio, the man who commutes by auto, the woman who drives to her community shopping center or supermarket, represent a big plus. Outdoor activities around patio and pool, common year-round except for the mid-winter rainy season, also add to radio listening and, with the ever-increasing purchase of portable tv sets, to tv viewing as well.

Radio has virtually 100% coverage of Bay Area homes; tv's penetration borders on 90% and more than 85% of the area's 1.5 million automobiles are equipped with radios, this figure mounting week by week as new cars replace old ones. FM penetration of Bay Area homes is close to the 50% mark, with 23 stations serving this audience, 17 of them independently programmed. In August, one fm station started regular broadcasting of fm multiplex stereo programs, devoting nearly 50 hours a week, about 40% of the station's overall broadcast schedules to this new service. In just one month, the station reported, more than 3,000 multiplex receiving units, approximately $50,000 worth, were sold in the area and the station signed enough new business to pay its stereo installation costs twice over.

POPULATION EXPLOSION

Bay Area gains 35.7% during past decade

"Everybody wants to live in California," a saying underscored by the 585,000 rise in the state's population from July 1, 1960, to June 30, 1961, applies to the Bay Area as well as to Southern California. "In recent years nearly three-fifths of the population increases have been from people moving into the area," the Bay Area Council reports, noting that the newcomers come from all parts of the country, with the number from each state roughly proportional to its size.

In the nine Bay Area counties live nearly three and three-quarters million individuals, 3,638,939, at the time of the 1960 census in April of last year. (As of July 1, 1961, the California Dept. of Finance calculated that the

nine-county total had risen by 135,500, a gain of 3.7%.) Nearly two-thirds reside outside the three core cities, San Francisco, Oakland and San Jose, whose combined population at census time was 1,255,212.

Furthermore, while the nine-county population increased 35.7% in the decade between the 1950 and 1960 censuses, the three-city total rose only 4.5% in that 10-year period. San Francisco and Oakland both showed declines in residents, 4.5% for San Francisco, 4.4% for Oakland, in the 1950-60 decade. San Jose, with a 114.5% increase, was solely responsible for the core cities combined gain in number of residents. But even so the core cities' percentage of the total Bay Area population dropped by a quarter, from 46.8% in 1950 to 36.5% in 1960.

'60 Census Report Findings ▪ More than half of the Bay Area residents are in the 18-64 age bracket. More than a third are under 18 and, upsetting the popular belief that most California immigrants are senior citizens, only about 10% of the Bay Area population falls into the 65-or-over group. The San Francisco-Oakland metropolitan area has 32.6% of its residents in the under-18 class, 58.4% in the 18-64 group and 9.0% over 65, with a median age of 31.8 years. The San Jose metropolitan area residents are somewhat younger: 38.1% under 18, 54.9% between 18 and 64, 7.0% 65 or over and a median age of 26.7 years.

Less than one-third (30.2%) of the San Jose residents of 14 or over are unmarried, compared to slightly over a third (34.4%) for the San Francisco-Oakland area and to well over two-fifths (43.9%) for San Francisco itself. Like New York, San Francisco has a strong attraction for young adults who like the stimulating climate offered by the city, intellectually and culturally as well as weatherwise.

A comprehensive study of trends made by the U. S. Dept. of Commerce predicts that by 1990 the population of the Bay Area (nine counties) will have doubled to a total of 7,425,000 and that after another 30 years, in 2020, it will stand at 14.4 million. By 1990, this study predicts, Alameda County will be the most populous in the area, with 1,673,000 residents, and Santa Clara second with 1,532,000. But by 2020 Santa Clara will be first, with a population of 2,931,000, nearly five times its present number of residents. San Francisco is expected to reverse the downward trend of the last decade and to gain residents in the



"World's greatest ball park" by a breeze! That's the way San Franciscans feel about Candlestick Park. They've even been known to call us "the world's greatest radio station." Could be, but Pulse won't go that far. Pulse says simply that we are absolute Number One in the entire 6-county San Francisco-Oakland area. Call AM Radio Sales for all the facts on "the world's greatest radio station." They'll know who you mean.

Source: Pulse, May-June, 1961

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SPANISH
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SAN JOSE—
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*Bay area Spanish PULSE survey June, 1961.
THE BEST IN SPANISH BROADCASTING
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years ahead, although more slowly than those areas now less densely populated. By 1990, that city will have a population of 938,000 and by 2020 of 1,018,000, the study predicts, about a third greater than present. In general, the North Bay counties are expected to increase nearly eight times in the next 60 years, while South Bay will quadruple.

The 2020 rank of Bay Area counties by population, the Dept. of Commerce estimates, will be:

Santa Clara	2,931,000
Alameda	2,854,000
Contra Costa	2,140,000
San Mateo	1,749,000
Sonoma	1,157,000
Solano	1,116,000
San Francisco	1,018,000
Marin	790,000
Napa	655,000

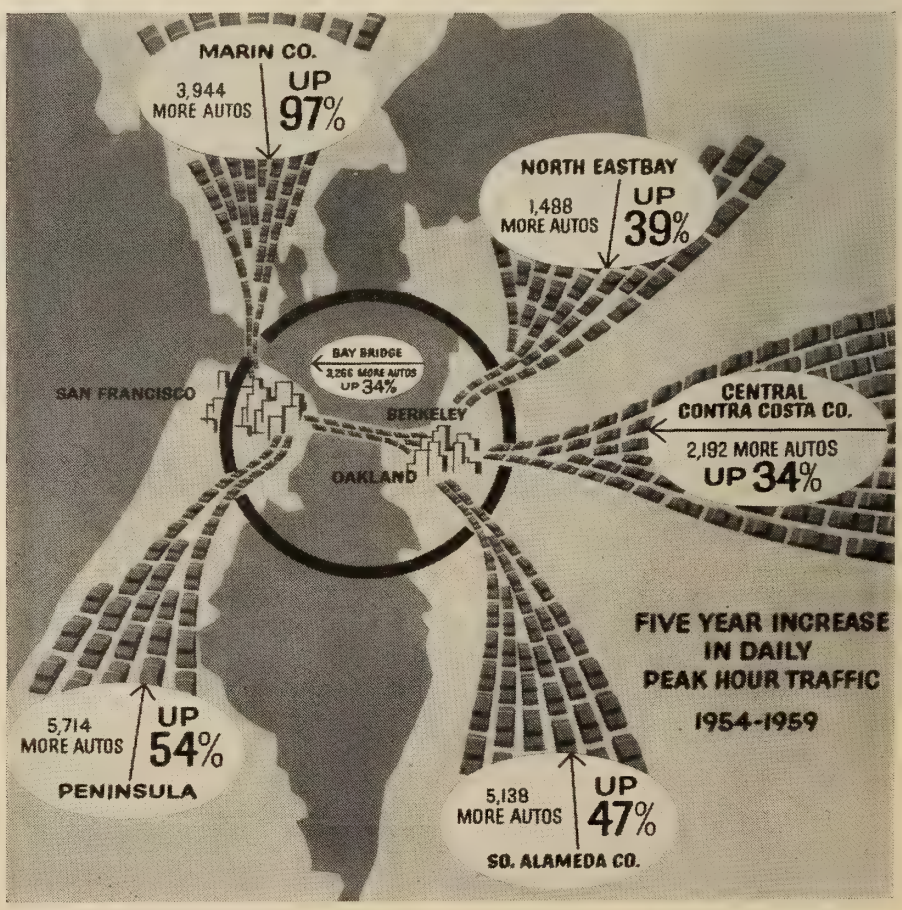
MORE CARS THAN HOMES

86.5% of Bay Area families own at least one; over 1½ million autos; one for every 2.4 persons

The automobile is an important element of the way of life in the San Francisco Bay Area. There are more passenger cars than households, 26.6% more, or slightly over five family automobiles for every four families. Put another way, there is one passenger car for every 2.4 individual residents of the nine Bay counties. If this figure does not quite match the one car for every 2.2 persons in the Los Angeles metropolitan area, it's a good second and far ahead of the national average.

The 1960 auto count is 6% ahead of that for 1959, when statisticians estimated that, in the San Francisco-Oakland metropolitan area, 61.9% of the families owned one car, 24.6% owned two cars or more and 14.1% got along without a family auto. For families who live inside San Francisco and whose bread earners work in the city, this is not too difficult. The city-owned transit system provides fast and frequent street-car and bus service, with rush-hour expresses from distant points.

More than 10,000 commuters a day ride Southern Pacific suburban trains up the Peninsula from San Jose and points along the 50-mile run from that city



The is the dramatic five-year growth in number of automobiles traveling each weekday into the Bay Area's core cities. The reverse flow from the central cities to the suburban areas has increased almost as much.

to San Francisco each morning. Thousands more come to work and go home again by intercity bus. But more than 85% of those who commute to the city do so by private auto. There are many car pools, but a 1959 survey showed an average of only 1.72 persons per private vehicle. Between 1954 and 1959, rush-hour person trips increased 19.3%; the number using public transit dropped 15%; the number using private automobiles rose 43%.

Incidentally, if you're going to San Francisco, leave your scooter at home. A new ruling went into effect Sept. 15 barring scooters from California freeways on grounds they can't keep pace with the cars, to the great annoyance of the Bay Area's 20,000 scooter owners.

Outlook: Trouble ▪ At present, with 1.5 million private autos in the Bay Area, the freeways are hard put to handle the rush-hour traffic and far-sighted citizens are worrying about what will hapen between now and 1980, when it is estimated that the area's population will have doubled and there will be a million more private cars on the road. Some, including the San Francisco Chamber of Commerce, are pumping for more freeways to be built immediately. But plans of the state highway department for a new freeway through the city's west side have been at least temporarily blocked by a group of resolute citizens protesting against either giving up their homes for the freeway or having it as a neighbor.

The Bay Area Rapid Transit District has proposed a plan of combination subway, ground and elevated public transit service of fast electric trains, which it asserts will save the community two dollars that will have to be spent for freeways and parking facilities before 1975 for every dollar spent now for rapid transit. (Make that $1 billion now and $2 billion by 1975 and you'll have some idea of the magnitude of the BARTD proposal.) Moreover, the organization's studies have convinced it, and many others, that the private auto alone cannot do the job and that without rapid transit the city will find its economic growth slowly strangled.

But when the BARTD proposed that trains be run across the Golden Gate Bridge, one of the designers of that structure objected that the bridge could not safely support this extra load. The transit district engineers said it could. After much heated debate, the bridge authorities voted not to permit its use for the trains. This eliminated Marin

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County from the rapid transit plan and placed in jeopardy the $1 billion district bond issue scheduled to go to the voters next June. That caused as great an uproar as the original proposal and a few days ago the boards of supervisors of San Francisco and Marin counties demanded that the Golden Gate Bridge District appoint an impartial engineering team to make an independent survey on the bridge's ability to handle rapid transit.

Automobiles require parking space and in crowded San Francisco space is hard to come by and expensive when its available. New building owners are required to provide adequate off-the-street parking for tenants and customers, but there were enough structures erected before the parking rules were adopted to keep the curbs lined with cars and the parking spaces (many of them vertical, with layer upon layer of autos) filled, even at $1 a day in San Francisco.

EMPLOYMENT

The statistics are another proof of the area's vitality

Trade, retail and wholesale, is the largest source of employment in the Bay Area, followed by manufacturing, services and government, which together account for more than three-quarters of the jobs in the nine counties, according to estimates for July 1960 by the California Dept. of Employment, whose tabulation goes like this:

Industry	Total—Nine Bay Counties
Agriculture	67,400
Contract construction	95,500
Manufacturing	292,500
Trans., comm., & utilities	122,500
Trade	312,100
Finance, insurance & real estate	85,800
Services	255,100
Government[1]	231,300
All Other	5,300
Total—All Industries[2]	1,467,500

[1]Includes all civilian employes of federal, state, and local governments regardless of the activity in which the employe is engaged.
[2]Employment estimates include wage and salary workers, self-employed and unpaid family workers, and domestics.

There is, of course, considerable variation from county to county. Agricultural employment, for example, averages to 4.6% of the nine-county total but is better than 20% of the total in Sonoma County and less than one-hundredth of 1% in San Francisco. Government jobs are the most numerous in Napa and Solano counties, but stand no better than third elsewhere. Trade furnishes the most employment in four counties (Marin, San Francisco, San Mateo, Sonoma), drops to second place in four more (Alameda, Contra Costa, Napa, Solano) and is third in Santa Clara County. Manufacturing has a wider range, from first place to fifth.

In the six San Francisco-Oakland metropolitan area counties, August 1961 showed the highest amount of employment on record, with 1,167,000 persons on the payrolls of the area. At the same time there were 67,100 persons listed as unemployed but whereas employment was up from July, unemployment was down.

Chinese small part of foreigners in area

Everyone has heard that San Francisco has the largest Chinese population of any city outside China. Anyone who's ever visited San Francisco and seen Oriental faces on every side is unlikely to dispute that statement. Yet the 1960 census reports only 36,445 Chinese in the city and only 55,965 in the whole nine-county Bay Area. Add all the Japanese, Filipinos, Koreans and other eastern races and the Asian total still amounts to only 121,858, less than 4% of the total population. Not a drop in the bucket to the quarter million Negroes or the 400,000 Latin Americans living in the Bay Area, but who ever heard about them?

There are also the Irish, the French, the Germans, the Italians and Greeks, the Danes, Finns, Swedes and Norwegians, the Armenians, the Russians, the Yugoslavs and the Poles, who all contribute greatly to San Francisco's reputation as the nation's West Coast melting pot and even more to its roster of fine foreign restaurants.

All together, Latins, Asians and Europeans, these foreign-speaking peoples add up to about a million Bay Area residents, who read the more than 20 foreign-language newspapers and listen to their native tongues on the radio. A mounting percentage can read and talk English. One fm station broadcasts an hour of Gaelic each week; another airs 90 minutes of classical Chinese drama each evening. An am station which devotes itself chiefly to foreign language programming offers more than a dozen languages during the week, including Chinese, Japanese and Tagalog and is toying with the idea of broadcasting Chinese translations of *Gunsmoke.*

Negroes are important market

Negroes, totaling 244,411 in the Bay Area at the time of the 1960 census, amount to 6.7% of the total population and form an important segment of the market. This is especially true in the six-county San Francisco-Oakland district where 97% of the nine-county Negroes reside. This number has grown

by 62.2% since the 1950 census and is more than 12 times the 1940 total.

The first Bay Area Negroes were concentrated in Oakland, families of Pullman employes working on the trains whose cross-country runs terminated there. With the growth of manufacturing and government employment, they have spread out from this base, but real estate and social restrictions, as well as financial considerations, have tended to keep them close to the business and industrial centers and 86% of the Negro population of the San Francisco-Oakland district live within 15 miles of San Francisco's Civic Center, chiefly in the East Bay cities.

Interviews with more than 500 Negroes by Far West Surveys showed this group to have a mean family income of $370-$420 a month, with some families receiving more than twice that amount. Interviewers found more than 90% of their respondents had tv sets and refrigerators, more than two-thirds owned automobiles and record players, more than 97% had radios (two-thirds of the homes having two or more sets, one-third with three or more).

Pulse and Hooper surveys indicate that the Bay Area Negro is a better-than-average radio listener and that he listens most to the two stations which program specifically for him.

MORE PEOPLE MEAN MORE BUILDING

And it provides another criterion of area's good times

As more and more people move into the Bay Area, more and more places are needed to house them. In the 10-year period, 1951-60, a total of 378,389 dwelling construction permits were issued in the nine bayside counties. Single unit dwelling permits totaled 279,392, nearly three times as many as the 98,997 multi-unit buildings, although the number of new one-family homes built each year has declined from the 1955 peak of 39,979 to 25,891 in 1960, while the duplexes and apartments have shown a steady increase from 5,372 in 1955 to 20,203 last year.

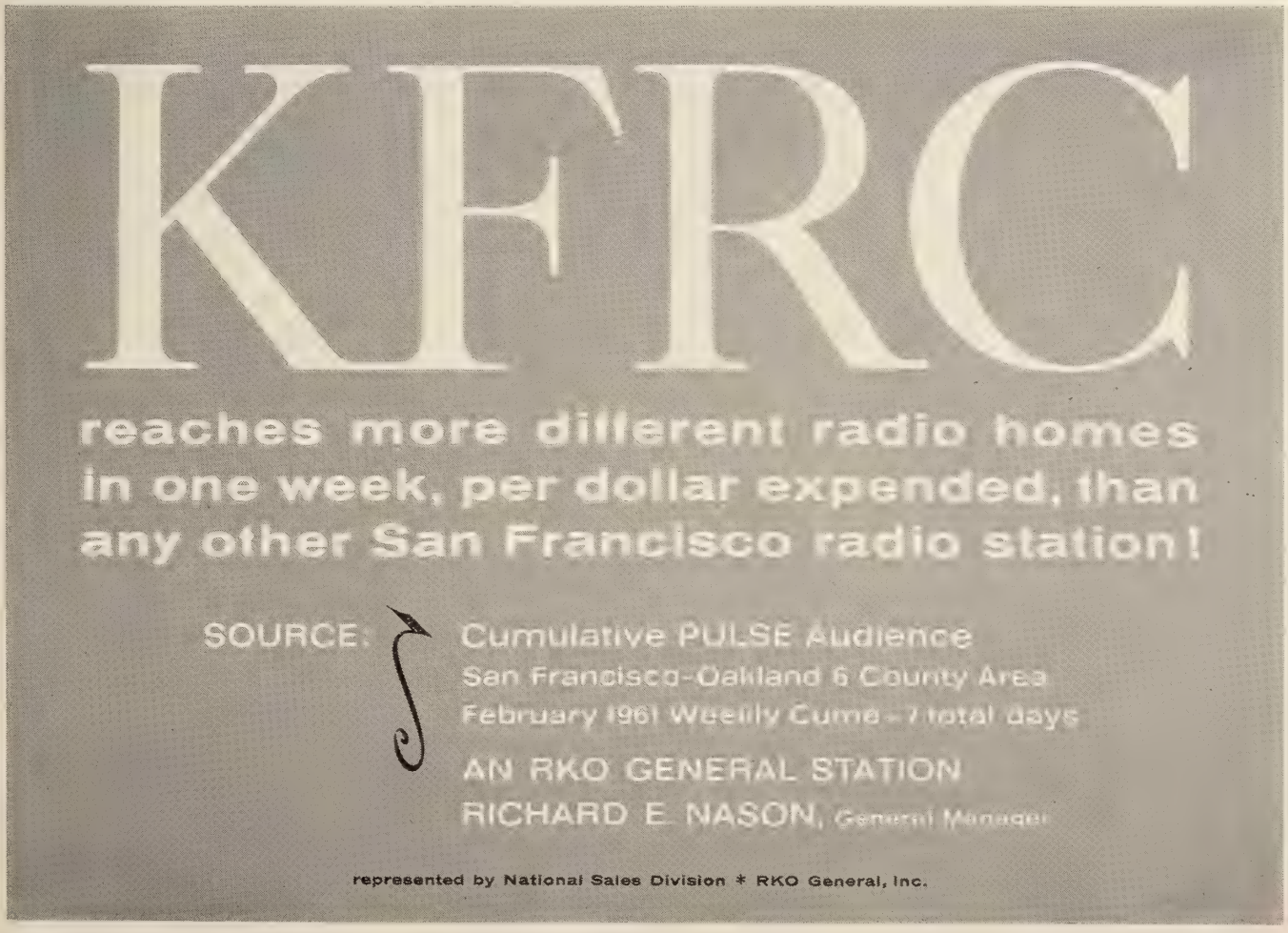
The total dwelling permits, single and multi-units combined, dropped from its 1959 peak of 49,355 to a 1960 total of 46,094. Dollarwise, residential construction amounted to $545.9 million in 1959, and dropped to $510.0 million last year. The cost of constructing a medium-size-dwelling as of Jan. 1, 1961, is estimated at $13,608 (excluding land), less than 1% over the 1960 figure of $13,480. In 1950 a home of this type could have been built for $8,000.

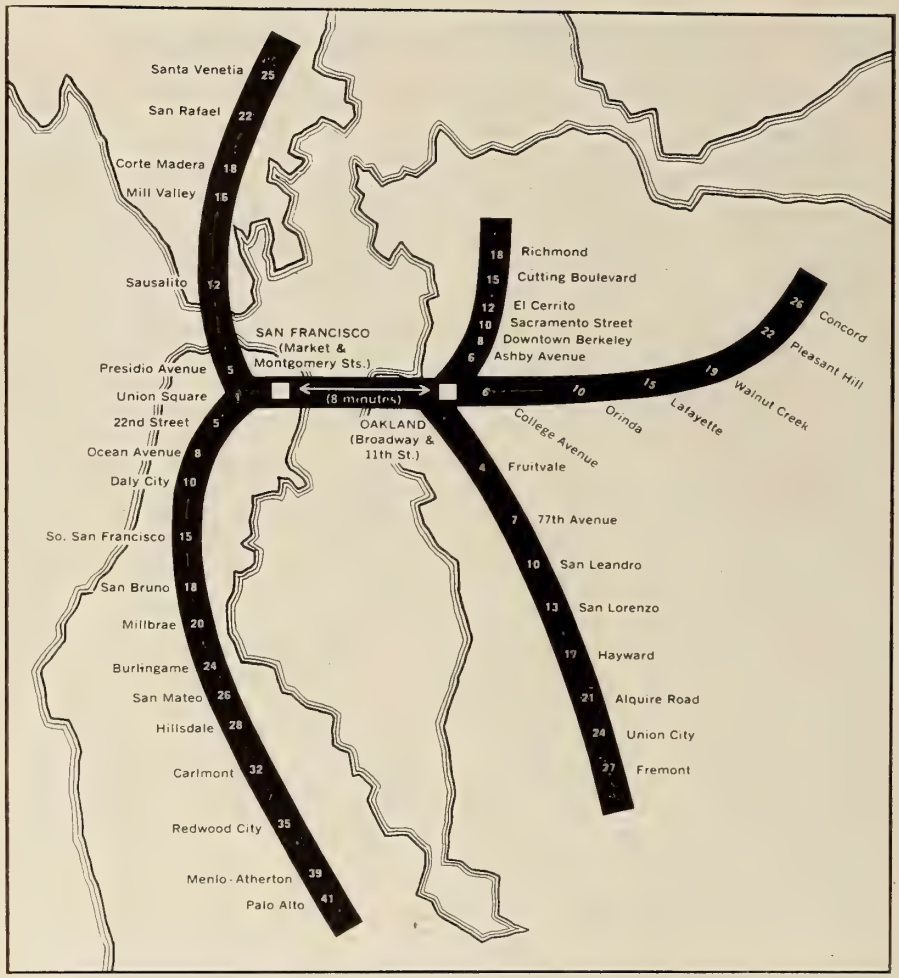
A noticeable trend toward home-ownership is shown by the census statistics. In 1950, less than half (48.0%) of the San Francisco-Oakland metropolitan area families owned their own homes. By 1960, 54.5% of this six-county area total were homeowners. In the San Jose metropolitan area, there were 184,945 occupied housing units in 1960, of which a staggering 68.8% were occupied by their owners, more than twice the number of renters.

The $13,608 figure is about right for a house in Daly City (that's where Candlestick Park, windblown home of the Giants, is located), according to the real estate ads. For twice that amount one can get a home in the Marina district, although a good view of the yacht harbor brings a premium. And a mansion in Pacific Heights can be had for $200,000 or so.

But some people prefer apartments and they too are available in all sizes, locations and prices, up to Green Hill Tower, cooperative apartment house on Russian Hill, where a luxury penthouse is available at $250,000 and other apartments are priced down to $43,500.

The need for more housing for more people has led city planners to come up with a scheme to turn the Presidio





The San Francisco Rapid Transit Assn. has an ambitious plan of subways and elevated railways for electric trains that would reduce travel time in the Bay Area to the minutes shown on this chart.

into a housing development, should the Army relinquish the space it has occupied since 1848 which before that had been a Spanish fort for nearly three-quarters of a century. History-conscious San Franciscans vigorously protest against this idea and, should the city attempt to put it into effect, a full-scale battle can be expected. A similar homes-versus-history dispute in Marin County was settled, temporarily at least, when the U. S. Senate passed a bill authorizing the government purchase of 53,000 acres of land at Point Reyes (where Sir Francis Drake and his crew landed in 1587).

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But residential construction is only part of the problem. Business and industry need places to work in as much as people need homes to live. And in 1960 non-dwelling construction permit grants in the Bay Area totaled $319,462,338. Added to the residential total, this brings the value of all construction in the nine counties last year to a resounding $860,462,388.

And there's no let up in sight. In the first six months of this year, permits totaling $486.62 million have been issued, 13.3% ahead of the first half of 1960. Residential permits for the first six months of 1961 cover construction of 25,037 dwelling units at a cost of $274.58 million, 7.6% in number and 5.9% in cost ahead of last year. June's 4,612 residential unit permits topped the June 1960 figure by 14.4% and their construction cost of $58.65 million was 27.7% higher than the June 1960 total.

TOURISM

Out-of-town visitors play important part in economy

Tourism is an important part of the San Francisco economy, ranking third, behind manufacturing and agriculture, as the source of "new" dollars, according to the San Francisco Chamber of Commerce. And if anyone should doubt that the city recognizes the importance of its out-of-town guests he has only to look at the cable cars, which are a unique and time-tested tourist magnet, although lacking many of the desirable elements of a modern in-city transportation system.

Californians Inc., organized in 1922 to promote tourism in North and Central California, reports that last year 2.5 million visitors spent $205.9 million in the region, of which about half went for food and lodging, a sixth was spent in department, drug and other non-food retail establishments, an eighth for gas, oil, garage and other auto expenses and 7.5% for amusements. In the Bay Area itself last year, 1.7 million visitors (90,000 more than in 1959), spent $90.3 million (up $4.7 million) for an average of $52.80.

Conventioneers Spend Most ▪ But the best visitors for San Francisco's cash registers are the convention delegates. Records of the San Francisco Convention and Visitors Bureau show that in 1960 a total of 294,372 individuals from outside San Francisco attended 397 trade shows and conventions and spent $37.5 million while in the city, an average of $120.85. A study made in 1958 showed an average daily expenditure of $39.29 per convention visitor, 50% more than the $26.76 daily





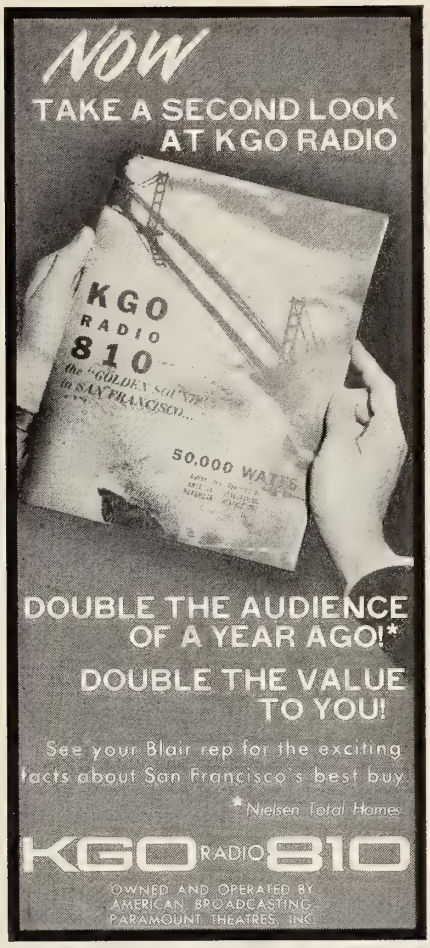
Two attractions for tourists are San Francisco's War Memorial Opera House (top), home of the famed local opera company and the San Francisco Symphony, and the flower stands which dot the city's streets.

average in 1948. As with individual visitors, convention arrivals are growing from year to year, with 64,000 more delegates attending 59 more meetings and spending $6.4 million more in 1960 than in the year before.

So, whether he's munching a Prontopup (hot dog backed into a dough and eaten on a stick) while gazing at Seal Rocks or dining lavishly on shish kebab and paklava at Omar Khayam's; whether he's riding the Powell St. cable car to Fisherman's Wharf or a sightseeing bus to Mission Dolores; whether he (or more likely she) is buying souvenirs in Chinatown, at Gump's or at Woolworth's, San Francisco welcomes its visitors with glad smiles and ringing cash registers.

Electronics big business

Electronics, which was unknown prior to World War II and has had most of its growth since 1950, is already an important item in the economy of the San Francisco Bay Area. The Western Electronic Manufacturers Assn. estimates that electronics sales in the Bay Area will total $675 million this year, a gain of nearly 20% over last year's $570 million and of more than 45% from the $460 million total in 1959. Electronics firms currently employ 45,500 persons in the area, up from 40,000 last year and 35,000 the year before. The number of electronic firms in the nine counties has increased from 144 in 1959 to 167 this year.





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Continued from page 56
mitted, he said, many professional football fans might not be able to see the road games of their favorite teams, and the loss of television revenue might cause the weaker teams "to founder." This in turn could emperil the existence of the league itself, he said.

The bill contains a provision prohibiting tv blackouts of professional football games except for agreements among the clubs and the network involved not to telecast another game into the home area of a team playing at home. This was added to meet some of the objections of the Justice Dept. and NAB, which had opposed the bill.

Another provision, designed to protect college football gates, would deny the antitrust exemption to contracts providing for the telecasting of pro football games on Friday nights and all day Saturday into areas within 75 miles of a college game site.

DEINTERMIXTURE & THE HILL

Total of nine bills, resolutions introduced; all express opposition to FCC's proposal

Additional congressional storm warnings were hoisted last week advising the FCC its proposed vhf-uhf deintermixture plan is in for rough weather on Capitol Hill when Congress returns in January.

Nine bills and resolutions have been introduced, seven of them last week, either to block implementation of the plan temporarily or limit the FCC's power to shift a station from a vhf to a uhf band. In addition, a number of House members have expressed their opposition to the FCC proposal in floor speeches.

One of the key developments of the week was a meeting of some 25 House members who discussed means of coordinating their opposition to the FCC plan. The meeting was called by Rep. Peter F. Mack Jr. (D.-Ill.), a member of the House Commerce Committee, which has jurisdiction over the FCC.

First serious signs that the deintermixture proposal was in trouble on the Hill appeared two weeks ago, when Rep. Mack and other members of the Commerce Committee began pressing for a hearing on deintermixture. Rep. Oren Harris (D-Ark.), committee chairman, gave assurances at an executive session that a hearing will be held early in the next session (BROADCASTING, Sept. 18).

Rep. Mack said no formal action was taken at the meeting, but he promised to keep interested members informed on developments in the deintermixture controversy. Congressmen attending the meeting were from areas affected by the FCC's plan to delete vhf channels from eight markets (BROADCASTING, July 31).

Rep. Mack, one of the first congressmen to speak out against the proposed plan, said he called the meeting to reply to a number of inquiries he had received concerning the issue.

Opposition Views ▪ Throughout many of the comments at the meeting, according to Rep. Mack, and speeches made on the House floor, ran several common themes—that the proposal discriminates against rural areas, that it is not in the public interest, that the FCC should not act until its $2-million uhf study in New York is completed, and that if the FCC is permitted to proceed with its proposed deletion of eight channels, it will seek to delete eight others at a future date.

In addition, Rep. Mack said, some House members feel the FCC "lacks the courage" to take its deintermixture plans into large metropolitan areas. If the commission is interested in deintermixture, he said, it should delete vhf channels from large cities, which could easily be served by uhf.

"The vhf bands," he added, "should be left in the rural areas," where vhf is needed to service large numbers of people scattered over considerable distances. He said none of the eight communities chosen for deintermixture have populations of more than 200,000.

These views are reflected in a bill (HR 9349) he introduced Thursday. It would make it unlawful for the commission, in allocating vhf and uhf channels, to give any "undue or unreasonable prejudice or disadvantage" to any area.

Five of the other bills would prohibit the FCC from deleting a vhf channel from a market for the purpose of deintermixing it. But all five also are designed to help solve the vhf-uhf problem by incorporating legislation sought by the FCC.

This would require manufacturers to produce only all-channel television receivers by authorizing the commission to prescribe the channels that receivers shipped in interstate commerce must be equipped to receive. This legislation has already been introduced in both chambers at the request of the FCC (BROADCASTING, June 19).

Supports FCC on Sets ▪ Rep. Kenneth A. Roberts (D-Ala.), in introducing one of the two-part measures (HR 9267), said the FCC should have the authority over receivers it requests, since "that is the only practical way of getting uhf stations on the air." But, he added, "if

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we enact set legislation as the FCC has asked, this will be a compelling reason for the FCC not to shift any vhf stations to uhf."

Prospects for the set legislation, however, are not bright. Rep. Harris and Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittee, have expressed serious reservations about the proposal (BROADCASTING, Aug. 7).

The bills similar to Rep. Roberts' and their sponsors are HR 9277, Rep. John E. Moss (D-Calif.); HR 9293, Rep. Robert W. Hemphill (D-S.C.); HR 9322, Rep. John J. Riley (D-S.C.); and HR 9291 Rep. John B. Anderson (R-Ill.).

The remaining legislation thrown into the fight against deintermixture are resolutions introduced by Reps. Vern Thomson (R-Wis.), George W. Andrews (D-Ala.) and Rep. George M. Grant (D-Ala.). The first two (H Res 450 and H Res 457) ask the FCC to delay its deintermixture plans until its uhf study in New York is completed and a report is submitted to Congress. Rep. Grant would put the House on record as recommending that no station now operating on a vhf channel be asked to move to a uhf band.

More comments on deintermixture plan

The Assn. of Maximum Service Telecasters has asked the FCC to set aside its proposed rulemaking to authorize vhf drop-ins in eight markets or in the alternative to revise the proposal so as to provide certain safeguards to existing tv stations and to keep drop-ins to a minimum.

The AMST comments were among several papers filed in the FCC's deintermixture proposals. The deadline for comments has been extended to Dec. 1, but the number of early comments indicates the high degree of interest in the FCC proposal (BROADCASTING, Sept. 11).

AMST said the FCC should set aside its decision to authorize vhf assignments at less than minimum separations, but if it doesn't the agency should revise the procedure it used in determining those eligible for consideration and change its overall, pre-planned method of selection so as to guard against a "proliferation" of drop-ins. The FCC also should change its mind about not specifying how directional antennas should be operated by vhf drop-in stations, the group added. More protection should be given to co-channel and adjacent channel assignments than that presently contemplated, the AMST said.

The trade association also filed oppositions with the FCC to eight petitions for reconsideration seeking short-spaced vhf assignments in cities not included in the drop-in rulemaking (BROADCASTING, Sept. 11). Grant of AMST's request for reconsideration would fully dispose of each of these petitions, the association said. The eight petitions also emphasize the importance of revisions by the FCC in procedures followed in the drop-in proceedings, AMST maintained. A "market preplanning case" would relieve the FCC of additional pleas for short separations, AMST said. The association referred to the following petitions:

Leon P. Gorman for ch. 3 in Portland, Me.; John McLendon for ch. 5 in Jackson, Miss.; ch. 57 WKNX-TV Saginaw, Mich., for ch. 11 in Saginaw-Flint-Bay Area, Mich.; ch. 18 WXIX-TV Milwaukee for ch. 9 there; ch. 49 WAKR-TV Akron, Ohio, for ch. 12 there; WVUE (TV) New Orleans for ch. 12 in that city at reduced separations; ch. 67 WNOK-TV Columbia, S. C., for ch. 8 there, and KUTV (TV) Salt Lake City for ch. 5 in Toledo, Ohio (with ch. 12 to be added to Cleveland for ch. 5).

Request Premature ▪ Ch. 12 WICU-TV Erie, Pa., said that the KUTV request is premature in that it assumes ch. 12 will be deleted from Erie. WICU-TV served notice that it will fight to retain the vhf channel and will show that such is in the public interest. The Erie station listed the same opposition to WAKR-TV's request for ch. 12.

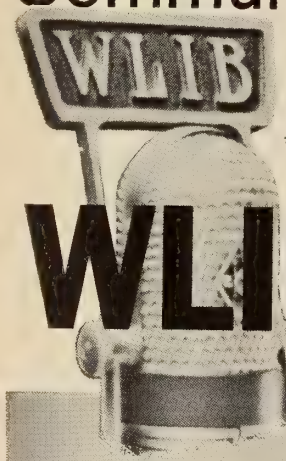
WMTW (TV) Poland Spring, Me., opposed the Gorman petition on the grounds that its ch. 8 operation constitutes a third vhf service in Portland. Ch. 5 KALB-TV Alexandria, La., charged that the McLendon petition for ch. 5 in Jackson is "patently inconsistent" with FCC criteria.

WJTW (TV) Jackson (ch. 12) pointed out that WVUE recently received a construction permit for ch. 12 New Orleans meeting separation requirements which underscores that New Orleans is not qualified for short separation.

WWTV (TV) Cadillac, Mich., on ch. 13, indicated a willingness to shift to ch. 9 to allow assignment of ch. 13 to Grand Rapids, provided WWTV may continue on ch. 13 for 60 days after the new ch. 13 grant. WWTV reported plans to "proceed promptly" to make the necessary changes and said 160-day delivery of a new antenna and a severe winter would preclude installation until next spring. The FCC has adopted rulemaking to implement the shifts.

The Rotary Club of Opp, Ala., said WSFA-TV Montgomery, 85 miles away on ch. 12, should be permitted to keep its vhf assignment. Opp residents get NBC news on WSFA-TV and "blurred or indistinct presentation" of these re-

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ports would mean a loss in "cultural advantages, pleasure and knowledge," the Rotarians said.

Two groups went to the defense of WIS-TV Columbia, S. C., which stands to lose its ch. 10 under the FCC's deintermixture proposal. [BROADCASTING, Sept. 4]. The Better Business Bureau of Greater Columbia said WIS-TV provides the organization with "speed and essential coverage" for its warnings to the public and that this protection to the public would be reduced under the proposed changes. The South Carolina Chamber of Commerce submitted a resolution which held that shift of WIS-TV's ch. 10 would "seriously impede" communication service by WIS-TV, including wide-ranging tv coverage from the state capital.

Also receiving local support was WTIC-TV Hartford, Conn., in its efforts to retain ch. 3 which the FCC has proposed to delete from that city. Filing petitions with the commission seeking retention of the vhf channel in Hartford were the Board of Alderman of Waterbury and the Chamber of Commerce of Naugatuck.

Reports termed 'fallacious'

Paul W. Morency, president of ch. 3 WTIC-TV Hartford, Conn., charged last week that a uhf operator's statements on the coverage WTIC-TV has given an FCC proposal to make Hartford all uhf are "completely contrary to fact . . . fallacious and unsupportable." Mr. Morency's reply came in a letter to William L. Putnam who had charged that WTIC-TV "falsely reported" the facts (BROADCASTING, Sept. 11).

WTIC-TV will oppose the shift of ch. 3 by all "proper and appropriate means," Mr. Morency said in his letter which also was filed with the commission. He told Mr. Putnam that if WTIC-TV telecasts material dealing with the merits of the proposed deintermixture that Mr. Putnam will be offered equal time to present opposing views. Mr. Putnam is the principal owner of WWLP (TV) Springfield, WRLP (TV) Greenfield and WWOR (TV) Worcester, all Massachusetts uhf stations.

MORE FILE FOR NEWLY-ASSIGNED VHFS

Grand asks Grand Rapids ch. 13, Baker Syracuse ch.9

There has been no scarcity of interested parties seeking to operate tv stations on third vhf channels added by the FCC at Rochester and Syracuse, both New York, and Grand Rapids, Mich. (BROADCASTING, Aug. 7). In fact, one or more applicants already have applied for each of the channels and others have indicated their intentions to do so.

Two applications were filed last week —by Grand Broadcasting Co. for ch. 13 at Grand Rapids, and by W. R. G. Baker Radio & Tv Inc., for ch. 9 at Syracuse. Already on file are applications by Syracuse Tv Inc. and Veterans Broadcasting Co. for ch. 9 at Syracuse and Anthony R. Tyrone for ch. 13 at Rochester.

Most of the applicants have requested an interim operation of some sort. The commission invited such proposals in finalizing the channel additions. Several other "interested parties" (ABC, WMAX Grand Rapids and Genesee Valley Tv Co.) have made proposals to the FCC designed to expedite the start of a third commercial service in the three cities.

The Grand application, which includes among its principals the former FCC Secretary, Mary Jane Morris, and 23 stockholders with "228 years of experience in broadcasting," is the most unusual of the group. Grand's bid consists of three volumes totaling over four inches in thickness and containing 21 exhibits. One of the exhibits, numbering 262 pages, is titled: "History of Development of Program Plans for Grand Broadcasting Co."

Grand waived its right to a hearing and asked that the application either be granted or denied as filed. "We see no need to engage in lengthy hearing, proposed findings, initial decisions, oral arguments not to encumber the record further," the applicant said. Grand further asked that it be given a conditional grant to operate on ch. 13 "upon the basis of its complete showing."

The Experiences ▪ In addition to Miss Morris (16.66%), other Grand stockholders include her brother, John C. Morris (16.66%), Leonard A. Versluis (16.66%), Donald F. DeGroot (6.41%), Leonard A. Versluis Jr. (3.84%) and 18 others, none with over 2.56%. The Morrises have been partners in a Grand Rapids law practice since Miss Morris resigned from the commission in 1960. Mr. Versluis Sr. formerly owned WLAV-AM-FM Grand Rapids, 33⅓% of WJIM Lansing, Mich., and 50% of WLOD Pompano Beach, Fla. Grant Ashbacker (2.58%) formerly owned WKBZ Muskegon, Mich., and was the principal in the famous "Ashbacker" court case in which it was ruled that the FCC may not deny an application competing with another one without a hearing. Other Grand stockholders with broadcast backgrounds: Mr. DeGroot is assistant general manager of WWJ-AM-TV Detroit; Martin Giaimo (2.56%) is man-



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ager of WNEM-TV Flint studios; Harry Le Brun (2.56%) is president and 33⅓% owner of WSAF Sarasota, Fla.

Veterans Broadcasting Co. owns WVET-AM-TV Rochester and 80.58% of KTVE (TV) El Dorado, Ark. Veterans also asked for interim operation on ch. 9 in Syracuse. Veterans has more than 100 stockholders and is headed by President Ervin F. Lyke (8.2%).

Syracuse Tv Inc., which did not request a temporary operation on ch. 9, is owned by Founders Corp. (80%) and Macmillan Ring-Free Oil Co. (20%). Founders is an investment holding corporation with interests in KORL Honolulu, WTAC Flint, WFBL Syracuse and WSMB New Orleans. John M. Shaheen owns 53.62%. Robert G. Munro is president of Founders and board chairman of Macmillan.

W. R. G. Baker takes its name from the late president of General Electric. Its stockholders include Leon P. Markert, Robert J. Conan, Richard N. Groves, William V. Stone, Daniel W. Casey Jr. and Naomi Baker (widow of W. R. G. Baker). J. J. Bernard Jr., formerly with KTVI (TV) St. Louis, holds no stock but will be general manager if the Baker application is successful.

Mr. Tyrone, executive vice president of the Hamilton Management Corp. (Denver investment company), is the sole owner of his application for ch. 13 Rochester. He has requested temporary authority for interim operation, which has been opposed by prospective applicant Genesee Valley Tv Co. Genesee said it was formed in 1958 to seek a third vhf for Rochester and that no interim operation should be considered until all parties have had a chance to file for ch. 13.

TRADEMARK BILL

Passed by House over FTC head's objections

A bill that the Federal Trade Commission chairman says would permit broadcasters and advertising agencies to register, as their own, slogans originally developed for radio and television sponsors, slipped through the House last week without debate.

The purpose of the bill (HR 4333), according to the House Judiciary Committee, which approved it, is merely to "clarify" the meaning of various provisions of the 1946 Trademark Act and codify present practices of the Patent Office.

But in a letter to the judiciary committee, FTC Chairman Paul Rand Dixon objected to new language in the bill which would permit "titles, character names and other distinctive features of radio or television programs" to be "registered as service marks notwithstanding that they, or the programs, may advertise the goods of the sponsor."

Since this amends existing law, he said, it might be interpreted to permit "broadcasting or advertising services" to acquire rights in promotional material that had been developed and used in behalf of program sponsors. "No other purpose is discernible," he said.

The amendment, he added, would prohibit the Patent Office from denying a proposed service mark to a broadcaster or advertising agency on the ground that it advertises the goods of a separate party rather than the applicant's services.

An advertising agency, he pointed out, might be able to gain control of a phrase developed for a client, and then prevent the client from using it independently or through another agency. "Thus, the advertiser may, through the trademark statute, possibly secure control of what is really his client's property," the FTC chief said.

In a brief discussion of the bill before House passage, Rep. John V. Lindsay (R-N.Y.), the measure's sponsor, dismissed Mr. Dixon's objections. He said the amendment "makes clear in the law" the position held by the trademark office for some 10 years. He described the legislation as primarily "a housekeeping bill."

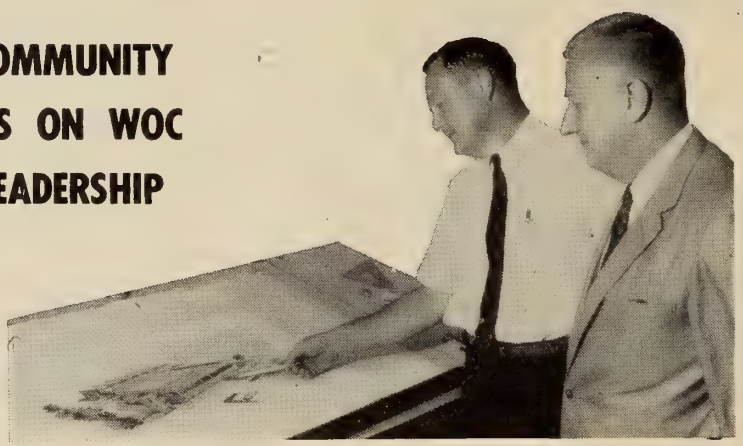
The report of the judiciary committee noted that the bill has the approval and support of the U.S. Trademark Assn., the American Bar Assn., the National Assn. of Manufacturers, and various other lawyers groups.

Equal-time suspension sought for N. Y. election

Sen. Jacob K. Javits (R-N.Y.) and Rep. John V. Lindsay (R-N.Y.) have launched an effort to open the way for political debates on television by candidates in New York City's November election.

They introduced joint resolutions last week (SJ Res 140 and HJ Res 581) seeking the suspension of the equal-time provisions of the Communications Act for candidates for mayor, president of the city council, and comptroller.

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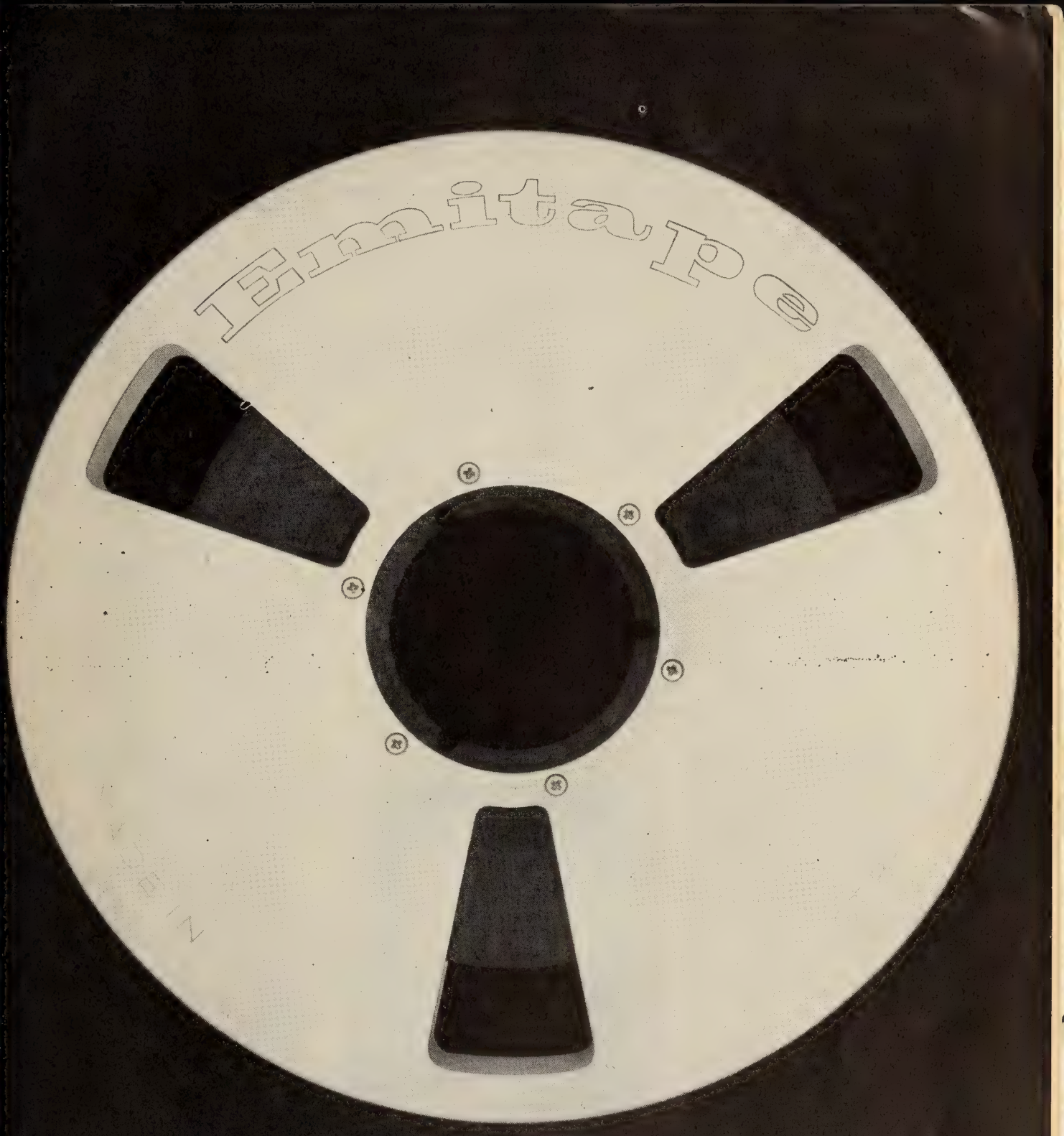
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YMCA-YWCA Building Campaign

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JONES: SPHEERIS KNEW ALL

KWK's ex-manager tells FCC hearing in St. Louis that president was in on decisions to hide truth

William L. Jones Jr., former general manager of KWK St. Louis, testified before an FCC hearing examiner in the station's revocation hearing last week that KWK President Andrew M. Spheeris knew all along that the prizes for the two treasure hunts in the summer of 1960 were not hidden until late in the station promotion contests.

He further implicated Mr. Spheeris in decisions to keep the truth from others, including the FCC. Mr. Jones also said that KWK Sales Manager Don E. Hamel "volunteered" to hide the prizes late in the contests.

When the prizes were actually hidden is an issue in the case. The hearing has been in progress for two weeks in St. Louis, before examiner Forest L. McClenning.

Mr. Hamel earlier had testified that it was Mr. Jones who had ordered him to hide the prizes only hours before they were found and that it was Mr. Jones who had ordered him to lie about the acts to Mr. Spheeris and other KWK principals and to the FCC. Mr. Hamel had testified also that Mr. Spheeris appeared shocked and surprised when he finally told him in March of this year that prizes were not hidden until the last day (BROADCASTING, Sept. 18).

During cross-examination later in the week by KWK Counsel Robert M. Booth Jr., Mr. Jones admitted that the FCC earlier this year promised him immunity from prosecution for perjury if he would tell them the truth, but he said this was not contingent upon his testifying in the KWK hearing.

Mr. Jones admitted he lied to the FCC field investigators in August 1960 and January 1961. He admitted he also made a number of false statements about the treasure hunts in a local court suit in September 1960 and that he misrepresented the facts in his affidavit to the FCC later that month. But he contended he did so reluctantly and chiefly at the urging of Mr. Spheeris.

Breach of Confidence ▪ Before commencing his cross-examination Thursday morning, Mr. Booth unsuccessfully sought to have all of Mr. Jones' direct testimony stricken from the record. He charged a "breach of confidence" on the part of the commission staff for disclosing to Mr. Jones in June of this year portions of statements that KWK principals had volunteered to the Broadcast Bureau during an informal conference in May.

Mr. Booth said the disclosures were made as a result of the manner in which the FCC staff questioned Mr. Jones and indicated this knowledge gave him a two-to-three month advance tipoff of what KWK witnesses would say. The KWK counsel claimed this prejudiced the station's position since the credibility of witnesses had become paramount in the hearing.

The examiner denied Mr. Booth's request by stating he could not believe there has been "sufficient prejudice" incurred. Mr. Booth indicated he would appeal to the commission itself.

Under direct examination by the FCC counsel, Mr. Jones said he is still being paid by KWK pursuant to contract and that he will receive a percentage of profits until Nov. 15. Earlier testimony showed that the KWK board of directors fired Mr. Jones on May 15.

Mr. Jones' KWK car and country club membership were assigned Mr. Hamel.

Mr. Jones testified he talked with Mr. Spheeris about holding a treasure hunt. He said he knew "we discussed the problems of early discovery" and said "I know we decided to hide it later in the hunt." Mr. Jones said Mr. Hamel "volunteered" to hide the first prize but he could not recall when.

Mr. Jones testified that when he later learned FCC investigator Leroy Schaff was coming to the station he and Mr. Hamel "agreed to keep our stories the same" and to say the prizes were hidden the first day of each contest when the clues began. He said he thought this meeting was "off the record" and that Mr. Booth had told him to tell Mr. Schaff any official statement would have come from Mr. Booth's office.



Center of controversy in the KWK St. Louis revocation hearing is former General Manager William L. Jones Jr., who said KWK president knew all along that treasure hunt prizes were not hidden at start.

The former KWK general manager told of a meeting of KWK principals in New York Sept. 14-15, 1960, at which his affidavit to FCC was made and signed. He said he told Mr. Spheeris "I wasn't going to tell anyone it (the prize) was hidden the first day" but Mr. Spheeris said "don't worry about it, I'll handle Booth."

Mr. Jones said Mr. Booth did not want to be "specific" in the affidavit and finally asked if it was all right to say the prize was hidden within a week or 10 days. Mr. Jones said he replied "fine" and did not volunteer the correct date nor did anyone ask him.

Later Mr. Jones said he told Mr. Spheeris he didn't think "this was going to fool anybody." Mr. Jones said he was concerned because his signature was on the FCC document but he said Mr. Spheeris told him not to worry because "they're not interested in you. They're interested in the licensee."

Arrival of FCC Team ▪ Mr. Jones said that when two FCC investigators arrived at KWK in January of this year Mr. Booth was not sure he would let him see them but "that morning Mr. Booth decided he was going to cooperate" and let both Mr. Jones and Mr. Hamel be interviewed.

Mr. Jones said he showed Mr. Hamel his (Jones') FCC statement before the separate interviews but that deviations occurred. Mr. Jones said Mr. Spheeris called the next day and said "For God's sake, why can't you guys get your stories straight? Next time I'm going to be there." He said he replied, "Why weren't you here this time?"

Mr. Jones said that as 1961 wore on he talked to Mr. Spheeris "several times" and told him "I was getting more unhappy by the day and I was interested in resigning and getting out of the whole thing." Mr. Jones said he told Mr. Spheeris that if Mr. Hamel "got on the stand you're dead."

In May of this year KWK counsel Mr. Booth and Jack P. Blume arrived at KWK, Mr. Jones recalled, and said Mr. Spheeris told him "we were going to file some sort of an affidavit and if we stipulated doing some wrong we could get out." He said he told the KWK president it was "pretty late" to do this but Mr. Spheeris replied "I don't know, these guys will handle it."

Mr. Jones related that the KWK counsel never got around to talking to him and later Mr. Spheeris called him

to fly to meet him secretly in Milwaukee, where the same interests also operate WEMP, but after repeated on-again off-again calls, he never went.

Talking personally to Mr. Spheeris before the May 15 KWK board meeting, Mr. Jones said that he recalled Mr. Spheeris explained, "Well, you know these crazy attorneys. We'll have to go along with them. You have an attorney and he'll advise you."

Attorney's Advice ▪ At the board meeting on the advice of his attorney, Mr. Jones said he stuck with his original story that the prizes were hidden the first few days of each hunt. He said his attorney advised him "that since Spheeris is involved, he may get you out of this thing."

Two or three days after the board meeting, Mr. Jones said he had dinner with Mr. Spheeris and that the KWK president informed him that the "attorneys had made a deal with the commission" and that if they told that the prizes were hidden late and the persons involved were discharged, KWK "probably would get off without a hearing." Mr. Jones said Mr. Spheeris assured him he would not be involved in any publicity if the case were dismissed and that he would help Mr. Jones relocate and had talked to "other stations" in his behalf.

Mr. Jones also testified Mr. Spheeris also told him he did not want any record of the prize trade deals on the corporate books. Other witnesses explained this was because they were considered "washouts" and, if entered, commissions to certain employes and others would have to be paid even though no cash had been received.

Under cross-examination by KWK counsel, Mr. Jones was questioned in detail about the visit of investigator Schaff in August 1960. Asked if he had made a true statement to FCC in June 1961 to the effect that he did not then talk to Mr. Spheeris because the KWK president was on vacation, he replied "that is correct."

He also was questioned extensively about events surrounding the mid-September 1960 meeting in New York and steps leading up to the decision earlier that year to hold the first treasure hunt. He said he discussed the idea with no one except Mr. Spheeris.

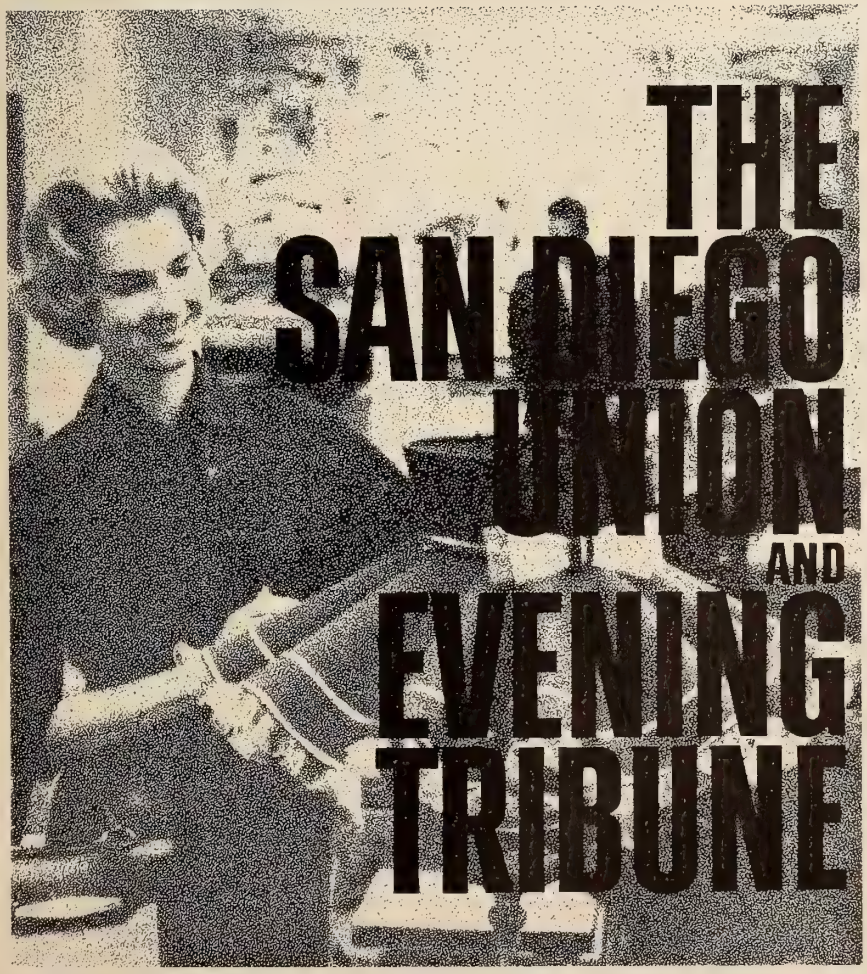
First Sponsor ▪ Mr. Jones told KWK counsel the first treasure hunt contract with the sponsor, 3-V Cola, was for a minimum of four weeks and that there was no guarantee about when the prize would be found. Mr. Jones said the agency and client were told that if the prize were found the first day the contract still was firm for four weeks.

After stating he and Mr. Spheeris then discussed hiding the prize "late" after the contest began, Mr. Jones was unable to recall the specific statements of Mr. Spheeris. But he said he remembered Mr. Spheeris was "a little bit worried" about someone finding the prize and not knowing what it was as had happened to certain other stations.

Pressed by KWK counsel about the discussion, Mr. Jones was unable to say whose idea it was about hiding the prize late, other than "we agreed" it was a good idea. "Whether he told me specifically to hide it late I couldn't say," Mr. Jones replied. He admitted as true his statement to the FCC staff in June that he had made it "clear" to Mr. Spheeris it was his (Jones') intention not to hide the prize before the contest began.

The FCC counsel also took further testimony last week from KWK President Spheeris and also KWK Vice President Hugh K. Boice Jr. and KWK Treasurer John C. Gagliano.

Mr. Spheeris related that after he learned in late March of this for the first time from Mr. Hamel that the prizes were not hidden at the start of the treasure hunts, he mentioned it to Messrs. Boice and Gagliano and instructed KWK counsel to make a special investigation. He said he did not



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With furniture-household-appliance store sales of more than $83 million last year, San Diego County ranked 11th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA . .	$83,148,000
SAN FRANCISCO, CALIFORNIA	$83,088,000
DADE (MIAMI), FLORIDA	$78,271,000
KING (SEATTLE), WASHINGTON	$66,496,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

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SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

tell counsel what Mr. Hamel had divulged because he wanted to learn the truth and not accuse anyone prematurely until it could be learned.

Mr. Spheeris related that later after the KWK attorneys interviewed Mr. Hamel he did not discuss the subject with Mr. Jones "on advice of counsel." He said the attorneys did not interview Mr. Jones because there was possible perjury involved and they wanted to protect the rights of both Mr. Jones and Mr. Hamel.

Mr. Spheeris said he did not learn of investigator Schaf's August 1960 visit to KWK until after he returned from vacation and Mr. Jones told him about it. He said Mr. Jones minimized it and suggested former employes might have been responsible. Mr. Jones told him that when the investigator had arrived he called KWK counsel and was instructed to cooperate, Mr. Spheeris related.

Boice Testimony ▪ Recalling the September 1960 meeting in New York when Mr. Jones' affidavit to the FCC was prepared, Mr. Boice said that upon "repeated questioning" and "crossfire" Mr. Jones said the treasure hunt prizes had been hidden the "first or second" day of the contests. Mr. Boice said it was "disturbing to me he couldn't give me an exact date."

Mr. Boice introduced a subsequent letter from Suzayne C. Cleaveland, WEMP corporate secretary, which contained a notation Mrs. Cleaveland was understood to have made in her diary concerning the April 1960 WEMP board meeting.

Read by FCC counsel, it said "AMS fed to gills with WLJ. Thinks we should fire if FCC lawyers get together in D. C. on Monday and decide he's fly in the ointment. Inferred has lied re time of capsule."

Mr. Boice, however, said he did not recall that Mr. Spheeris had stated anything to this extent during the WEMP meeting.

Mr. Gagliano testified that in May 1960 Mr. Jones had mentioned the treasure hunt idea to him and he said he cautioned Mr. Jones to be sure to get "clearance" from Mr. Spheeris before starting it. During the September 1960 New York meeting he recalled KWK counsel Booth gave Mr. Jones "a pretty rough time."

Robinson denied grant of am without hearing

The FCC refused to grant without hearing an am station in Holly Springs, Miss., to multiple radio-station owner Aaron B. Robinson last week and so dismissed his application, an alternative he had requested. The application was set for hearing on grounds that Mr. Robinson had too great a concentration of stations in one geographic area. Commissioner Rosel H. Hyde dissented to the necessity of a hearing.

Mr. Robinson told the FCC Holly Springs needs an "outlet for local self-expression" but said that if he could not be spared the expense of a hearing, he would not prosecute the application. He said the area is not sufficiently economically promising.

Stations in which Aaron Robinson has majority interest: WDXI-AM-TV Jackson, WDXE Lawrenceburg, WDXN Clarksville, WENK Union City, WTPR Paris, all Tennessee, and WCMA Corinth, Miss.

More federal reins needed, ACLU claims

Broadcasting needs more government supervision, not less. This was the theme of comments by the American Civil Liberties Union on the FCC's proposed changes in program reporting forms. The brief denies critics' contentions that the new forms constitute censorship and maintains that, to the contrary, by easing some of "the tremendous commercial pressures" on broadcasting they would be an antidote to the industry's own "censorship in reverse." This is the "censorship" which, ACLU maintains, often keeps "controversial and stimulating material" off the air.

There are many "fine programs" and some broadcasters who apparently want to improve their output, ACLU continues. But on the whole "television has hardly tapped its great potential to benefit society" and FCC Chairman Newton Minow was "all too accurate" when he called tv a "vast wasteland."

Rating 'Tyranny' ▪ The brief strikes out at "the tyranny of the rating system" which has "raised mediocrity to star status" and "virtually stifled original incentive," and at the "sponsorship criteria" which leaves "even the most imaginative broadcaster somewhat at the mercy of the sponsor," who in turn puts his faith in the ratings.

"We all know," ACLU says, "that the process almost invariably leads to the same conclusion: less public affairs programming, especially in prime time, less cultural programming, more, and still more, of the tawdriness which now fills our screens. The system and the sponsor have proven victorious all too often, and, even more often, have provided the cautious and profit-seeking broadcaster with an all too convenient excuse for not meeting his obligations to the public."

The South Dakota Broadcasters Assn. also told the commission that small stations would find it very difficult and prohibitively expensive to comply with the proposed programming forms and logging requirements. SDBA complimented the FCC for attempting to "modernize" the forms and at the same time asked the agency for more simplification and less paper work.

GE, WBC STATIONS

Union cites antitrust case in asking license refusals

A new wrinkle was thrown into the FCC deliberations on whether to renew the broadcast licenses of General Electric Co. and Westinghouse Broadcasting Co. last week when the United Automobile Workers urged the FCC not to renew the licenses or those of "any other corporation found guilty of violating the antitrust laws."

In a letter to commission Chairman Newton N. Minow, the UAW said that any company which "knowingly or wilfully" engages in price fixing should not be rewarded with "lucrative franchises." The letter cited the Landrum-Griffin bill which denies certain rights to union members "who have been convicted for violating laws against society" and said that the same principle should be applied to management.

Copies of the letter were sent to Commissioners T. A. M. Craven, Rosel Hyde, Robert E. Lee and John S. Cross, who were erroneously reported by a Washington columnist to have voted formally for renewal of the licenses in question. The GE and Westinghouse renewals were questioned after criminal antitrust convictions of their parent companies and several officers for price fixing.

The case has been before the FCC several weeks but no formal vote has been taken (CLOSED CIRCUIT, Sept. 18, 11). It was not discussed at last week's meeting. GE owns WGY, WGFM (FM) and WRGB (TV) Schenectady, N. Y. WBC, subsidiary of Westinghouse Electric Co., owns WBZ-AM-TV Boston, KYW-AM-TV Cleveland, KPIX (TV) San Francisco, KDKA-AM-TV Pittsburgh, WJZ-TV Baltimore, KEX Portland, Ore., WOWO Ft. Wayne, Ind., WIND Chicago and WBZA Springfield, Mass. The company also has contracted to purchase KLAC Los Angeles and plans to surrender WBZA upon approval.

WNTA-TV sale parties urge quick FCC approval

Both parties to the sale of ch. 13 Newark-New York last week asked the FCC to approve the sale and not to allow protests by New Jersey's Gov. Robert Meyner to delay closing the transaction. The $6.2 million contract between National Telefilm Assoc. and Educational Television for the Metropolitan Area Inc. calls for FCC con-

sent prior to Oct. 29 (BROADCASTING, Sept. 11, July 10).

NTA charged Gov. Meyner seeks to delay approval by "the creation of fanciful questions." The seller rebutted the governor's charge of trafficking, claiming the station's "tremendous losses incurred . . . do not permit any unconscionable profit and perhaps [the sale] may result in no profit at all." NTA pointed out that the educational group's offer was not the high bid for the channel but was accepted because NTA thought bringing etv to the New York area would be in the public interest

ETMA pointed out that it intends to provide etv to New Jersey as well as New York and Connecticut and claimed that such a grant has ample FCC legal precedent. The etv group said it plans to provide community service for Newark and to give its residents and officials opportunity for self-expression. "It is clearly unfair to deny Newark as well as the rest of the metropolitan area its only opportunity" for etv, ETMA pleaded.

ORLANDO INITIAL DECISION

Recommends ch. 9 grant be voided and that Mid-Florida be disqualified for 'ex parte'

Chief FCC Hearing Examiner James D. Cunningham recommended last week that the June 1957 grant of ch. 9 Orlando, Fla., to Mid-Florida Tv Corp. (WLOF-TV) be declared void and that the applicant be disqualified completely from further consideration.

"Mid-Florida was not and could not . . ." have been unaware of *ex parte* representations to then FCC Commissioner Richard A. Mack and "ratified them," Mr. Cunningham ruled in his initial decision. He said the record, following rehearing of the case late last spring (BROADCASTING, May 29), leads to this "one reasonable conclusion."

There is no evidence that the only other ch. 9 applicant, WORZ Inc., participated in or knew of any improprieties on its behalf and therefore WORZ is not disqualified from receiving a grant, the examiner stated.

Joseph L. Brechner, president of WLOF-TV, immediately expressed "shock" at the examiner's conclusions. "We will file exceptions immediately and the case will be argued before the full commission. At that time we are confident that the commission will reverse the examiner . . ." Mr. Brechner said.

The WLOF-TV president pointed out that Mr. Cunningham found no direct affirmative evidence that any *ex parte* contacts were made with the knowledge and consent of Mid-Florida.

Mr. Cunningham condemned the actions of Orlando civic leader William H. Dial, who admitted contacting Mr. Mack and discussing the merits of the ch. 9 applicants while the case was before the commission. "Dial sought to influence the vote of Mack by creating in his mind the impression that WORZ was an unfit party to receive the tv permit . . .and that it should be issued to Mid-Florida which he represented, notwithstanding the attempted deception by one of its own officers and directors . . ." An original initial decision in 1955 had favored WORZ Inc., relying heavily on testimony that Mid-Florida officer and stockholder Hyman Roth "sought to deceive and mislead the commission."

Unreasonable, Incredible ▪ Mid-Florida's principals denied that they sanctioned Mr. Dial's discussions with Mr. Mack or that they knew of them at the time, Mr. Cunningham noted. "Notwithstanding that there is no direct evidence, as such, rebutting these assertions, they cannot be accepted in light of the record as a whole for they are unreasonable, incredible and contrary to normal human experience," the examiner stated.

"Although Dial considered his repeated *ex parte* approaches to Mack wholly proper, he would not advise the Mid-Florida group under any circumstances. . . . This circumstance would appear to be of significance herein for if Dial had no compunction regarding these approaches . . . it is inconceivable and incredible that, in such a frame of mind, he would not and did not notify the Mid-Florida group by whom he had been retained and with whom he had been working closely. . . ."

The grant is void, the examiner ruled, because Mr. Mack should have been disqualified from voting. None of the present commissioners are disqualified, Mr. Cunningham said, but it is impossible to measure the influence which then Commissioner Mack may have had on them at the time of the grant (the vote was 5-0).

Mid-Florida principals at the time of the original grant included Mr. Brechner, Mr. Roth, John W. Kluge, president of Metropolitan Broadcasting, Harris H. Thompson and approximately 15 others. Mr. Brechner purchased Mr. Kluge's interest (25%) in 1959 for $350,000, and is now the largest single stockholder with 43% of the Class B stock.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE
★ ANDY GRIFFITH
★ DANNY THOMAS
★ GARRY MOORE
★ HAVE GUN WILL TRAVEL
★ G. E. THEATER
★ CHECKMATE
★ RED SKELTON
★ CANDID CAMERA
★ I'VE GOT A SECRET
★ RAWHIDE
★ JACK BENNY
★ BONANZA
★ DUPONT SHOW
★ DENNIS THE MENACE
★ TO TELL THE TRUTH
★ (SYNDICATED)
★ DOBIE GILLIS
★ ED SULLIVAN
★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV
NBC CHANNEL 13 CBS
BIRMINGHAM, ALA.

REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

A lot of noise, but little legislation

FCC REVAMP AMONG FEW RADIO-TV BILLS ENACTED THIS SESSION

With Congress packing its bags preparatory to a 3½ month recess, its battle cry, so far as legislation affecting broadcasters is concerned should be, "Wait'll next year."

The legislators made starts on a number of important bills in the first session of the 87th Congress, ignored others completely, and completed action on only a handful.

But one of those that made it through the legislative mill in the eight-month session is an act by which the 87th Congress will be remembered—the reorganization of the FCC.

The legislation, drafted largely by the commission itself, is designed to streamline FCC functions to permit the commissioners more time for important policy considerations. It allows the commission to delegate adjudicatory functions to individual commissioners or lesser employes, and to accept or reject applications for review.

Congress went to work on the bill with considerable verve after the House had rejected President Kennedy's plan to reorganize the FCC. That was defeated largely on the ground that it would have increased considerably the powers of the controversial chairman, Newton N. Minow (BROADCASTING, June 19).

Another important piece of broadcasting legislation sent to the White House was the Celler sports bill, on which the Senate completed action Thursday night (Sept. 21). The bill (HR 9096), in effect, overturns a Federal Court ruling voiding the National Football League-CBS contract, and permits professional sports leagues to negotiate package television pacts with the networks (see story, page 56).

Minimum Wage Exclusions ▪ Congress also went along with a long-sought NAB request to remove announcers, news editors and chief engineers employed by small town radio or television stations from provisions of the minimum wage law. The exclusion was written into the 1961 Fair Labor Standards Act.

But those were the only significant measures affecting the broadcasting industry approved in the first session. Still awaiting action are a number of important bills. These include proposals to free broadcasters from the bonds of the equal-time requirements of the Communications Act so that they can give free time to the top candidates of the major parties.

The Senate Communications subcommittee began, but never finished, hearings on a bill (S 204), introduced by Sen. Warren G. Magnuson, which would make permanent the 1960 suspension of Sec 315, which applied to presidential and vice presidential candidates.

These hearings will undoubtedly be resumed in the second session. And when they are, they will involve a second, and broader, political broadcasting bill (S 2035), introduced by Sen. John O. Pastore (D-R.I.) in June. This one would apply to candidates for U. S. senator, congressman and governor, as well as president and vice president.

Hearings bearing on the future of Sec. 315 were held also by the Senate Commerce Committee's Watchdog Subcommittee. For three days last April the subcommittee, which policed the industry in connection with the liberalization of the political broadcast provisions of the Communications Act, heard the FCC and a string of witnesses in an inquiry into alleged broadcaster bias during the 1960 presidential election. The subcommittee has yet to submit recommendations, based on its investigations and hearings, for changes in the law.

Proposals for federal aid for educational television, which have been advanced, in vain, in three previous Congresses, were advanced again in the first session of the 87th—and made considerable progress.

As it has in the past three Congresses, the Senate approved a proposal by Sen. Magnuson to grant each state up to $1 million for educational television facilities. The House approved an etv bill (HR 132) of its own, which provides for federal grants totalling up to $25,-500,000 on a matching-funds basis.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), was approved by the House Commerce Committee late in the session, then pigeon-holed in the Rules Committee during the closing rush of House business. Indications were that it would get to the floor next year.

Unfinished Business ▪ Other bills which were the subject of hearings, but failed to make it through Congress included measures to:

- Create a five-man commission to study and report on the manner in which the spectrum space is allocated, (hearings begun by the Senate Communications Subcommittee).
- Reimburse major political parties up to $1 million, and minor parties up to $100,000, for radio-tv time purchased in behalf of their presidential candidates (shelved by Senate Rules Committee).
- Permit radio and television coverage of House committee meetings (killed by House Rules Committee).
- Eliminate the oath requirement on certain FCC documents (passed the Senate, but remained in committee in the House).
- Require licensees to maintain and illuminate abandoned radio towers (passed the Senate, but remained in committee in the House).
- Extend the hours of daytime-only radio stations (still in House Commerce Committee).
- Require high ethical standards on the part of FCC and other regulatory agency members (still in House Commerce Committee).

Confirmations ▪ The first session of the 87th Congress also saw the Senate confirmation of such key New Frontiersmen as FCC Chairman Minow; former CBS news commentator Edward R. Murrow, as director of the U. S. Information Agency; and Paul Rand Dixon, as chairman of the Federal Trade Commission.

In addition, Capitol Hill produced

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Central Connecticut's STATION with COMPLETE FAMILY SERVICE PROGRAMMING
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A TELE-BROADCASTERS STATION

its quota of eye-catching hearings affecting the broadcasting industry. The Senate Juvenile Delinquency Subcommittee's investigation of television's influence on youthful viewers produced some juicy headlines, and promises to produce more before they are concluded.

Congressional interest in U. S. satellite communications policy was made clear when four committees held hearings on the subject. Additional committees are expected to get into the act.

A congressional report that had long been awaited with some uneasiness by the broadcasting industry turned out to be nowhere near as explosive as some had expected. This was the broadcast-ratings report, prepared for the old House Oversight Subcommittee by a committee of the American Statistical Assn. The report said rating services were guilty of some errors but, on balance, did a competent job.

During the final weeks of the session, two new issues arose that are certain to provide fodder for controversial hearings next January. Both involve the FCC—its proposals to break down 13 clear channels and to delete vhf channels from eight markets in the commission's deintermixture plan.

'Big Sister' may be listening at the FCC

Persons telephoning the FCC might be wise to ask whether their calls are being monitored. According to a report of the House Government Operations Committee, the commission is one of 33 government agencies (out of 37 surveyed) that permit the practice.

Furthermore, the committee said the commission is one of 21 agencies that have no regulations concerning telephone monitoring, and is one of 16 that does not require the caller be notified a third party is listening.

Listening-in at the FCC is done by secretaries, according to the report. Many other agencies use electronic devices. FCC Chairman Newton N. Minow told the committee's Government Information Subcommittee, which prepared the report, that the commission has no regulations concerning monitoring because it never believed that this concept included secretaries listening in on phone calls.

The report recommended that monitoring be tightly controlled by regulations which would require that:

- Telephone eavesdropping be banned.
- The use of recording devices be banned unless advance notice is given the other party.
- Callers be notified whenever a secretary is placed on the line "for any purpose."

The report noted that the FCC staff members, as a result of the subcommittee's inquiries, have begun formulating rules governing telephone monitoring. The committee appeared particularly irked that, of all agencies, the FCC, which is "charged by law with the duty of regulating interstate and foreign commerce in communication," doesn't regulate telephone monitoring by its own personnel and permits the practice without requiring that the caller be warned.

AT&T RATE CHANGES

If approved, will jump wire-service costs 19%

Radio and tv stations which use AP or UPI wire services would have to pay about 19% more, if proposed charges filed by AT&T's Long Lines Dept., Sept. 14 are adopted.

The AT&T submitted proposed new tariffs for private line usage in conformity with FCC instructions following the issuance of an initial decision in the long-pending private-line telephone and teletypewriter service investigation. The initial decision was issued last July and recommended that private-line telephone charges be reduced, while private-line telegraph service charges be increased—to give AT&T a net increase of $1.5 million for these services.

Instead of a $1.5 million increase, AT&T Assistant Vice President C. F. Nelson said, the changes would result in a decrease of $308,000.

Commercial private telephone line users would pay 2.1% more, and government users 7.8% less. The largest jump, according to AT&T estimates, would be for press channels: a 19% jump.

UPI calculated that the proposed tariffs would increase its costs by $738,000 a year—18%.

One of the reasons for the discrepancy between the FCC's estimates and the actual figures, AT&T said, was that the commission based its figuring on 1955 revenues, while the proposed charges are based on 1961 revenues.

The AT&T noted that it was submitting the proposed rates at the FCC's instructions. The private line case has been going on since March 1956. The revenues involved for the telephone company are about 2% of its total.

WLW cancels union show; UAW protests

The United Automobile Workers is aroused at WLW Cincinnati and Sen. Philip A. Hart (D-Mich.) has added his voice to the union's in protesting the Crosley station's decision not to renew a union program.

The program, *Eye Opener* with Guy Nunn, has been running on WLW and 16 other radio stations for the past year. It is a taped commentary of news from a liberal and labor viewpoint, running 30 minutes and heard five times a week on WLW from 7 p.m. to 7:30 p.m.

UAW officials said that when it asked last month that the program be renewed WLW replied that it was unacceptable and would be replaced by a sustaining news program. This information, the union claimed, was received Sept. 7, just four days before its contract with WLW expired.

The union said it complained to the FCC at this "abrupt" cancellation and that the FCC had informed it that the station had been asked for its version of the affair.

Crosley President R. E. Dunville told the FCC that the union program was not cancelled; the 52-week contract was not renewed. A substitute program, more in the public interest, Mr. Dunville said, was *Conference Call,* comprising five minutes of NBC news plus discussion of day's events by news editors of Crosley stations.

Rochester stay requests refused by commission

Realignment of tv station ownership in Rochester, N. Y., was okayed by the FCC for the second time last week when the agency refused to grant a stay requested by the National Assn. of Broadcast Employes & Technicians (AFL-CIO) and the American Federation of Tv & Radio Artists (BROADCASTING, Sept. 18, 11). Still pending is a petition by the unions for reconsideration.

The $6.5 million transaction involves the purchase of Transcontinent Tv Corp.'s WROC-TV ch. 5 by ch. 10 sharetimers WVET-TV (Veterans Broadcasting Co.) and WHEC-TV (Gannett newspapers). WVET-TV will relinquish ch. 10 and operate on ch. 8, recently shifted from Syracuse to Rochester, with ch. 5 going to Syracuse, in rulemaking which added third vhf's to both cities.

In denying the union appeal, the commission said that the petition for stay did not show that irreparable injury will be sustained by the public or the unions pending FCC consideration of the NABET-AFTRA petition for reconsideration.

Set sales, production drop sharply in July

The vacation month of July caused production and sales of radio and tv to drop drastically—with radio plunging to a low for the year, and tv the lowest since January.

Production and sales figures for the seventh month of 1961 and 1960, as reported by Electronic Industries Assn.:

PRODUCTION

Period	Radio	Tv
Jan.-July 1961	8,567,689*	3,184,514**
Jan.-July 1960	9,414,879	3,231,898

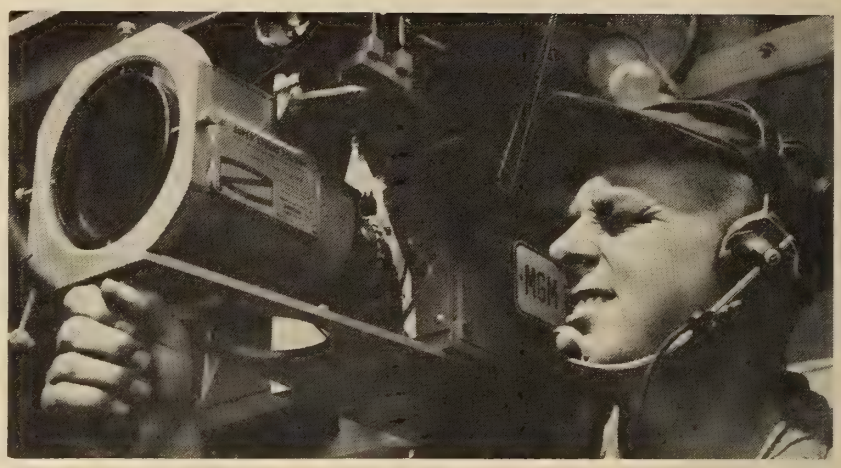
SALES

Jan.-July 1961	5,088,031***	3,027,975
Jan.-July 1960	4,451,721	3,050,385

* Includes 2,701,919 auto radios, and 404,709 fm radios, compared with 3,651,000 auto radios and 494,540 fm radios in 1960.

** Includes 171,065 tv sets with uhf, compared with 259,468 tv with uhf in 1960.

*** Excludes auto sales.



Cameraman demonstrates new lightweight video-tape camera which was developed specifically for taping on-location commercials. The camera is handled like a U. S. Army bazooka anti-tank weapon.

MGM Telestudios' new portable tv camera

MGM Telestudios has developed a lightweight, hand-held tv camera, which is said to facilitate the taping of commercials on location. The new equipment—a 40-pound, stripped-down version of the standard studio image orthicon camera—is fitted with a bazooka-type grip and is operated in the same manner as the military weapon. The cameraman holds it with one hand, braces it on his shoulder and sights through a specially-built finder.

George K. Gould, president and general manager of the MGM-TV subsidiary, claims the new camera produces commercials of equal quality to ones shot with standard video tape equipment. He says the camera, which is equipped with a Zoomar lens, solves the former taping problem of shooting in cramped quarters on location. MGM Telestudios' easy-to-handle camera, he explains, can be used in the middle of a stream, from a moving outboard motorboat, or from the top of a cliff. When in use in a tight and fairly inaccessible location, it's hooked to power control equipment by a thin, flexible, 1,000 foot line.

Telestudios, which MGM-TV purchased from National Telefilm Assoc. last May, has spent the summer producing taped on-location commercials for tv from a Bucks County, Pa., farmhouse base (BROADCASTING, July 24). The company also has been using a variation of Ampex's Inter-Sync one-camera editing technique (BROADCASTING, Dec. 5, 1960, et seq).

Two new Collins plants to be ready by Oct. 15

In line with a series of expansion developments, Collins Radio Corp., Dallas, has announced a tentative completion date of mid-October for the construction of two new facilities said to cost in excess of $2.3 milion.

One of the projects, a $1.8 million manufacturing building with 117,000 square feet of space, will house special product manufacturing and assembly functions. The other is a 24,000 square foot antenna research structure.

Some 25 key antenna research engineers and scientists from Collins' Cedar Rapids, Iowa, facilities will form the nucleus of the group to occupy the new antenna facility at Richardson, Texas.

Both are nearing completion on Collins' 230-acre site adjoining the $1.7 million Texas Div. research and development structure completed in 1958.

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Crosby-Telectronics sues

Crosby-Telectronics Corp., Syosett, L. I., N. Y., has filed patent infringement suit against General Electric Co. in U. S. District Court for Southern District of New York. Crosby claims GE infringed on its patent covering method and equipment necessary for broadcasting and reception of stereophonic fm. Crosby in Sept. 7 filing asserted its patent, granted in 1958, is only one which relates to FCC-approved multiplex stereophonic broadcasting method.

ASCAP income up only slightly this year

DROP IN BUCKET TO WHAT IT COULD BE, MEMBERS TOLD

In the first seven months of this year, ASCAP had domestic income of $19,683,306, West Coast members were told Thursday in an interim treasurer's report. The figure is virtually identical with the income of $19,668,982 for the same period of 1960. After expenses amounting to just under 20% of the income, $15.8 million was left for distribution to members. Distributions of approximately $6.5 million each were made in April and July. There was also a distribution of $1.1 million from foreign royalties in May and another of about $3.4 million is anticipated for December.

Irving Caesar, chairman of the ASCAP executive committee, who read the treasurer's report, commented that this income was only a drop in the bucket to what it might be.

He noted that if a tax of a penny every other week were levied on every radio and tv receiver in the land for the music they provide, this would produce an annual revenue of $100 million. In times of rising costs like the present, he said, ASCAP must always be on the lookout for new sources of revenue. ASCAP President Stanley Adams, however, reported that the television broadcasters, whose ASCAP contracts expire at the end of the year, are more likely to make an effort to get a reduction in the fees they are paying for the use of ASCAP music than to go along with any move to increase them.

A change in the manner of calculating broadcast performance credits, with stations being asked to submit logs to ASCAP for it to use in place of the tapes it now uses, is under consideration, Mr. Adams told the West Coast membership. The change would cut the cost of figuring credits, he said, and it would also reduce the chance of failure to identify performances properly. Unlike BMI, which already uses logs in the compilation of its performance credits, ASCAP would not notify stations in advance of the time for which they will be asked to supply logs to ASCAP, he stated.

Since Feb. 28, Mr. Adams reported, ASCAP has added 214 writer members and 127 publisher members. Total membership is now 5,556 active writer members and 1,847 active publisher members, plus 669 non-participating writers.

Allied Artists releases 40 post-'50s to tv

The newly formed Allied Artists Television Corp. announced last week that the company is placing into distribution a package of 40 post-1950 feature films, 12 of which are in color.

Robert B. Morin, vice president and general sales manager, said the package includes "The Phoenix City Story," "Face of Fire" and "Cow Country." He noted that Allied Artists Television, a wholly owned subsidiary of Allied Artists Corp., is the successor company to Interstate Television Corp., and will handle all series and feature pictures formerly distributed by Interstate.

James C. Stern, formerly with United Artists Associated, last week was appointed central division sales manager for Allied Artists Television Corp. He will locate his headquarters in Chicago.

TvQ's top ten for August by age

Rank	Program	Total Audience TvQ*	Age Group 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Bonanza (NBC)	50	57	63	44	45	50
2	Real McCoys (ABC)	45	60	46	34	44	47
3	My Three Sons (ABC)	43	64	71	38	34	28
4	Gunsmoke (CBS)	42	50	40	35	43	45
4	Wagon Train (NBC)	42	43	44	32	41	51
6	Flintstones (ABC)	41	86	56	32	28	22
7	Perry Mason (CBS)	40	20	24	37	42	56
8	Rawhide (CBS)	38	42	42	34	35	41
9	Route 66 (CBS)	37	40	50	38	31	35
10	Candid Camera (CBS)	35	36	37	35	34	35
10	CBS Reports (CBS)	35	7	14	28	38	47
10	Checkmate (CBS)	35	35	40	36	34	31
10	Father Knows Best (CBS)	35	51	37	30	33	33
10	Rifleman (ABC)	35	47	43	33	28	32
10	Robert Taylor—Detectives (ABC)	35	42	51	34	27	34
10	Thriller (NBC)	35	39	53	40	26	23
10	Untouchables (ABC)	35	34	49	38	33	25
10	Walt Disney Presents (ABC)	35	66	45	20	29	31

*Percentage of viewers familiar with a show who consider it "one of my favorites."

SESAC's sports package sells

SESAC Inc., New York, reports that more than 125 radio and tv stations have purchased its "Instant Sports Music" package, which was introduced three weeks ago, for fall sports programming schedules. SESAC is extending its offer of a special package rate of $19.95. The package consists of 10 high fidelity albums containing more than 100 selections of band music for use on scoreboard shows, half-time ceremonies, etc.

Film sales...

Everglades (Ziv-UA): Sold to Rodenbergs Supermarket for WUSN-TV Charleston, S. C., and WKJG-TV Ft. Wayne. Also sold to: WNBC-TV New York; WRGB (TV) Schenectady; WTIC-TV Hartford, Conn., and KYTV (TV) Springfield, Mo. Now in more than 45 markets.

Blockbuster film package (Jayark Films Corp.): Sold to WSTV-TV Steu-



benville, Ohio; WBOY-TV Clarksburg, W. Va.; WRDW-TV Augusta, Ga.; KODE-TV Joplin, Mo.; WRGP-TV Chattanooga, Tenn.; KTAL (TV) Shreveport, La.; WHIO-TV Dayton, Ohio; KTUL-TV Tulsa, Okla., and WITI-TV Milwaukee, Wis. Now sold to 173 stations.

Ripcord (Ziv-UA): Sold to Interstate Life and Accident Insurance Co. for WJBF (TV) Augusta, Ga. Also sold to WCCB-TV Montgomery, Ala.; KIMA-TV Yakima, Wash.; WSVA-TV Harrisonburg Va.; WINK-TV Ft. Myers, Fla.; KGEM-TV Quincy, Ill.; KID-TV Idaho Falls, Idaho., and KBES-TV Medford, Ore. Sold to Kissling's sauerkraut for WRCV-TV Philadelphia, and Seaway Foods Inc. for WEWS (TV) Cleveland. Also sold to WBAP-TV Ft. Worth; KNOE-TV Monroe-West Monroe, La.; KWTX-TV Waco, Tex.; WOAY-TV Oak Hill, W. Va., and KGLO-TV Mason City, Iowa.

Bat Masterson (Ziv-UA): Sold to KGO-TV San Francisco; WNEM-TV Saginaw-Bay City, Mich., and KSYD-TV Wichita Falls, Tex.

Sea Hunt (Ziv-UA reruns): Sold to KTVT (TV) Ft. Worth; WBAL-TV Baltimore; WTOL-TV Toledo; KXLF-TV Butte, Mont.; WHEN-TV Syracuse, N. Y.; KVAL-TV Eugene, Ore.; KSYD-TV Wichita Falls, Tex.; WCCA-TV Columbia, S. C.; WILX-TV Lansing, Mich.; WREX-TV Rockford, Ill.; KCRG-TV Cedar Rapids, Iowa; WKOW-TV Madison, Wis.; WBAY-TV Green Bay, Wis.; WUSN-TV Charleston, S. C.; WCCB-TV Montgomery, Ala., and KCMT (TV) Alexandria, Minn.

Riverboat, Suspicion, Cimarron City and *Overland Trail* (MCA-TV): Sold to KJEO (TV) Fresno, Calif.; KID-TV Idaho Falls; KNOE-TV Monroe-West Monroe, La.; WKST-TV Youngstown, Ohio, KODE-TV Joplin, Mo.; WMCT (TV) Memphis; KTRK-TV Houston; WLKY-TV Louisville, and KTTS-TV Springfield, Mo. Now in more than 70 markets.

A-Okay's From U.A.A. (United Artists Associated): Sold to WCBS-TV New York; WNBQ (TV) Chicago; WJAR-TV Providence, R. I.; KLZ-TV Denver, and WCCO-TV Minneapolis-St. Paul.

Films of the 50's Vol. I (Seven Arts Associated): Sold to KVIP-TV Redding, Calif., WNAC-TV Boston, and KVIQ-TV Eureka, Calif. Now sold in 106 markets.

A Way of Thinking (Banner Films Inc.): Sold to KCOP (TV) Los Angeles; WSB-TV Atlanta; KONO-TV San Antonio; KTVI (TV) St. Louis; KOTV (TV) Tulsa; WKY-TV Oklahoma City; WDBO-TV Orlando, Fla.; KGNC-TV Amarillo, Tex.; KCPX-TV Salt Lake City; WTVJ (TV) Miami, and WLOS-TV Asheville, N. C. Now sold in 34 markets.

Whiplash (Independent Television Corp.): Sold to Consumers Cooperative Assn. of Kansas City for Sioux City, Iowa; Topeka, Kan.; Ames-Des Moines, Iowa; Ft. Dodge, Iowa; Great Bend, Kan.; Wichita-Hutchinson, Kan.; St. Joseph, Mo.; Lincoln, Neb.; Sioux Falls, S.D.; Rapid City, S. D., and Kearney-

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 25-29, Oct. 2-4 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Sept. 25-29, Oct. 2-4 (6:30-7 a.m.) **Continental Classroom,** American Government.

Sept. 25-29, Oct. 2-4 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 25-29, Oct. 2-4 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 25-29, Oct. 2-4 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 25-29, Oct. 2-4 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 25-29, Oct. 2-4 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 25, Oct. 2 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell, American Home Products through Ted Bates.

Sept. 26, Oct. 3 (7:30-8:30 p.m.) **Laramie,** part.

Sept. 27 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 28 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty, and Buick through Leo Burnett.

Sept. 29 (9:30-10:30 p.m.) **The Bell Telephone Hour,** The Bell System through N. W. Ayer.

Sept. 30 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 30 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 30 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 30 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Sept. 30 (9 p.m. to conclusion) **Saturday Night at the Movies,** "The Snows of Kilimanjaro," part.

Oct. 1 (4:30-5 p.m. approx.) **Patterns in Music,** sust.

Oct. 1 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 1 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-nut Gum through Young & Rubicam.

Oct. 1 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman-Kodak through J. Walter Thompson.

Oct. 1 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Oct. 4 (10-10:30 a.m.) **Say When,** part.

Oct. 4 (11:30 a.m.-12 noon) **Concentration,** part.

Oct. 4 (12-12:30 p.m.) **Truth or Consequences,** part.

Oct. 4 (1-4 p.m.) **World Series,** Chrysler through Leo Burnett; Gillette through Maxon.

Oct. 4 (6:45-7 p.m.) **The Huntley-Brinkley Report,** Texaco through Cunningham & Walsh; R. J. Reynolds through William Esty.

Oct. 4 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty; National Biscuit through McCann-Erickson; Ford through J. Walter Thompson.

Oct. 4 (8:30-9 p.m.) **The Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Oct. 4 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 4 (10-11 p.m.) **Theater '61,** American Gas Assn. through Lennen & Newell.

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION

ALBANY • SCHENECTADY • TROY

Unusual Opportunity for

CREATIVE TV FILM SALESMAN

with one of the nation's leading TV film distributors

EXCELLENT EARNINGS

EXPERIENCE NECESSARY

Reply with detailed resume

BOX 260H

all replies held in strictest confidence

Hastings, Neb. Now in 98 markets.

191 Looney Tunes (Seven Arts Associated): Sold to KRON-TV San Francisco, Calif.

50 post-48 action pictures (Screen Gems): Sold to WBAP-TV Ft. Worth and KHJ-TV Los Angeles. Now sold to 17 stations.

Post-48 Columbia Feature Films (Screen Gems): Sold to WTEN (TV) Vail Mills, N. Y.; WTVD (TV) Durham, N. C.; KLZ-TV Denver; KLAS-TV Las Vegas; KRCA (TV) Los Angeles; WRCV-TV Philadelphia, and WNBQ (TV) Chicago. Now sold to 53 stations.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KTVU (TV) San Francisco-Oakland, Calif.

CBS Films to syndicate WBBM-TV 'talk' program

CBS Films, a tv film syndicator which has made a success of selling off-network comedy shows, is now trying its hand at syndicating a station "talk" show.

The CBS stations Division subsidiary has announced that it is syndicating *At Random,* a late-night talk program produced by CBS-TV's owned-and-operated Chicago station, WBBM-TV. The 90-minute weekly show, now in its third year on the Chicago station, has already been sold to six stations. It's currently programmed at 12:15 p.m. to 1:45 a.m. Saturday-Sunday. Newspaper columnist Irv Kupcinet is moderator and plays host to celebrated guests who discuss important and lively topics of the day.

CBS Films is offering stations a complete 90-minute video tape version of each program a week after its original showing on WBBM-TV. Stations which have bought the show are KCOP (TV) Los Angeles, WSB-TV Atlanta, KSD-TV St. Louis, WGAN-TV Portland, Me., WTMJ-TV Milwaukee and WFBM-TV Indianapolis. Four of the stations are programming the conversation series instead of their schedule of feature films.

The syndication firm has sold numerous off-network comedy shows in past years. Among its best-sellers are *Amos 'n' Andy, Our Miss Brooks, Sergeant Bilko, The Honeymooners,* and *I Love Lucy.* This year, besides *At Random,* CBS Films has syndicated such backlog programs as *December Bride, Angel, Deputy Dawg,* and *Wanted—Dead or Alive.* With the exception of the last named, all are comedy series.

'Highly mobile' sales plan at Official Films

Official Films Inc., New York, has a new method of selling its syndicated properties. Each salesman may now attempt to make a sale in any area of the country, not necessarily his own territory.

Seymour Reed, Official Films president, said per-unit cost of sales has dropped in proportion to the amount of sales being made, although over-all sales costs have risen. Salesman venturing out of their areas coordinate their trips with the company sales manager, Mr. Reed said. He added that as a result of this "highly mobile" operation, sales on its latest programs—*Peter Gunn, Yancy Derringer, Mr. Lucky* and *Wire Service*—have risen to a total of 55 markets in the two months they have been in distribution.

Twelve new markets have signed for the series, Mr. Reed said. They are KLZ-TV Denver; WISN-TV Milwaukee, WSM-TV Nashville, WXEX-TV Richmond, WFMJ-TV Youngstown, Ohio; WLUK-TV Green Bay, Wis.; WCTV (TV) Tallahassee, KKTV (TV) Colorado Springs, KLAS-TV Las Vegas, KOLN-TV Lincoln, Neb., and WKYT (TV) Lexington, Ky.

INTERNATIONAL

A possible headache from Rome

INTERNATIONAL MEET TO STUDY BROADCASTER PAY TO RECORD MAKERS

A worldwide conference for the international protection of performers, record makers and broadcasters gets underway in Rome Oct. 10 and it could spell trouble for U. S. broadcasters.

The meeting, under the sponsorship of three international organizations, will consider a draft of an international convention drawn up by a group of experts last year. No U. S. broadcaster or representative was present at this preliminary meeting.

The Rome meeting, which will run Oct. 10 to 26, is under the auspices of the International Labor Office, the United Nations Educational, Scientific & Cultural Organization, and the International Union for the Protection of Literary and Artistic Works (Berne Bureau).

Scheduled to attend the conference as the representative of the U. S. broadcasting industry is Robert Evans, CBS attorney. Sydney M. Kaye, chairman of BMI, is scheduled to attend for that organization. Herman Finkelstein will represent ASCAP.

Sticky Clause ▪ Perhaps the most upsetting provision in the draft convention is Article 11. This would require broadcasters to pay record makers for the use of their "phonograms." This is the term used in the draft meaning phonograph records.

Another provision gives performers the right to prevent the broadcasting or recording of live performances without their consent.

A clause approves the right of record manufacturers to authorize or prohibit the recording of their records either directly or when broadcast.

The draft contains another provision

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Chairman Norman Parker, Motorola, Inc.

AES CONVENTION

HOTEL NEW YORKER 1:30 P.M., OCTOBER 13, 1961

*Including

Bell Telephone Laboratories, Inc.
Philco Corporation
General Electric Company
H. H. Scott, Incorporated
And Others

Brown warns of Canadian-content dangers

Canadian broadcasters were urged by one of Canada's largest advertisers to resist restrictions by regulatory bodies which can alienate station audiences. Donald A. Brown, advertising manager of Colgate-Palmolive Ltd., Toronto, told the French-language radio and television broadcasters: "I am against forcing an audience to listen to substandard juvenile programs because of Canadian content regulations.

Too many Canadian shows fall into this category," he told the French-language Radio and Tv Broadcasters Assn., holding its first meeting outside Quebec Province at Toronto Sept. 9-13. "You must give the audience what they want, and make them want what you give them," he said.

Regulations were necessary and often in the best interests of those regulated, but too often the voice of the industry is not heeded by those making the rules, Mr. Brown said. (Radio broadcasting regulations in the program field are currently being revised by the Canadian Board of Broadcast Governors, following public hearings on the subject late in August.)

The French-language broadcasters' meeting was under the chairmanship of D. A. Gourd, CKRN-AM-TV Rouyn, Que. At the business session Henri Audet, CKTM-TV Three Rivers, Que., was elected president and Auriele Pelletier, CHRC Quebec, Que., vice president. Directors elected: Paul L'Anglais, CFTM-TV Montreal; Dumont Lepage, CFRG Gravelbourg, Sask.; Conrad Levigne, CFCL-AM-TV Timmins, Ont.; Raymond Crepeau, CJMS Montreal; and Andre LeCompte, CJBR-AM-TV Rimouski, Que.

which authorizes broadcasters to approve or prohibit the rebroadcast of their broadcasts or recording of their broadcasts.

Hague Meeting ▪ Thirty experts participated in the meeting at The Hague on May 2-20, 1960. They represented 16 countries. From the United States were:

Arthur Fisher, then U. S. Register of Copyrights; Henry W. Wiens, then deputy assistant Secretary of Labor; and Dr. A. Bogsch, legal adviser, U. S. Copyright Office.

Attending The Hague meeting were representatives of the International Federations of Musicians, Actors, Variety Artists, Phonograph Industry, European Broadcasting Union, Film Producers, Literary and Artistic Assn., Authors' and Composers', Hotel, Restaurant and Cafe Keepers, and Intellectual Workers.

The president of the 1960 conference was G. H. C. Bodenhausen, The Netherlands; Mr. Wiens was one of the vice presidents.

The draft treaty was circulated among the governments which participated. As of June 21 there had been no reply from the United States. Other comments by governments included:

- The concept of rebroadcasting should be defined to determine whether this means simultaneous relay or deferred relay (Austria).
- The right of phonograph makers to remuneration should be upheld (Czechoslovakia).
- The provision which forbids use of television broadcast material by third parties charging admission to the public should be reworded to cover users who might derive direct or indirect profit from such viewing (Switzerland).

Names of members of the official U. S. delegation will be known in a week or two.

Canada rep association to release ad figures

For the first time in 35 years since radio became an advertising medium in Canada, accurate figures as to advertising expenditures will be available later this year. The 12 members of the recently-formed Station Representatives Assn. of Canada, Toronto, Ont., have arranged for independent auditing of industry figures. Data from major radio stations placing national business directly rather than through station representatives, is also being obtained Quarterly and annual figures are expected to be available late in October.

The SRAC is also working on an improved broadcast order form and contract on continuous forms, for possible adoption by all station representatives and advertising agencies. At present only about half the reps and agencies find the standard form suitable to their needs.

New station holdings acquired by Selkirk

Selkirk Holdings Ltd., Edmonton, Alta., recently acquired, for an undisclosed sum, all shares of Interior Broadcasters Ltd., corporate owner of CJIB Vernon, B. C., the Selkirk's annual report states. CJIB owns one-third of CHBC-TV Kelowna, B. C. Both stations have made a profit the past few years. Selkirk Holdings has also increased its interest in CJCA Edmonton. Alta., and now holds 60% of CFAC Calgary, Alta.

Selkirk consolidated net profit declined from $142,820 last year to $118,720 for the fiscal year ending June 30, 1961. The difference is accounted for by inclusion in last year's earnings of certain non-recurring items. The company is changing its fiscal year to end Dec. 31, and says its outlook for the final half of this year is promising. Selkirk also owns CJOC Lethbridge, Alta., and a share of CJLH-TV there. H. E. Pearson, Edmonton, is president, and Gerry Gaetz, managing director.

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WHIP THE HAZARD OF

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INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT

WITH 1) Good Practices
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3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look after No. 3 with our SPECIAL and UNIQUE EXCESS POLICY, built to do it satisfactorily and quite inexpensively!

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21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

MORE CANADIAN TV FOR CANADIANS

Regular CBC-TV fall-winter lineup sold out, network says

Ten Canadian-produced shows occupying six hours of network time will be among the weekly sponsored programs to be seen in Canada this fall and winter on the Canadian Broadcasting Corp. television network. Doug Nixon, director of CBC network programming at Toronto, reports sponsorship of all regular programs for sale on network time, with a number of new sponsors for network programs.

Included in the network schedules are a number of United States network shows, as well as U. S. and British film shows.

In addition to the regular evening programs there is a series of special programs. Trans-Canada Telephone System, Montreal, Que., through McKim Adv. Ltd., Montreal, has four such programs scheduled, starting with a 90-minute Canadian-produced *Pirates of Penzance* operetta on Oct. 2, two *Telephone Hour* shows from NBC, and a dramatic production *Trial by Jury* early next year.

Timex Corp. of Canada Ltd., Toronto, has three one-hour network programs coming from ABC, through Ronalds-Reynolds Co. Ltd., Toronto, Ont. Max Factor & Co., Toronto, through James Lovick & Co. Ltd., Toronto, has scheduled *Tribute to Jack Benny* from CBS on Sept. 27. General Motors Products of Canada Ltd., Toronto, through MacLaren Adv. Co. Ltd., Toronto, has scheduled three CBS programs, *Victor Borge Show* Sept. 27, *Red Skelton Show* Nov. 3 and *Danny Kaye Show* Nov. 6.

Sports Specials ▪ A series of special sports events including football, hockey, and World Series baseball has been sold to a number of sponsors, including Carling Breweries Ltd., Toronto (McKim Adv. and F. H. Hayhurst Co., Toronto); American Motors Ltd., Toronto (McKim Adv., Toronto), British American Oil Co. Ltd., Toronto (James Lovick & Co., Toronto), Imperial Oil Ltd., Toronto (MacLaren Adv. Co., Toronto), Gillette Safety Razor Co. Ltd., Montreal (Maxon Inc., New York), Chrysler Corp. of Canada, Windsor, Ont. (BBDO, Toronto), Dow Brewery Ltd., Montreal (Vickers & Benson Ltd., Montreal), and Imperial Tobacco Co. Ltd., Montreal (Cockfield Brown & Co., Montreal).

Starting Sunday evening, Westminster Paper Co. Ltd., Vancouver, B. C., and Ralston Purina Co. Ltd., Port Credit, Ont. (both through James Lovick & Co., Toronto) sponsor *Hazel;* General Foods Ltd., Toronto (Baker Adv. Co., Toronto) and Pepsi-Cola of Canada Ltd., Montreal (BBDO, Toronto) sponsor a live Canadian show *Parade;* Colgate-Palmolive Ltd. (Spitzer, Mills & Bates Ltd., Toronto), Canadian Kodak Co. Ltd., Toronto (Baker Adv. Co., Toronto), and Singer Sewing Machine Co., Toronto (Young & Rubicam Ltd., Toronto) share *Ed Sullivan Show;* and General Motors of Canada Ltd., Oshawa, Ont. (MacLaren Adv. Ltd., Toronto), sponsors *Bonanza.*

Monday evening Canadian show *Don Messers Jubilee* is shared by Pillsbury of Canada Ltd., Toronto (Leo Burnett Co. of Canada, Toronto) and Massey-Ferguson Ltd. (Needham, Louis & Brorby of Canada, Toronto); General Foods Ltd., Toronto (Baker Adv. Co., Toronto) sponsors *Danny Thomas Show;* Gillette Safety Razor Co. of Canada, Montreal, and Ford Motor Co. of Canada Ltd., Toronto (Vickers & Benson Ltd., Toronto) share Canadian quiz show *Live a Borrowed Life;* and the *Bob Cummings Show* is shared by Sherwin-Williams Co. of Canada, Montreal (Cockfield Brown & Co., Montreal) and Beecham Products Ltd., Toronto (McConnell-Eastman & Co., Toronto).

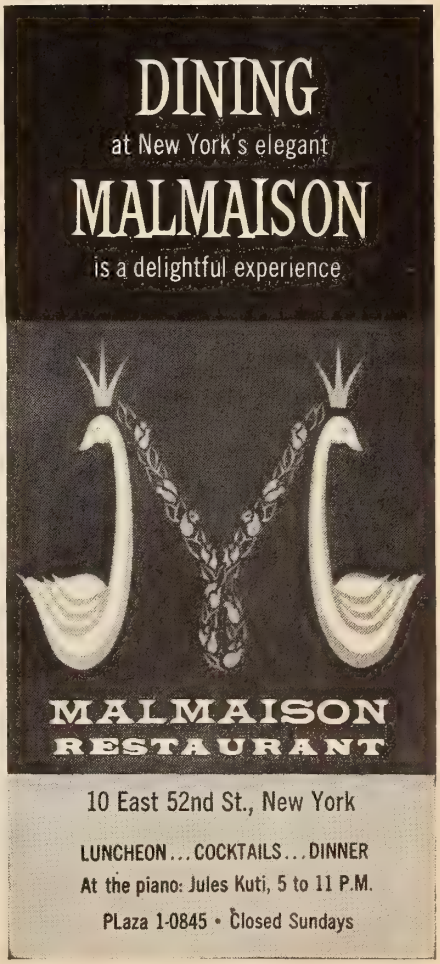
Tuesday Lineup ▪ Tuesday evening the *Garry Moore Show* is shared by Procter & Gamble of Canada Ltd., Toronto (Compton Adv. Inc., New York), Coca-Cola Ltd., Toronto (McCann-Erickson Canada Ltd., Toronto), and Gillette Safety Razor Co. of Canada, Montreal (Spitzer, Mills & Bates Ltd., Toronto); Canadian show *Front Page Challenge* is sponsored by Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto) and Du Maurier Cigarettes Co., Quebec City (Vickers & Benson Ltd., Montreal); with *Red Skelton Show* sponsored by Ford Motor Co. of Canada, Toronto, and S. C. Johnson & Son Ltd., Brantford, Ont. (Needham, Louis & Brorby of Canada, Toronto).

Wednesday evening Kellogg Co. of Canada, London, Ont. (Leo Burnett Co. of Canada, Toronto) sponsors *Huckleberry Hound;* Canadian show *Playdate* is shared by Sterling Drug Mfg. Ltd., Windsor, Ont. (Dancer - Fitzgerald-Sample Inc., Toronto), Philips Electronic Industries Ltd., Toronto (Needham, Louis & Brorby of Canada, Toronto), Procter & Gamble Co. of Canada, Toronto (Leo Burnett of Canada, Toronto) and Coca-Cola Ltd., Toronto; *Perry Como Show* is sponsored by Kraft Foods Ltd., Montreal (J. Walter Thompson Co., Toronto).

Thursday evening *My Three Sons* is shared by Campbell Soup Co. Ltd., New Toronto, Ont. (BBDO, Toronto), and Carnation Co. Ltd., Toronto (Baker Adv. Ltd., Toronto); *The Defenders* has as sponsors Sterling Drug Mfg. Ltd., Windsor, Lever Bros. Ltd., Toronto, Texaco Canada Ltd., Montreal (Ronalds-Reynolds Ltd., Montreal) and Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Adv. Ltd., Montreal).

Friday Schedule ▪ Friday evening the Canadian show *Country Hoedown* is shared by S. C. Johnson & Son Ltd., Brantford, Ont., and Beecham Products Ltd., Toronto; *Car 54 Where Are You?* has as sponsor Procter & Gamble of Canada Ltd., Toronto; Canadian program *Tommy Ambrose Show* is for General Motors of Canada Ltd., Oshawa, Ont.; and *Perry Mason* is shared by Gillette Safety Razor Co. of Canada Ltd., Montreal, Kimberly-Clark Corp. of Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto), Sterling Drug Mfg. Ltd., Windsor, and Noxzema Chemical Co. of Canada Ltd., Toronto (Young & Rubicam Ltd., Toronto).

Saturday evening starts with *Dennis the Menace* sponsored by Kellogg Co. of Canada Ltd., London, Ont., and an unnamed advertiser; Canadian *Hockey* is for Imperial Oil Ltd., Toronto; Canadian show *Juliette* is shared by Imperial Tobacco Co., Montreal, and Procter & Gamble Co. of Canada, Toronto; Canadian sports commentary *King Whyte Show* is sponsored by American Home Products Ltd., Toronto (Young & Rubicam Ltd., Toronto).



Abroad in brief...

'Down Under' upswing ▪ Fremantle International, New York, reports the company has completed sales totalling more than $250,000 in Australia and New Zealand over the past three months. Robert Lapthorne, Fremantle's director of operations in that area, has sold *The Beachcomber* series, *Time Out For Sports* series, and various five-minute programs in Australia. In New Zealand, he has sold *Silents Please, Royal Canadian Mounted Police, Wonders of the World* and *Cartoon Classics.*

Joiners ▪ Eleven Canadian tv stations have joined TvB of Canada, newly formed television bureau. They are CKVR-TV Barrie, Ont.; CJAY-TV Winnipeg, Man.; CKCK-TV Regina, Sas.; CFPL-TV London, Ont.; CJON-TV St. John's, Nfld.; CHBC-TV Kelowna, B.C.; CFCL-TV Timmins, Ont.; CJLH-TV Lethbridge, Alta.; CHAB-TV Moose Jaw, Sas.; CFQC-TV Saskatoon, Sas., and CKBI-TV Prince Albert, Sas.

Changing hands ▪ CFBC Saint John, N. B., is being sold for an undisclosed price to a group of local businessmen, subject to approval by the Board of Broadcast Governors, at its next meeting at Montreal. New owners are James H. Turnbull, A. Norwood Carter and James McMurray. Station manager is R. T. Bowman.

Y&R merge ▪ Young & Rubicam, New York, reports it has merged its Latin American companies with Noble Adv., Mexico City, to form Young & Rubicam Noble. The consolidation involves some 45 clients of Y&R offices in San Juan, Caracas, Mexico City, and Noble offices in Mexico City and San Salvador. Edward J. Noble, president of Noble Adv., becomes a vice president of Young & Rubicam, New York, and president of Young & Rubicam Noble.

Am-fm ban lifted

Early next year the Board of Broadcast Governors will hear applications for new Canadian radio stations, both am and fm, in the eight major markets where second television stations have begun operations in the past twelve months. The BBG is lifting its ban on new am and fm stations for Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

Its first 1962 meeting will hear applicants for stations in eastern Canadian cities, its second meeting for those west of the Great Lakes area.

FANFARE

Spots with name stars tell advertising's role

The radio industry's promotion of advertising's role in the U. S. economy, in cooperation with Advertising Federation of America and the Advertising Assn. of the West, has been supplemented by distributions to stations of a special recording of 14 messages by nine radio stars this month. Earlier this year the radio campaign committee distributed 3,000 live scripts, compared to a total of 669 scripts in 1960.

The AFA announced that the Advertising Recognition Program has enjoyed the widest participation and the best cooperation in the more than 10-year history of the old Advertising Week campaign. The program has gained impetus by new injections of life which the tv, radio and newspaper industries have given this "bread and butter" educational effort this summer. AFA reported that network tv stations are now carrying the messages dozens of times each month, many of them in prime time, while new ads are being readied for newspapers and radio for coverage in depth.

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ALBANY • SCHENECTADY • TROY

Big show ad

What is claimed to be one of the largest advertisements ever devised for a tv show heralds Walt Disney's new NBC-TV color series, *Wonderful World of Color.*

Eastman Kodak Co., alternate sponsor of the series (with RCA), is devoting its giant "Colorama" in the east balcony of New York's Grand Central Terminal to a picture of a family watching Mr. Disney and his new character Ludwig Von Drake on tv. The 16x60-foot transparency will be on display through Oct. 9. *Wonderful World of Color,* (Sun., 7:30-8:30 p.m. EDT) began yesterday (Sept. 24).

Drumbeats...

KCBS survey ▪ To find out the pulse-beat of its audience about various subjects, KCBS San Francisco last week invited listeners to mail in cards in response to a question read on the air. The question will be repeated several times during the week with replies due at midnight Friday. They will be analyzed on the *News Conference* on Monday.

Sun-taggers ▪ Members of the American Society of Travel Agents and promotion managers of ABC-TV affiliates will combine efforts in a series of promotions for *Follow the Sun,* new hour-long dramatic series which started Sept. 17 (Sun., 7:30-8:30 p.m. EDT). Travel contests, displays in travel agencies and studios and tv interviews are a few of the planned local promotions. The series stars Brett Halsey and Barry Coe as two free-lance magazine writers in Hawaii.

Fair winners ▪ KNTV (TV) San Jose, Calif., conducted a Match the Badge contest at the Santa Clara County Fair, coinciding with its live and direct telecasts at the fair. Duplicate badges were passed out to different people. If they found each other, they became winners—and recipients of General Electric appliances as prizes.

Treasury workers ▪ Bullwinkle J. Moose and Rocky Squirrel, stars of NBC-TV's animated color cartoon series, *The Bullwinkle Show* (Sun., 7-7:30 p.m. EDT), last week launched the 1961 school campaign for U. S. Savings Stamps. Bill Scott and Jay

Ward, co-creators of the characters, were honored Sept. 18 at a ceremony in Washington. They received a citation of appreciation for their aid in the savings stamp program from Sec. of the Treasury C. Douglas Dillon. Later the same day, Mr. Scott, assisted by his Bullwinkle puppet and voice, was host at a party in the New Senate Office Bldg. for about 350 children of congressmen, cabinet members and other government officials.

Pedal concentration ▪ WINS New York has inaugurated a contest in which listeners must guess the name of a mystery celebrity by hearing a recording of the famous person's footsteps. Besides the actual footsteps, daily clues are given. Winners receive transistor radios, and, if the winning postcards have been stamped by a Thom McAn Shoe dealer, there is a bonus prize of a shoe and hosiery wardrobe.

'We'll do anything for money'

CFRS Simcoe, Ont., offered the station's facilities, without charge, for three days to the Simcoe Kinsmen Club to raise money to pay off a portion of the club's public swimming pool project. It was estimated that $1,500 could be raised in the largely agricultural and tobacco-growing area in the three days.

The Kinsmen went on the air with a marathon and the theme that they would do anything for money. Listeners offered to pay for a variety of stunts, which ranged from the mayor of nearby Delhi shaving the mayor of Simcoe in the local barber shop with stroke-by-stroke report on the air, to a hula-hoop contest on the main street by Kinsmen dressed in women's clothes.

Among stunts which raised sums was the arrest and detention in the local jail of the town's police chief, a Kinsman. Listeners paid to keep him in jail and $300 was raised for the 24-hour detention. A local contractor offered to pay $1,000 if the mayor, two councillors and ten Kinsmen would dig a basement for a house which the contractor was building. Kinsmen were fed spaghetti dinners by Kinettes at the town's main corners. The two undertakers in the community, one of whom is mayor of Simcoe, took turns being led down the main street on a white horse.

These and other stunts were so successful that CFRS had to keep up the marathon for an additional eight hours for which listeners offered to pay $1 per minute the station continued the marathon beyond the first three days.

The $1,500 estimate turned into $5,500, and the station and president Ted Fielder gained a great deal of publicity and goodwill.

Dichter's 'qualitative' profile of KRON-TV

FINDS TV BEST LIKED BUT LEAST RESPECTED MEDIUM

A "qualitative" research profile of KRON-TV San Francisco—and tv in general—has been conducted for the station by Dr. Ernest Dichter, president of the Institute of Motivational Research (Croton, N. Y.).

The study was shown in slide presentation form for agencies in New York for the first time last week.

Among the findings: an emotional disturbance which tv causes among viewers of programs (tv appears to be "best liked" and "least respected" of all media), that is, a gap between what's believed popularly as the medium's potential and the actual viewer "fulfillment."

Dr. Dichter also reported that much of the "disturbed tv climate" comes from a combination of "taste-fatigue" (too much similarity in program types), and what he calls an appeal in level, to the "lowest tv denominator").

KRON-TV got a favorable response among San Franciscans because of its national and local "bi-dimensional nature"; its excellence in news and informational programming, and as an outlet carrying commercials which are better than the average.

Dr. Dichter in his study, the second he's made public in many years (the first such report about three years ago concerned the image of CBS-TV outlets on the west and east coasts), claimed a shift in attitude toward tv commercials. Many viewers regard several commercials with greater interest and a more positive response than even programs themselves.

Among the criteria which upgrade tv commercials as a group on a given station: are helpful, engage interest of the viewer, are cute and clever, exhibit good taste, give information about new products, and existing brands and products. It helps, too, if brands have a "good reputation."

Dr. Dichter maintains that a commercial's "acceptability" hinges on its "ingenuity" (extent people like it), and the extent to which pleases the viewer (and doesn't "insult" his intelligence). He warns that many commercials within one advertiser category are becoming "indistinguishable" as imitation increases after an initial success. People, he said, don't "hate" advertising on tv, but want "better" commercials.

Miami station promotes show on D.C. television

WTVJ (TV) Miami has mailed 1,600 invitations to key government, station and network officials in Washington, calling their attention to the premiere of *Look at America,* a new public affairs series that debuts on WTTG (TV) Washington, Oct. 1 and features the award-winning documentary, "The Plight of Pepito," produced by WTVJ.

Look at America will feature outstanding public-affairs efforts of various stations throughout the country. It was designed by WTTG as a vehicle by which lawmakers and other interested bodies in Washington could have a first hand view at the local program fare being produced elsewhere.

"The Plight of Pepito" was originally shown by WTVJ on July 27 and repeated last month. It also has been selected by the U. S. Information Agency for showing in Central and South America.

The program is a report on the problems of Cuban exiles in south Florida, prepared with the specific intention of creating understanding in their behalf.



At the showing (l to r): Al Constant, KRON-TV station manager; Dr. Dichter; Harold P. See, KRON-TV general manager, and H. Preston Peters, president of Peters, Griffin, Woodward, KRON-TV's representative.

BROADCAST ADVERTISING

Roscoe W. Sturges, vp and supervisor on General Foods account at Young & Rubicam, New York, joins Donahue & Coe, that city, as vp and account executive on Bosco Milk amplifier, Best Foods division, Corn Products Co.

William C. Parker, pr manager, Westinghouse Electric Corp., New York, succeeds **John R. Morris** as manager, public information, Campbell Soup Co., Camden, N. J. Mr. Morris was named vp, marketing.

Tad Jeffery, vp and advertising director, Bulova Watch Co., New York, appointed advertising and merchandising manager, Jell-O division, General Foods Corp., White Plains, N. Y.

Alan Koehler, vp and copy chief, Norman, Craig & Kummel, New York, joins Ted Bates & Co., that city, as copywriter.

Robert Glecker, account media supervisor for General Foods, Time, Johnson & Johnson, P. Lorillard and Kaiser Aluminum at Young & Rubicam, New York, joins BBDO, that city, as account executive on Curtis Publishing Co. account.


Mr. Johns

John Johns, management supervisor, vp and member of board of directors of BBDO, New York, retires at end of this year after completing 34 years with BBDO and predecessor George Ratten Co. For almost 30 years he has supervised F. & M. Shaefer Brewing account.

Charles Strother, tv producer and director of Leo Burnett, Chicago, joins MGM Telestudios, New York, as staff producer. Firm produces commercials on video tape.

Herbert Westphalen, manager, marketing research division, Lennen & Newell, New York, named research account supervisor. **Harry Dale,** marketing research project director, succeeds Mr. Westphalen, and **Marvin Grant,** research department, J. Walter Thompson, that city, from 1959-1961, rejoins L&N as research account supervisor. Mr. Grant previously served as project director, marketing research division at L&N.

Ann del Valle, publicity director of March of Dimes tv film *The Scene Stealers,* and pr director for late Cecil B. DeMille, joins Helen Morgan Co., New York public, press and stockholder relations firm, as partner.

D. Jack Jordan appointed account executive at Tracy-Locke Co., Dallas-based advertising agency.

William G. Bess, most recently on creative staff of Erwin Wasey, Ruthrauff & Ryan, appointed senior creative writer in Los Angeles office of Donahue & Coe.


Mr. Dorkin

Louis Dorkin, account executive, Dancer - Fitzgerald - Sample, New York, elected vp of agency. Mr. Dorkin joined D-F-S in 1953 as member of media department and was named account executive in 1957.

Wallace A. Ross, director of American Tv Commercials Festival and film industry consultant, named to advisory capacity by U. S. Tele-Service Corp., N. Y., tv monitoring service which provides clients with "Photo-Scripts," reproductions of tv commercials from film, tape, kinescope recordings or off-the-air. Mr. Ross will assist in development of new uses for "Photo-Scripts."

William Lynn, program director and supervisor, ABC-TV, Hollywood, joins Young & Rubicam, New York, as radio-tv supervisor.

Jack Sherry, audience promotion director of WKY-TV Oklahoma City, named copy chief of Ackerman Assoc., Oklahoma City advertising and pr firm.

Bob Zschunke promoted to assistant director and media department administrative manager for Campbell-Mithun. He will continue to function as top media planner for all Pillsbury products. **Frank Rolfes,** associate media director for Pillsbury products, promoted to supervisor of all time buying for C-M.


Mr. Rice

Jack E. Rice Jr., vp in charge of new business development, Cunningham & Walsh, New York, elected senior vp. Mr. Rice joined C&W in 1955 as account supervisor on Jaguar car account. Previously, Mr. Rice was advertising director, foreign products branch, Ford Motor Co.

James R. Cronin, copy supervisor of Campbell-Mithun, named radio-tv director of Lilienfeld & Co., Chicago advertising agency.

Richard L. Thompson, advertising manager of Western Condensing Co., Appleton, Wis., which has since become industrial division of Foremost Dairies of San Francisco, joins Chicago office of Clinton E. Frank as account executive.

Jimmie Fritz, vp of Roche-Eckhoff & Assoc., resigns to accept position with Langendorf Bakeries as director of merchandising for southern area.

John L. Gwynn, vp and media director of Erwin Wasey, Ruthrauff & Ryan, Chicago, appointed to new post of media director of agency's central division.

THE MEDIA

Robert L. Dudley, station relations and sales development director, The Meeker Co., radio-tv station representative, New York, elected vp.

Merrill Pietila, formerly with Adam Young, appointed general manager of San Francisco office of California Spot Sales Ltd., west coast radio-tv station representative.

Kenneth Beachboard resigns as manager of WFBC-TV Greenville, S. C. **Wilson C. Wearn,** executive vp of parent corporation, will assume vacated post.

Charles L. Bennis, manager, radio recording, NBC New York, also named director, radio network operations.


Mr. Collipriest

Harold D. Collipriest, general sales manager of KLUB Salt Lake City, named manager of KCPX, that city. Mr. Collipriest started his career in radio as production and continuity director of KLUB and later moved into sales department as account executive.

John DeMarco, program director of KGMB Honolulu, promoted to station manager. He will be succeeded by **John Henry Russell** who had served as air personality at station.

Robert H. Silverman, 11-year veteran of fm broadcasting in New York, named station manager of WTFM (FM) Lake Success, N. Y., which is expected to start operations in October. Owned and operated by Friendly Frost Broadcast Div., Westbury, N. Y., station is reportedly first in U.S. to be built from ground up specifically for stereo fm (BROADCASTING, Aug. 7). Mr. Silverman, who was sales manager of WBAI-FM New York for five years, last year helped organize WABC-FM New York. He began career in 1950 with WABF-FM and in 1952 joined WQXR, both New York, as account executive.

Bruce E. Haight, financial planning

and analysis director, CBS-TV, appointed assistant controller.

John L. Harris Jr., elected vp of Mello-Tone Inc., licensee of WPEX-FM Pensacola, Fla. Mr. Harris, who has been with station since it went on air in 1960, has also been named general manager.

Les Biederman, president of WTCM-AM-TV Traverse City, Mich., elected president of Michigan Assn. of Broadcasters. Others elected were **John Shepard,** general manager of WLAV Grand Rapids, vp, and **Robert Greenhoe,** president of WBCH Hastings, re-elected secretary-treasurer.

Lee Ragan, account executive at KIEV Glendale, Calif., appointed assistant general manager.

Art Fisher, head of sales service, WEAT-TV West Palm Beach, Fla., named director of tv operations.

Hugh F. Del Regno, director of business affairs for NBC-owned stations and Spot Sales Div., New York, appointed director of business affairs of WMAQ and WNBQ (TV) Chicago, NBC stations, that city.

Michael Mango, account executive at *Denver Post*, named general sales manager of KFML-AM-FM Denver.

Jack Barton, member of news staff, KING Seattle, named account executive.

Reid Leath, national sales manager of WIST Charlotte, N. C., named account executive at WWOK, that city.

William Manning, sales manager of KMUR Murray, Utah, named account executive at KCPX-TV Salt Lake City.

Edward R. Wein named general sales manager of WGBA Columbus, Ga.

Bud Gillis, program manager of WLW Cincinnati, promoted to special broadcast services director. He will be succeeded by **Merv Durea,** former promotion manager. Joining staff as promotion manager is **John Burpee,** formerly with WJAR-TV Providence, R. I., in similar capacity.

James W. Bentley, assistant program manager and film buyer for KRON-TV San Francisco, resigns. Future plans have not been announced.

Cheerful Thornhill, executive assistant to station manager of WTTG (TV) Washington, named director of promotion and advertising.

Hal Moore, air personality at WRCV Philadelphia, named production manager, succeeding **Fred Harper,** who resigned to become program manager of WPBS-FM, that city.

Hartenbower named

E. K. Hartenbower, KCMO Kansas City, named chairman of board of CBS Radio Affiliates Assn. last week at organization's eighth annual convention (see page 38). He succeeds **John S. Hayes** of Post-Newsweek stations. **Larry Haeg,** WCCO Minneapolis, was elected vice chairman, and **Joe L. Smith Jr.,** WJLS Beckley, W. Va., secretary-treasurer. **F. Ernest Lackey,** WHOP Hopkinsville, Ky., and **Westerman Whillock,** KBOI Boise, Idaho, were named to join Messrs. Hartenbower, Haeg and Smith on the executive committee. **Michael R. Hanna,** WHCU Ithaca, N. Y., **Robert McConnell,** WISH Indianapolis, and Messrs. Whillock and Smith were named to the committee to arrange next year's convention. Other members of the board are **J. Frank Jarman,** WDNC Durham, N. C., **Joseph K. Close,** WKNE Keene, N. H., and **F. C. Sowell,** WLAC Nashville, Tenn., who were in charge of the 1961 convention arrangements; **A. R. Hebenstreit,** KGGM Albuquerque, N. M., and **Wendell Adams,** KINS Eureka, Calif.

Jerry Kunkel, assistant program manager of WKY Oklahoma City, named program director of KTRN Wichita Falls, Tex. He replaces **Joe Henderson,** who resigned.

Carol Hart joins WEJL Scranton, Pa., as music director.

Tom Bennett, formerly program manager of KDKA Pittsburgh, and production manager of U. of Detroit radio staff, named director of radio program service of U. of Detroit public information department.

Duane Harm, assistant sales manager, ABC-TV Chicago, joins sales staff, Avery-Knodel, station representative, that city.

Ronald A. Rogers and **Vernon Enlow** join KERA-TV, Dallas educational station, as directors. Mr. Rogers formerly served as production assistant and news-film supervisor for CBS-TV and Mr. Enlow was salesman of KVEK-TV Clovis, N. M. Also joining station staff is **Ronald E. Green,** who was named production supervisor. He had previously served as technical director of KUON-TV Lincoln, Neb.

Al Cahill, program director of WPTZ (TV) Plattsburgh, N. Y., joins WAST (TV) Albany, N. Y., as sports director and air personality.

Walter Carlin joins production staff,

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LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRESIDENT • C. C. PHILIPPE, EXECUTIVE VICE PRESIDENT

WNYC New York.

John J. Magan, radio sales staff, Avery-Knodel, station representative, New York, joins WNBC, that city, in similar capacity.

GOVERNMENT


Mr. Bayley

Edwin R. Bayley, information director for Peace Corps, appointed special assistant in White House News Office. He will be in charge of development of special projects, such as long-term projects involving tv and magazines. He will also represent News Office on various informal interdepartmental committees dealing with information.

Jack Melville Whitney II, partner in Chicago law firm of Bell, Boyd, Marshall & Lloyd, named member of Securities and Exchange Commission by President Kennedy. Mr. Whitney, whose appointment was confirmed by Senate last Friday, succeeds **Earl F. Hastings** for remainder of term expiring June 5, 1964.

D. Brainerd Holmes named head of $20 billion manned space flight program to moon and planets. Appointment was announced by Space Administrator James E. Webb last week. Mr. Holmes, who will take his new post Nov. 1, is general manager of RCA's Major Defense Systems Division and before that was RCA project manager for ballistic missile early warning system.

Louis C. Stephens, chief attorney of FCC's Rules & Standards Div., Broadcast Bureau—and principal draftsman of significant FCC orders in recent years (pay tv, clear channels, allocations)—went on leave pay Sept. 21. He is joining in legal capacity Urbanizodora S.A., Guatemala City. Company is engaged in construction of public housing in Latin America.

PROGRAMMING

William M. Wolfson, treasurer and most recently vp, Independent Television Corp., New York, resigns to accept post of vp, M. A. Gordon & Co., financing firm. Mr. Wolfson joined Television Programs of America, New York, in 1956 (company ITC acquired from Mr. Gordon in 1958) as controller and subsequently treasurer.

Gene Tunick, eastern district manager, United Artists Corp., New York, succeeds **Milton E. Cohen** as eastern and Canadian division manager. Mr. Cohen was named national director, roadshow sales.

Bert Weiland, eastern division sales manager and midwest division manager, Independent Television Corp., New York, appointed general manager, syndication sales, and **A. J. Torregrossa,** sales service manager, named administrative assistant for sales. **Pierce V. S. Smith; Wilfred Guenther; James R. Deitsch,** and **Harold Winther,** all with Ziv-UA, join ITC as account executives.

Michael R. Santangelo, director of pr and special events for Westinghouse Broadcasting Co. since 1957, named assistant to Richard M. Pack, vp-programming. In last few years, Mr. Santangelo has served programming department on contributory basis for such projects as *"Reading Out Loud, Benny in Brussels,* and *PM West.*

EQUIPMENT & ENGINEERING

P. B. (Pincky) Reed, RCA vp in Washington in charge of government relations in electronic data processing, last week was transferred to RCA Electronic Data Processing plant at Cherry Hill, N. J., as division vp, special international accounts. He will report to E. S. McCollister, division vp, marketing. Mr. Reed, a quarter century veteran with RCA, had served in Washington for two and one-half years.

Harry L. Atkinson, manager, marketing operations, RCA Sales Corp., Indianapolis, appointed to newly created post of manager, business planning.

ALLIED FIELDS


Mr. Whisnand

Roy Whisnand, recently resigned vp of Plough Broadcasting Co. and general manager of WCOP Boston, moves to presidency of his own company, Whizzer Enterprises, and announces formation of Coupon Jamboree with offices in Statler Office Building Boston. Coupon Jamboree is campaign providing built-in bonuses of selective couponing, audience contest participation and personalized advertiser jingles to be sold throughout U. S. and Canada.

DEATHS

Harry K. O'Neil, 67, member of Tobias, O'Neil & Gallay, Chicago, died Sept. 12 in VA Research Hospital, Chicago.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 14 through Sept. 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KACB-TV San Angelo, Tex.—Abilene Radio & Tv Co.

Existing am stations

ACTIONS BY FCC

WLAG LaGrange, Ga.—Granted license covering installation of new trans. Action Sept. 13.

WWNS Statesboro, Ga.—On its own motion, commission waived Sec. 1.354(c) of rules and granted increased daytime power on 1240kc from 250w to 1kw, continued

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

nighttime operation with 250w; engineering and interference conditions, and construction not to be commenced until decision has been reached in proceeding involving like increased daytime power of WBHB Fitzgerald, and WBML Macon, both Georgia, and in event WBHB and WBML applications are granted, WWNS not to commence program tests until WBHB and WBML are similarly authorized. Action Sept. 20.

WTRC Elkhart, Ind.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime. Action Sept. 13.

WKBR Manchester, N. H.—Granted mod. of cp (1250kc, 5kw, DA-2, unl.) to change daytime DA system and type trans.; engineering conditions. Action Sept. 20.

KBEN Carrizo Springs, Tex.—Granted mod. of license to change hours of operation from unl. to SH. Action Sept. 13.

KVOZ Laredo, Tex.—Granted license covering change in ant.-trans. location; changes in ant. system; ground system; and specify studio location same as trans. location. Action Sept. 13.

■ Granted licenses covering increase in power and installation of new trans. for following stations: WBGR Jesup, Ga., and changes in ground system; WSNO Barre, Vt.; WGNS Murfreesboro, Tenn.; WTRC Elkhart, Ind., and change type trans. Action Sept. 13.

APPLICATIONS

WEBJ Brewton, Ala.—Cp to increase daytime power from 250w to 1kw and install new trans. Ann. Sept. 18.

KPKW Pasco, Wash.—Cp to increase daytime power from 250w to 1kw and install new trans. Ann. Sept. 19.

CALL LETTERS ASSIGNED

KVRD Cottonwood, Ariz.—Verde Valley Bcstrs.

KCAC Phoenix, Ariz.—Harold Lampel; changed from KINK.

KKOK Lompoc, Calif.—Aubrey H. Ishon & Paul C. Masterson.

KQMS Redding, Calif.—Radio Redding Inc.; changed from KSDA.

KVML Sonora, Calif.—Sonora Bcstg. Co.; changed from KROG.

KIQS Willows, Calif.—Glenn County Bcstrs.

KDAB Arvada, Colo.—Denver Area Bcstrs; changed from KBRB.

WRBB Tarpon Springs, Fla.—Consolidated Communities Corp.; changed from WDCL.

WZOE Princeton, Ill.—Bureau Bcstg. Co.

KIWA Sheldon, Iowa—Eider C. Stangland.

WJOR South Haven, Mich.—Radio 940.

KUXL Golden Valley, Minn.—Charles J. Lanphier.

WMOE Jackson, Miss.—Radio Mississippi.

KRBN Red Lodge, Mont.—Carbon County Bcstrs. Inc.

WXYJ Jamestown, N. Y.—Tayloradio Corp.; changed from WJOC.

WMGS Bowling Green Ohio—WHRW Inc.; changed from WHRW.

WHOF Canton, Ohio—Douglas Properties Corp.; changed from WCMW.

KPIR Eugene, Ore.—Emerald Bcstg. Corp.

KRLY Gold Beach, Ore.—Gold Beach Bcstg. Co.

KAPT Salem, Ore.—Salem Bcstrs.

WWYN Erie, Pa.—WERC Inc.; changed from WERC.

WYRE Pittsburgh, Pa.—Golden Triangle Bcstg. Inc.; changed from WEEP.

KCAD Abilene, Tex.—Jack Hughes.

KCRM Crane, Tex.—Albert L. Crain; changed from KCRN.

KEES Gladewater, Tex.—Golden Triangle Enterprises; changed from KSIJ.

KANI Wharton, Tex.—V. M. Preston; changed from KWHA.

KNIN Wichita Falls, Tex.—Wichita Bcstg. Corp.; changed from KSYD.

KHOK Hoquiam, Wash.—Twin Cities Bcstg. Co.; changed from KHOQ.

KIXI Renton, Wash.—Robert L. McCaw; changed from KUDY.

KLME Laramie, Wyo.—Albany Bcstrs. Inc.; changed from KBBZ.

New fm station

APPLICATION

Thousand Oaks, Calif.—Thousand Oaks Bcstg. Co. 92.7mc; 1kw. Ant. height above average terrain minus 20 ft. P.O. address 7137 Bellaire Ave., North Hollywood, Calif. Estimated construction cost $20,823.87; first year operating cost $24,000; revenue $36,000. Principals: **Albert R. Linnick** (60%), **Seymour Yack** (20%); **Sanford (Sandy) Koufax** and **Nici Agler** (each 10%). Mr. Linnick is attorney; Messrs. Yack and Agler are employes of Columbia Pictures Corp.; Mr. Koufax is pitcher with Los Angeles Dodgers. Ann. Sept. 19.

Existing fm stations

ACTIONS BY FCC

KGUD-FM Santa Barbara, Calif.—Granted mod. of cp to change frequency from 107.9 mc to 99.9mc; increase ERP to 37kw; decrease ant. height to 550 ft.; change main studio location; trans. location; type ant.; make changes in ant. system (increase height by mounting on existing tower) and deletion of remote control operation; conditions. Action Sept. 13.

***WRTC-FM Hartford, Conn.**—Granted cp to change ant-trans location; increase ERP to 350w; ant. height to 63 ft.; change ant, and make changes in ant. system; remote control permitted; condition. Action Sept. 13.

WSNJ-FM Bridgeton, N. J.—Granted license covering installation of old main trans. at main trans. site as auxiliary trans. Action Sept. 13.

WTFM(FM) Lake Success, N. Y.—Granted mod. of cp to change ant. system; type ant.; and specify ERP as 12kw RMS and 20kw-maximum; condition. Action Sept. 13.

KQUE(FM) Houston, Tex.—Granted cp to increase ERP to 280kw, and install new trans. and new ant.; condition. Action Sept. 13.

KSLT(FM) Tyler, Tex.—Granted license for fm station. Action Sept. 13.

APPLICATION

KGRG-FM Newton, Kan.—Cp to change frequency from 92.1mc to 92.3mc; increase ERP from 250w to 75.2kw; decrease ant. height above average terrain from 225ft. to 195ft. Ann. Sept. 19.

CALL LETTERS ASSIGNED

*KXKX(FM) San Francisco, Calif.—San Francisco Theological Seminary.

KLZ-FM Denver, Colo.—Time-Life Broadcast Inc.

KCLO-FM Leavenworth, Kan.—KCLO Inc.

KOFO-FM Ottawa, Kan.—Ottawa Bcstg. Co.

WLYN-FM Lynn, Mass.—Puritan Broadcast Service Inc.

WOIA-FM Saline, Mich.—Lester Bcstg. Corp.

*KCMW(FM) Warrensburg, Mo.—Board of Regents, Central Missouri State College.

KTOO-FM Henderson, Nev.—KTOO Bcstg. Inc.

WMVB-FM Millville, N. J.—Union Lake Bcstrs. Inc.

WTFM(FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WEEC(FM) Springfield, Ohio — World Evangelistic Enterprise Corp.

KFNB(FM) Oklahoma City, Okla.—First National Bcstg. Corp.; changed from KVIT (FM).

WWYN-FM Erie, Pa.—WERC Inc.; changed from WERC-FM.

WGET-FM Gettysburg, Pa.—Times and News Publishing Co.

WGMR-FM Tyrone, Pa.—Tyrone Bcstg. Co.; changed from WTRN-FM.

WHAL-FM Shelbyville, Tenn.—Shelbyville Bcstg. Inc.

KHGM(FM) Beaumont, Tex.—Woodland Bcstg. Co.; changed from KSPN(FM).

KHCB-FM Houston, Tex.—Houston Christian Bcstrs. Inc.; changed from KWDC (FM).

WFLS-FM Fredericksburg, Va. — Star Bcstg. Corp.

WBOB-FM Galax, Va.—Carroll-Grayson Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

KMAP Bakersfield, Calif.—Granted (1) renewal of license and (2) transfer of control from Clifford E. Ball to Gordon B. Sherwood Jr., Edward R. Hopple and Robert D. Duffy Sr.; consideration $1,000 and acceptance of new 6% note of licensee for approximately $35,726 in full payment of $82,500 loans. Comr. Bartley dissented. Action Sept. 20.

KOEL Oelwein, Iowa—Granted assignment of license to Hawkeye Bcstg. Inc. (James Stuart, president, is controlling stockholder of Stuart Investment Co., which owns 100% of assignee corp.); consideration $364,000. Stuart Investment also owns KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Neb.; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Comr. Bartley dissented. Action Sept. 20.

KVEG Las Vegas, Nev.—Granted assignment of cp from Forrest Tancer to Las Vegas Electronics Inc. (George M. Mardikian, B. Floyd Farr and George D. Snell own KCVR Lodi, and 75% of KEEN San Jose, both California); consideration $8,000. Comr. Bartley dissented. Action Sept. 20.

KYAP Ruidoso, N. M.—Granted assignment of license from V. L. Hutchison, et al., to Quenton K. Crandall, tr/as Lincoln County Bcstg Co.; consideration $60,000. Action Sept. 20.

WCBT Roanoke Rapids, N. C.—Granted assignment of license to Roanoke Rapids Radio Corp. (Henry M. Best Jr., president); consideration $100,000 and $120 per year for 10 years for lease of trans. site and building; this assignment is for settlement of estate of J. Winfield Crow Jr. One assignee stockholder, Roland McClamrock Jr., owns 98% interest in WCHL Chapel Hill. Action Sept. 20.

KCLW Hamilton, Tex.—Granted assignment of license to San Jacinto Bcstg. Inc. (Frank J. Hedrick, president); consideration $60,000. Action Sept. 20.

APPLICATIONS

KBLO Hot Springs, Ark.—Seeks assignment of license from **Stan Morris**, trustee in bankruptcy, to **George T. Hernreich**; consideration $18,025. Mr. Hernreich is licensee of KFPW Fort Smith, and permittee of KAIT(TV) Jonesboro, both Arkansas. Ann. Sept. 19.

WGGG Gainsville, Fla.—Seeks transfer of all outstanding shares of stock in Radio Gainsville Inc. from **Ed. C. Wright, Harry R. Playford** and **Leon E. Mims** to **Charles W. Mackey** (70%) and **Richard L. Marsh** (30%); total consideration $63,000. Mr. Marsh is sales manager of automobile agency and has been commercial manager of WPIN St. Petersburg, Fla.; Mr. Mackey is advisor and consultant for Hires Bottling Co. of New Jersey. Ann. Sept. 19.

WISP Kinston, N. C.—Seeks assignment of license from **Diehl Bcstg. Co.** to **Norman J. Suttles, Derwood H. Godwin, Belia S. Bowers, Martin C. Street** and **John T. Minges** (each 20%), d/b as **Smiles of Kinston Inc.**; consideration $60,000. Messrs. Suttle and Godwin own 45% interest in Spring Lake, N. C., am application; Mr. Minges owns 51% of Pepsi-Cola Bottling Co. of Rocky Mount, N. C.; Mr. Street is general manager of WRMT Rocky Mount; Belia Bowers owns 50% of industrial plant canteen. Ann. Sept. 19.

WJFC Jefferson City, Tenn.—Seeks assignment of cp from **Paul Metcalfe** (71 3/7%), **Kenneth Dearstone** and **Ray Smith** (each 14 2/7%), d/b as **Jefferson County Bcstg. Co.**, to **Jefferson County Bcstg. Inc.**, new corporation consisting of same principals; no financial consideration involved. Ann. Sept. 19.

KOTO-FM Seattle, Wash.—Seeks assignment of cp from **Arthur Siegal** to **L. N. Ostrander** and **G. A. Wilson** (each 50%), d/b as **Eastside Bcstg. Co.**; consideration $600. Messrs. Ostrander and Wilson own 33% each of KARI Blaine, and 50% each of KNBX Kirkland, both Washington. Ann. Sept. 19.

Hearing cases

FINAL DECISION

■ Commission gives notice that July 20 initial decision which looked toward granting application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis., became effective Sept. 8 pursuant to Sec. 1.153 of rules. Action Sept. 14.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of Brandywine Bcstg. Corp. for new am station to operate on 690kc, 500w, DA, D in Media, Pa., and denying applications of Boyertown Bcstg. Co. and Dinkson Corp. for new station on same frequency with 250w, D, in Boyertown, Pa., and Hammonton, N. J., respectively. March 7 initial decision looked toward this action. Action Sept. 14.

■ Commission directed preparation of document looking toward granting that portion of application of WPET Inc., to increase daytime power of WPET Greensboro, N. C., on 950 kc from 500w to 5kw, and denying its request for nighttime operation with 5kw. April 5 initial decision looked toward denying complete application. Action Sept. 14.

■ Commission directed preparation of document looking toward granting application of Peoples Bcstg. Corp. for new Class B fm station to operate on 94.5 mc; ERP 20kw; ant. height 238 ft., in Trenton, N. J.; engineering conditions. March 29 initial

decision looked toward this action. Action Sept. 14.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting following applications to increase daytime power from 250w to 1kw, continued operation on 1400kc, 250 w-N: Associated Bcstrs. Inc. (WEST) Easton, Pa.; Belvedere Bcstg. Corp. (WWIN) Baltimore Md.; South Jersey Radio Inc. (WOND) Pleasantville, N. J.; WGAL Inc. (WRAK) Williamsport, Pa.; Kendrick Bcstg. Inc. (WHGB) Harrisburg, Pa.; and Scranton Radio Corp. (WICK) Scranton, Pa., each with interference condition; also waiver of Sec. 3.188 (d) and additional condition to WHGB. Action Sept. 20.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Cosmopolitan Bcstg. Corp., for new Class B fm station to operate on 105.9mc; ERP 3.219kw; ant. height 388 ft., in Newark, N. J. Action Sept. 19.

■ Hearing examiner James D. Cunningham issued his initial decision in Orlando, Fla., ch. 9 tv proceeding which was remanded to commission on May 21, 1959 by United States Court of Appeals for District of Columbia Circuit. Initial decision looks toward voiding and setting aside commission's June 7, 1957 grant of cp for ch. 9 to Mid-Florida Bcstg. Corp. (WLOF-TV) ordering that Mid-Florida is disqualified from receiving grant of its application, and finding that WORZ, Inc., is not disqualified from receiving grant of its application. Action Sept. 19.

OTHER ACTIONS

■ By memorandum opinion and order in Wilmington, Del., tv ch. 12 proceeding, commission granted petition for review of adverse ruling of hearing examiner filed by WHYY Inc., to extent of permitting all parties to submit exhibits, contemplated by stipulations governing hearing, confined to proof of same matters sought to be proven by rejected exhibits; denied petition by Rollins Bcstg. Inc. for mod. of issues and appeal from examiner's denial of its engineering exhibit. Comr. Craven not participating; Comr. Cross dissented. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Harlan Murrelle & Associates for review of hearing examiner's refusal to reopen record concerning engineering evidence in proceeding on its application for new am station to operate on 1230kc, 100w, unl., in Lakewood, N. J., which is consolidated in hearing with applications of WFPG Inc. and Ocean County Bcstrs. for like facilities at Toms River. Action Sept. 20.

■ By order, commission reopened record in proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa., and remanded proceeding to hearing examiner for issuance of supplemental initial decision upon issues to determine steps taken by Young People's as result of death of Dr. Percy Crawford and, in light of evidence adduced pursuant to that issue, whether mod. is required of commission's decision which granted Young People's application and which denied WJMJ Bcstg. Corp. and, if so, in what respects such decision should be modified. Action Sept. 20.

■ By memorandum opinion and order, commission granted petition by James V. Perry, Grove City, Pa., to extent of enlarging issues in proceeding on its application and Quests Inc., Ashtabula, Ohio, for new am stations to determine whether Quests is financially qualified to construct and operate its proposed station for reasonable length of time without operating revenue; denied Perry petition to add duopoly, multiple ownership and concealment qualification issues as to applicant Quests. Comr. Ford dissented in part, and issued statement. Action Sept. 20.

■ By memorandum opinion and order, commission denied joint petition by WMRC, Inc. (WBIR), Knoxville, Tenn., WINN Bcstg. Corp. (WINN) Louisville, Ky., Southeastern Bcstg. Co., Inc. (WSFC) Somerset, Ky., Standard Tobacco Co. (WFTM) Maysville, Ky., and Anderson Bcstg. Corp. (WHBU) Anderson, Ind., for severance of their applications to increase daytime power from 250w to 1kw, continued operation on 1240 kc, 250 w-N, from consolidated proceeding in Doc. 13097 et al. June 21 initial decision looked toward granting these five and three other applications, and joint petitioners pointed out that no exceptions to initial decision applies to any of their applications. Commission stated: "As we have previously indicated, requests of this type are contrary to the normal commission procedure where exceptions have been filed to an initial decision. In the absence of a showing that the public interest requires an immediate grant of the petitioners' applications, a departure from our normal procedure is not warranted, and the petition will be denied." Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Allen T. Simmons Inc. (WADC) Akron, Ohio, for enlargement of issues to include multiple ownership and duopoly considerations concerning application of Radio Quests Inc., for new am station in Willoughby, Ohio, which is in consolidation with WHOT Inc. (WHOT) Campbell, Ohio. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Edward Walter Piszczek and Jerome K. Westerfield for reconsideration of order enlarging issues and for grant of their application for new Class A fm station in Des Plains, Ill. Commission stated: "While the amendment (reducing ant. height and incorporating population figures based on 1960 Census) appears to have resolved certain of the problems which occasioned the designation of the existing issues, others apparently remain unresolved. The commission is not disposed to give consideration to petitions for reconsideration and grant where the responsibility of determining in the first instance whether an application may be granted would be shifted from the hearing examiner to the commission Booth Broadcasting Company (WIOU), memorandum opinion and order, released May 12, 1961." Comr. Cross dissented. Action Sept. 20.

■ By memorandum opinion and order, commission denied petition by Holly Springs Bcstg. Co. for reconsideration and grant without hearing its application for new am station to operate on 1500 kc, 1kw, D, in Holly Springs, Miss.; but granted its alternative request to dismiss its application which had been designated for hearing on concentration of control and programming issues. Comr. Hyde dissented. Action Sept. 20.

■ By order, commission granted motion by Wabash Valley Bcstg. Corp. (WTHI-TV) Terre Haute, Ind., to strike July 14 letter, supplemented July 18, from Fort Harrison Telecasting Corp. concerning Terre Haute tv ch. 10 proceeding. Commission stated that "since Fort Harrison Telecasting Corp. is not party to above entitled proceeding, has not sought to intervene or otherwise requested leave to participate therein. the letter is improper and should be stricken." Action Sept. 20.

■ By order, commission granted petition by WACO Bcstg. Corp., terminated proceeding in Doc. 13910, and reaffirmed Nov. 2, 1960 grant of its application for new class B fm station (WACO-FM) to operate on 99.9 mc; ERP 3.9 kw; ant. height 150 ft. Centex Radio Co. (KEFC-FM) Waco, withdrew its opposition to WACO grant.

■ By memorandum opinion and order, commission granted petition by Skyline Bcstrs. Inc., and (1) reopened record on its application for new am station in Klamath Falls, Ore., and remanded proceeding to hearing examiner to permit Skyline to amend its application to reflect that Ray K. Coddington is its sole owner and to submit information concerning financial qualifications of Skyline and Coddington; (2) ordered that, in event amendment contains information sufficient to permit determination of financial qualification of Skyline and Coddington, that hearing examiner issue supplemental initial decision granting amended application, grant be conditioned upon abandonment of all premature construction; and (3) further ordered that, in event information submitted is insufficient to permit determination of financial qualification, record be reopened and further evidentiary hearing be held on issue to determine whether Skyline is financially qualified to construct and operate proposed station due to fact that Ray Keith Coddington now owns all of its stock. Comr. Craven dissented in part. Action Sept. 20.

■ By order, commission denied petition by National Assn. of Broadcast Employes & Technicians, AFL-CIO, and American Federation of Radio & Tv Artists to stay effective date of Aug. 1 memorandum opinion and order which granted applications of (1) Transcontinent Tv Corp. for assignment of licenses of WROC-TV (ch. 5) Rochester, N. Y., to Veterans Bcstg. Inc., and (2) Veterans Bcstg. Inc., for assignment of licenses of station WVET-TV (which shares time with WHEC-TV on ch. 10) to WHEC Inc. Petition for stay did not show that irreparable or other injury will be sustained by public or petitioners pending commission consideration of further NABET and AFTRA petition for reconsideration of Aug. 1 grants. Action Sept. 20.

■ By report and order, commission finalized rulemaking in Doc. 14038 and amended tv table of assignments by "dropping-in" uhf ch. 34 to provide Blythe, Calif., its first tv channel. Blythe Telecasting Co. petitioned for allocation. Action Sept. 20.

■ By memorandum opinion and order, commission denied petitions by Marietta Bcstg. Inc. (KERO-TV ch. 10) and San Joaquin Valley Community Tv Assn. Inc. for reconsideration of March 22 report and order in Doc. 13608 which made Bakersfield and San Joaquin Valley, Calif., tv assignments all-uhf. Comr. Cross dissented and issued statement. Action Sept. 13.

■ By memorandum opinion and order, commission granted motion by Vernon E. Pressley, Canton, N. C., and petition by B. E. Bryant, Asheville, N. C., and enlarged issues in proceeding of their am applications and Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. to include four determinations as to applicant Bryant and one as to Mr. Pressley; denied Mr. Pressley's motion to dismiss Mr. Bryant's petition. Comrs. Bartley and Craven dissented to denial of Mr. Pressley's motion to dismiss Mr. Bryant's petition; Comrs. Hyde, Lee and Craven dissented to addition of Issue No. 9; Comrs. Hyde and Craven dissented to addition of Issue No. 10; Comr. Cross dissented to addition of Issue No. 11. Action Sept. 13.

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Routine roundup

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments to substitute ch. 34 for ch. 56 in Binghamton, N. Y., as petitioned for by Alfred E. Anscombe (WBJA-TV ch. 56 Binghamton). It involves deletion of ch. 34 from Wilkes-Barre, Pa., and ch. 20 from Ithaca, N. Y. Commission does not believe it necessary or desirable to combine this proposal with proposal in Doc. 14243 to add ch. 24 to Binghamton, since ch. 34 may be assigned to that city without

prejudice to ch. 24 proposal. In view of outstanding proposal in Doc. 14229 to alter method of assigning uhf chs., commission did not propose to make suggested ch. substitutions at Ithaca and Wilkes-Barre since it is satisfied that, whatever outcome of Doc. 14229, requirements of Ithaca and Wilkes-Barre, to extent that they are affected by this proceeding, can be met. Commission did not at this time act upon Mr. Anscombe's request for show-cause order to change operation of station WBJA-TV from ch. 56 to ch. 34, but will deal with that matter at time of final decision. Since Binghamton is less than 250 miles from Canadian border, appropriate steps under Canada-U.S. tv agreement will be undertaken. At same time, commission dismissed earlier petition by Mr. Anscombe to substitute ch. 24 for ch. 56 at Binghamton. Ann. Sept. 20.

■ Question has arisen with respect to Nov. 1, 1961 effective date of commission's order of Sept. 13, 1961 which amended Sec. 1.359(i) of pre-grant procedure rules to require that (with certain specified exceptions) petitions to deny broadcast applications must be filed within 30 days after FCC issuance of public notice of acceptance of application for filing. Whether petition to deny is timely filed will be determined by provisions of Sec. 1.359 in effect when petition is filed and irrespective of when application was filed. Amendments become effective Nov. 1, 1961 as to all applications whether previously pending or filed after release of Sept. 13, 1961 order. Therefore, petitions to deny broadcast applications subject to 30-day requirement which are filed on or after Nov. 1, 1961 will be timely if filed no later than 30 days after issuance of public notice of application's acceptance for filing. Petitions to deny filed prior to Nov. 1, 1961 will be timely if commission has not granted application or designated it for hearing, and if it is not am application which has appeared on "cut-off" list and "cut-off" date has passed. Ann. Sept. 19.

■ By order, commission granted requests by American Bcstg. Co. and Goodwill Stations Inc., and extended to Sept. 25 time for filing responses to petitions filed on or before Sept. 11 for reconsideration of proceedings on interim policy on vhf tv channel assignments and amendment of Part 3 of rules concerning tv engineering standards, fostering expanded use of uhf tv channels, deintermixture of Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala., and assignment of additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C. Action Sept. 14.

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Jackson Bcstg. & Tv Corp. (WKHM) Jackson, Mich., and extended to Oct. 2 time to file exceptions to initial decision in proceeding on its am application. Action Sept. 15.

■ Granted petition by Broadcast Bureau and extended to Sept. 21 time to file petition for review in response to examiner's memorandum opinion and order released Sept. 7 in proceeding on applications of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action Sept. 15.

■ Granted petition by Alkima Bcstg. Co. and Howard Wasserman and extended to Sept. 19 time to respond to joint petition by Herman Handloff for reconsideration or rehearing in proceeding on their applications for new am stations in West Chester, Pa., and Newark, Del. Action Sept. 15.

■ Granted petition by Andrew B. Letson (WZRO) Jacksonville, Fla., and extended to Sept. 19 time to reply to comments of Broadcast Bureau to petition for reconsideration in proceeding on his am application. Action Sept. 14.

■ Granted petition by Tv Corp. of Michigan Inc., and extended to Sept. 15 time to file response to petition by Time—Life Broadcast Inc. (successor of WOOD Bcstg. Inc.) WOOD-TV Grand Rapids, Mich., to reopen record in proceeding on its application. Action Sept. 14.

■ Granted petition by Beacon Bcstg. System Inc., and extended to Sept. 26 time to file opposition to petition by Suburban Bcstg. Inc., to enlarge issues and reopen record in proceeding on their applications for new am stations in Graffon-Cedarburg and Jackson, Wis. Action Sept. 12.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Oct. 25 and Nov. 30 on applications of Bloomington Bcstg. Corp., for modif. of licenses of WJBC and WJBC-FM Bloomington, Ill.; Oct. 27 and Nov. 28 on applications of Radio Temple and Georgetown Bcstg. Co. for new am stations in Temple and Georgetown, Tex.; Oct. 27 and Nov. 27 on applications of Radio Alexander City for new am station in Alexander City, Ala., et al; Oct. 25 and Nov. 27 on application of Jasmin Properties Inc., for new am station in New Port Richey, Fla.; Oct. 26 and Nov. 29 on applications of Clarence Everett Jones and Robert S. Taylor for new am stations in St. George and Aiken, S. C.; and Oct. 27 and Nov. 30 on am application of Radio-Active Bcstg. Inc. (WATO) Oak Ridge, Tenn. Action Sept. 18.

■ Granted petition by Robert F. Neathery for dismissal of his application for new am station in Houston, Mo., but dismissed it with prejudice and retained in hearing status application of Radio Co. of Texas County for like facilities in Houston. Action Sept. 15.

■ Cancelled Sept. 18 oral argument on joint request by Coast Bcstg. Co., Georgetown, Golden Strand Bcstg. Co. (WMYB) Myrtle Beach, S. C., and Radio Charlotte Inc. (WWOK) Charlotte, N. C., for action on their am applications; oral argument was predicated upon agreement of applicants which provided for payment of $3,000 to Golden Strand as partial reimbursement of its expenses in consideration of dismissal of its application; Sept. 14 amendment, which abrogates agreement by eliminating provision for payment to Golden of any consideration for expenses in prosecution of its application, makes scheduled oral argument unnecessary. Action Sept. 15.

■ Upon request by South Texas Telecasting Inc., ordered that request for information from all parties shall be made on or before Sept. 15, continued Sept. 25 hearing to Oct. 16, notification of witnesses for cross-examination shall be made on or before Oct. 30 and scheduled resumption of evidentiary hearing for Nov. 13 in Corpus Christi, Tex., tv ch. 3 proceeding. Action Sept. 12.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Voice of Dixie Inc. (WVOK) Birmingham, Ala., for leave to amend its am application to specify change in ant. system from directional to non-directional operation and to reflect areas and populations within pertinent contours computed on basis of present engineering rules, standards and 1960 census rather than on rules, standards and census prevailing at time application was designed for hearing; removed amended application from hearing and returned it to processing line. Action Sept. 15.

By Hearing Examiner James D. Cunningham

■ Continued Sept. 20 further hearing to Nov. 1 in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Sept. 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and continued Oct. 10 hearing to Oct. 16 in proceeding on am applications of Vernon E. Pressley, Canton, N. C., et al. Action Sept. 13.

By Hearing Examiner Asher H. Ende

■ After Sept. 8 prehearing conference in proceeding on applications of KSTP Inc. (KOB) Albuquerque, N. M., and American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y., scheduled certain procedural dates, continued Oct. 16 hearing to Jan. 15, 1962, with further prehearing conference to be called if required. Action Sept. 18.

■ On own motion, scheduled further prehearing conference for Sept. 21 to consider (1) whether hearing on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp. for new am stations to operate on 1150 kc in Indianapolis, Ind. should commence on Sept. 26 or be continued, and if so, for what period, in light of commission's report and order in clear channel proceeding and (2) motion by Sands, WIFE and Hoosier to continue hearing indefinitely. Action Sept. 19.

■ Granted motion by New Sounds Bcstg. Corp. and continued Sept. 14 hearing to Oct. 9 in proceeding on its application for new am station in Fort Myers, Fla., et al which is consolidated for hearing. Action Sept. 13.

■ On own motion, corrected in various respects transcript of record of Sept. 7 prehearing conference in proceeding on appli-

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cation of KWTX Bcstg. Co. (KWTX-TV) Waco, Tex. Action Sept. 13.

By Hearing Examiner Charles J. Frederick

■ On own motion, ordered that replies to findings of fact shall be due on or before Oct. 13 in lieu of Sept. 14 in matter of revocation of license of Mandan Radio Assn., for am station KBOM Bismarck-Mandan, N. D. Action Sept. 11.

By Hearing Examiner Millard F. French

■ Granted in part motion by Allen T. Simmons Inc., party in proceeding on am applications of Radio Quests Inc., Willoughby and WHOT Inc. (WHOT) Campbell, Ohio, and extended from Sept. 18 to Sept. 22 time for filing rebuttal exhibits and closing of record. Action Sept. 15.

■ Granted petition by Radio Quests Inc. for leave to amend its application for new am station in Willoughby, Ohio, to show change in stockholders and to make certain other changes therein. Action Sept. 15.

■ On own motion, scheduled further prehearing conference for Oct. 2 in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kan., for new trans. sites. Action Sept. 14.

■ On own motion and with consent of parties, continued Sept. 18 prehearing conference to Sept. 20 in proceeding on application of Franklin Bcstg. Co. for assignment of license and cp for WMIN St. Paul, Minn., to Tedesco, Inc. Action Sept. 14.

■ On joint oral request of parties in proceeding on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H., continued Sept. 18 hearing to Oct. 11. Action Sept. 12.

■ Upon request by Sapulpa Bcstrs., Sapulpa, Okla., and with informal consent of other parties, rescheduled certain procedural dates and continued hearing from Oct. 11 to Oct. 18 in proceeding on its application which is in consolidated am proceeding. Action Sept. 12.

By Hearing Examiner Walther W. Guenther

■ Granted joint petition by applicants insofar as it requests rescheduling of date for cross-examination, and continued Sept. 19 further hearing to Oct. 11 in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 14.

■ Granted informal oral request of applicant continued Sept. 18 prehearing conference to Oct. 2, 1:15 p.m., and continued Sept. 29 hearing to date to be determined at Oct. 2 prehearing conference in proceeding on fm application of The Audio House Inc. (KRPM) San Jose, Calif. Action Sept. 13.

■ On own motion, continued Sept. 20 prehearing conference to 9 a.m., Sept. 22 in proceeding on applications of Frank S. Barc Jr., et al for new am stations in Mesa, Ariz. Action Sept. 11.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by WTWV Radio for addition of "Evansville" issue in proceeding on its application and Marshall C. and Sarah C. Parker and Pontotoc Bcstg. Co., for new am stations in Tupelo and Pontotoc, Miss. Action Sept. 15.

■ Granted request by Tv Corp. of Michigan Inc., and extended to Sept. 13 time to file response to Broadcast Bureau's statement in lieu of proposed findings in proceeding on its application for new am station in Jackson, Mich. Action Sept. 13.

By Hearing Examiner David I. Kraushaar

■ On own motion and on consent of parties, continued Sept. 15 hearing to Sept. 22 in proceeding on application of Kenosha Bcstg. Inc., for new fm station in Kenosha, Wis. Action Sept. 14.

By Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Sept. 21 on petition by Burlington County Bcstg. Co. for leave to amend its application for new am station in Mount Holly, N. J.; application is consolidated for hearing. Action Sept. 15.

■ On own motion, continued Sept. 18 hearing to Sept. 21 in proceeding on applications of Burlington Bcstg. Co., Burlington County Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co. for new am stations in Burlington and Mount Holly, N. J. Action Sept. 12.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Town and Country Bcstg. Inc. (WREM) Remsen, N. Y., rescheduled certain procedural dates and continued Sept. 19 hearing to Nov. 13 in proceeding on its am application. Action Sept. 18.

■ Issued memorandum of ruling at Sept. 15 oral argument in proceeding on applications of Rockford Bcstrs. Inc. (WROK) Rockford, Quincy Bcstg. Co. (WGEM) Quincy, and McLean County Bcstg. Co., Normal, all Illinois, granting petitions by Quincy and Rockford for leave to amend their am applications and removing amended applications from hearing docket and returning them to processing line; rescheduled hearing on remaining application McLean from Oct. 9 to Sept. 25 at 4 p.m. Action Sept. 18.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Sept. 18 to Oct. 11 and Oct. 2 to Oct. 25 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Sept. 18.

■ Granted petition by Rockford Bcstrs. Inc. (WROK) Rockford, Ill., and scheduled oral argument for Sept. 15, 2 p.m., on its petition and that of Quincy Bcstg. Co. (WGEM) Quincy, Ill., for leave to amend their am applications. Action Sept. 12.

■ Upon request by Broadcast Bureau and without objection by other parties, further extended from Sept. 12 to Sept. 18 and from Sept. 25 to Oct. 2 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action Sept. 12.

By Hearing Examiner Elizabeth C. Smith

■ Reopened record in proceeding on am applications of Middle South Bcstg. Co. (WBML) Macon, and Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga., to receive in evidence WBML exhibit No. 3 and closed record. Action Sept. 15.

BROADCAST ACTIONS

by Broadcast Bureau

■ Text of commission's Sept. 13 report and order in clear channel proceeding is scheduled to be published in Sept. 21 issue of Federal Register. Persons desiring copies of that issue should place advance orders with Superintendent of Documents, Government Printing Office, Washington, D. C. It is also scheduled to be included in Sept. 22 GPO "Pamphlets of Selected Decisions and Reports," Volume 31, No. 9.

Actions of Sept. 19

KWRV McCook, Neb.—Granted license for am station.

WEMJ Laconia, N. H.—Granted license covering increase in daytime power and installation of new trans.

WKXL Concord, N. H.—Granted license covering increase in daytime power and installation of new trans. and license to use old main trans. (main trans. location) as auxiliary trans.

KROY Sacramento, Calif.—Granted license to use old main trans. (main trans. location) as auxiliary trans. and remote control operation.

WARK Hagerstown, Md.—Granted license to use old main trans. (main trans. location) as auxiliary trans. and remote control operation.

KELD El Dorado, Ark.—Granted license covering alternate main trans. N. only and remote control operation.

WVOW Logan, W. Va.—Granted license covering change from DA-2 to DA-N, and operation of remote control D.

WFBR Baltimore, Md.—Granted request for cancellation of license for auxiliary trans.

Actions of Sept. 18

KCIN Victorville, Calif.—Granted license for am station and specify type trans.

■ Granted licenses for following fm stations: KNDX Yakima, Wash., and specify type trans.; KAPP Redondo Beach, Calif.; KARK-FM Little Rock, Ark., specify studio location and deletion of remote control operation.

■ Granted licenses covering installation of new trans. for following stations: KOKA Shreveport, La.; WAZF Yazoo City, Miss.; WLYN Lynn, Mass., condition.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KUKI Ukiah, Calif.; WHAP Hopewell, Va.; WKGN Knoxville, Tenn.; WOKE Charleston, S. C.

WLLH Lowell, Mass.—Granted license covering increase in daytime power for synchronous amplifier at Lawrence, Mass.; and license covering increase in daytime power for main trans. at Lowell, Mass.

WSLB Ogdensburg, N. Y.—Granted license to use present auxiliary trans. as auxiliary trans. D and alternate main trans. N.

KYOU Greeley, Colo.—Granted license covering increase in daytime power, change in trans. location, installation of new trans. and operation by remote control.

WDAN Danville, Ill.—Granted license covering increase in daytime power and installation of new trans.

WCRW Chicago, Ill.—Granted license covering increase in power and changes in trans. equipment.

KFAB-FM Omaha, Neb.—Granted license covering increase in ERP, and installation of new type trans.

K70BW Lihue, Kauai, Hawaii—Granted license covering changes in uhf tv translator station.

K77AK Goldendale, Wash., and The Dalles, Ore.—Granted license covering changes in uhf tv translator station.

***WSIU-TV Carbondale, Ill.**—Granted mod. of cp to change type trans., type ant., increase ant. height to 890 ft., and make other equipment changes.

KCRA-TV Sacramento, Calif.—Granted mod. of cp to change type trans. (main trans. & ant.).

WATA Boone, N. C.—Granted mod. of cp to change type trans. (only one main trans.).

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of permit to Sept. 28, 1962, to transmit via direct relay, air or rail express, CBS-TV network programs to CJSS-TV Cornwall, Ont., CHCH-TV Hamilton, Ont., et al; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of Sept. 15

■ Granted renewal of license for following stations: KCFM (FM) St. Louis, Mo.; WAZY Lafayette, Ind.; WDEH Sweetwater, Tenn.; WJJM Lewisburg, Tenn.; WMCP Columbia, Tenn.; WROL Fountain City, Tenn.; WLCM Lancaster, S. C.; WOWI New Albany, Ind.; KREH Oakdale, La.; WBLG Lexington, Ky.; WEIR Weirton, W. Va.; WSMB New Orleans, La.; WTLS Tallassee, Ala.; WTRB Ripley, Tenn.; WADC Akron, Ohio; WALM Albion, Mich.; WBBW Youngstown, Ohio; WFUR Grand Rapids, Mich.; WFYC Alma, Mich.; WIBM Jackson, Mich.; WIMA Lima, Ohio; WIZE Springfield, Ohio; WJEF Grand Rapids, Mich.; WKNX Saginaw, Mich.; WLAV Grand Rapids, Mich.; WLEC Sandusky, Ohio; WMOA Marietta, Ohio; WMPC Lapeer, Mich.; WMPL Hancock, Mich.; WMRN Marion, Ohio; WMVO Mount Vernon, Ohio; WNIL Niles, Mich.; WOAP Owosso, Mich.; WOHI East Liverpool, Ohio; WOSU Columbus, Ohio; WPLB Greenville, Mich.; WPON Pontiac, Mich.; WPTW Piqua, Ohio; WSJM St. Joseph, Mich.; WTCM Traverse City, Mich.; WTOL Toledo, Ohio; WTVB Coldwater, Mich.; WWOW Conneaut, Ohio; WDET-FM Detroit, Mich.; WFRO-FM Fremont, Ohio; WFUR-FM Grand Rapids, Mich.; WIMA-FM Lima, Ohio; WJEF-FM Grand Rapids, Mich.; WLAV-FM Grand Rapids, Mich.; WMRN-FM Marion, Ohio; WTVB (FM) Coldwater, Mich.; WVKO-FM Columbus, Ohio; *WOSU-FM Columbus, Ohio; WAKR-TV Akron, Ohio; WFMJ-TV Youngstown, Ohio; WHIZ-TV Zanesville, Ohio; WLUC-TV Marquette, Mich.; WMSB (TV) Onondaga, Mich.; WNEM-TV Bay City, Mich.; *WCET (TV) Cincinnati, Ohio; *WMUB-TV Oxford, Ohio.

WEBO Owego, N. Y.—Granted acquisition of positive control by Sarah D. Davis through purchase of stock from Petrina B. Colby.

KGMI-FM Bellingham, Wash.—Granted assignment of licenses to International Good Music Inc.

KSEE Santa Maria, Calif.—Granted assignment of cp to Edward E. Urner tr/as Cal-Coast Bcstrs.

■ Granted licenses for following am stations: KSEE Santa Maria, Calif., and specify studio location; WARI Abbeville, Ala.

WSKY Asheville, N. C.—Granted license covering auxiliary trans. and operation by remote control.

KFSB Joplin, Mo.—Granted license covering installation of new trans.

KYRO Potosi, Mo.—Granted license covering change in ant.-trans. and studio location.

WCSI-FM Columbus, Ind.—Granted license covering change in frequency, increase in ERP and ant. height and change of trans.

WGVM Greenville, Miss.—Granted license covering increase in power and installation of new trans.

WDWS Champaign, Ill.—Granted license

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covering increase in daytime power and installation of new trans.

WTIK Durham, N. C.—Granted mod. of license to change remote control point while using non-DA; without prejudice to such further action as commission may deem warranted as result of final determinations with respect to pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters.

***KVIE(TV) Sacramento, Calif.**—Granted mod. of license to change studio location.

K73AX Romeo, La Jara, Manassa, Antonito and Alamosa, Colo.—Granted cp to change from ch. 82 to ch. 73 and type trans. of uhf tv translator station.

KATU(TV) Portland, Ore.—Granted mod. of cp to change type trans.; type ant.; increase ant. height; and make other equipment changes; ERP visual 100 kw; aural 60.3 kw; ant. height 1,090 ft.

WPRO-TV Providence, R. I.—Granted mod. of cp to change ERP to 316 kw vis.; 158 kw, aur.; type trans.; type ant.; decrease ant. height to 910 ft., and make other equipment changes.

KGPO(FM) Grants Pass, Ore.—Granted authority to remain silent for period ending March 1, 1962.

■ Following stations were granted extensions of completion dates as shown: KLGN Logan, Utah, to Oct. 22; KUTA Blanding, Utah, to Oct. 20; WNSL Laurel, Miss., to Oct. 20; WRIZ Coral Gables, Fla., to March 20, 1962; WPGH (FM) Pittsburgh, Pa., to Feb. 1, 1962; WVLK-FM Lexington, Ky., to Nov. 1; WAFM (FM) Anderson, Ind., to Jan. 1, 1962; WPBS-FM Philadelphia, Pa. to Dec. 30.

Actions of Sept. 14

Quinault TV Inc. Quinault, Wash.—Granted cps for new vhf tv translator stations on chs. 7 and 12 to translate programs of KOMO-TV (ch. 4) Seattle, Wash. and KOIN-TV (ch. 6) Portland, Ore.

■ Granted cps for following new vhf tv translator stations: Wells & Wade Fruit Co. on chs. 13, 7 and 11 Azwell, Wash., to translate programs of KREM-TV ch. 2, KXLY-TV ch. 4 and KHQ-TV ch. 6, all Spokane, Wash.

WALK-AM-FM, Patchogue; WRIV Riverhead, both New York—Granted involuntary transfer of negative control from W. Kingsland Macy to Julia Dick, John Henry Dick, and William Kingsland Macy Jr., executors of estate of W. Kingsland Macy, deceased.

WFAB Miami-South Miami, Fla.—Granted transfer of control from United Bcstg. Co. of Eastern Virginia Inc. to United Bcstg. Co. of Western Maryland Inc.

KLMO Longmont, Colo.—Granted relinquishment of positive control by Judson G. Rosebush through sale of stock to William G. Stewart.

WEST-FM Easton, Pa.—Granted license covering change in frequency, decrease in ERP, change in ant. height, installation of new trans. and ant.

KPOJ Portland, Ore.—Granted license covering use of old main trans. as auxiliary trans.

WAWZ-FM Zarephath, N. J.—Granted license covering increase in ERP and installation of new trans.

KGEE Bakersfield, Calif.—Granted license covering increase in daytime power and installation of new trans.

WMMT McMinnville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WBCB Levittown-Fairless Hills, Pa.—Granted license covering increase in daytime power and installation of new trans., and for auxiliary trans.

WDTI Danville, Va.—Granted license covering increase in power.

WCEM Cambridge, Md.—Granted license covering installation of new trans.

WSWM(FM) East Lansing, Mich.—Granted license covering change in ERP, ant. height, installation new trans. and ant., and changes in ant. system.

WQMS(FM) Hamilton, Ohio—Granted license covering change in frequency, increase in ERP, make changes in transmitting equipment, and installation of new trans.

KJAZ(FM) Alameda, Calif.—Granted cp to change ant.-trans. location to Leavenworth and Green, San Francisco; studio location and remote control point to South Shore Center, Alameda; install new trans. and new ant.; make changes in ant. system; decrease ERP to 430 w, and increase ant. height to 360 ft.

WCGR Canandaigua, N. Y.—Granted cp to change trans. location; condition.

WTUX Wilmington, Del.—Granted cp to install new type trans.

Actions of Sept. 13

■ Granted cps for following new vhf tv translator stations: Elk Mountain Tv Co. on chs. 8, 12, and 6 Encampment and Elk Mountain, Wyo., to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and KFBC-TV ch. 5 Cheyenne, Wyo., via ch. 11 Saratoga, Wyo.; Kenneth Marcy on ch. 13 Scott City, Kan. (KTVC ch. 6 Ensign, Kan.); Grand Canyon Community Recreational Assn. on ch. 9 Grand Canyon, Ariz. (KOOL-TV ch. 10 Phoenix, Ariz., via uhf tv translator station K70BO Williams, Ariz., condition); Virginia City Tv Booster Club on ch. 7 Virginia City, Mont. (KXLF-TV ch. 4 Butte, Mont., condition); Upper Colorado Tv Assn. on chs. 5 and 2, rural area between Derby Mesa and Bond, Colo., and Cabin Creek and Dotsero, Colo. (KOA-TV ch. 4 Denver, Colo. and KOA-TV ch. 4 Denver), via ch. 5 Burns (Orris Albertson Ranch), Colo., conditions); Collbran Tv Assn. on ch. 4 Collbran, Colo. (KREX-TV ch. 5 Grand Junction, Colo., condition); Winnett Community Tv System on ch. 10 Winnett, Mont. (KOOK-TV ch. 2 Billings, Mont., condition); Durango Tv Translator, Durango Junior Chamber of Commerce Inc. on chs. 6 and 3 Animas Valley near Durango, Colo. (KOB-TV ch. 4 Albuquerque, N. M. via uhf tv translator station K72AN Durango (Baldy Mountain) Colo., and KOAT-TV ch. 7 Albuquerque, N. M., via K70BR Durango (Baldy Mountain) Colo., conditions); Escalante Tv Assn. on chs. 4, 2 and 5 Escalante, Utah (KCPX-TV ch. 4 Salt Lake City, via ch. 11 Rural Wayne County, Utah, via ch. 4 Teasdale and Torrey, Utah, via ch. 10, KSL-TV ch. 5 Salt Lake City, via ch. 13 Rural Wayne County, Utah, via ch. 5 Teasdale and Torrey, Utah, via ch. 12 Hanksville, Utah, KUTV-TV ch. 2 Salt Lake City, via ch. 9 Rural Wayne County, Utah, via ch. 2 Teasdale and Torrey, Utah, via ch. 8 Hanksville, Utah); Piute County on chs. 5, 4 and 2 Marysvalle, Utah (KSL-TV ch. 5 Salt Lake City, via ch. 12 Circleville, Utah, KCPX-TV ch. 4 Salt Lake City, via ch. 10 Circleville, Utah, and KUTV ch. 2 Salt Lake City, via ch. 8 Circleville, Utah, conditions); Buena Vista Tv Inc. on ch. 10 Buena Vista, Colo. (KOA-TV ch. 4 Denver, Colo.); County of Wayne on chs. 13, 4, 8, 6, 7, 3, 10, 12, 5, 2, 11, 9 Wayne County, Teasdale and Torrey, Hanksville, Loa, Utah (KSL-TV ch. 5 Salt Lake City, Utah, KCPX-TV ch. 4 Salt Lake City, via ch. 11 Wayne County, KUTV ch. 2 Salt Lake City, via ch. 9 Wayne County, via ch. 2 Teasdale and Torrey, Utah, KSL-TV ch. 5 via ch. 13 Wayne County, KCPX-TV ch. 4 Salt Lake City, via ch. 11 Wayne County, via ch. 4 Teasdale and Torrey, KSL-TV ch. 5 Salt Lake City, via ch. 13 Wayne County via ch. 5 Teasdale and Torrey, KCPX-TV ch. 4 Salt Lake City, KUTV ch. 2 Salt Lake City).

WJER Dover-New Philadelphia, Ohio—Granted cp to install main trans. as auxiliary trans. day and as alternate main trans. night.

KSID Sidney, Neb.—Granted mod. of cp to change type trans. and make changes in ant. system.

KXYZ-FM Houston, Tex.—Granted mod. of cp to increase ERP to 15 kw; ant. height to 460 ft.; change remote control point; type trans.; ant; and make changes in ant. system.

■ Following stations were granted mod. of cps to change type trans.: KHOK Hoquiam, Wash.; WKOS Ocala, Fla.; KSIM Sikeston, Mo.; KFVS Cape Girardeau, Mo., condition; KLIV San Jose, Calif.; KWTC Barstow, Calif.; K13CB, K09BU Del Norte, Colo.

KCHU(TV) San Bernardino, Calif.—Granted mod. of cp to change studio location; type trans.; type ant.; and make other equipment changes.

KO7CR Camps, Wyo.—Granted mod. of cp to change frequency from ch. 4, 66-72 mc to ch. 7, 174-180 mc.

■ Following stations were granted extensions of completion dates as shown: KSID Sidney, Neb., to March 18, 1962; KHOK Hoquiam, Wash., to Nov. 27; WKRZ Oil City, Pa., to Nov. 1; WRUN-FM Utica, N. Y., to Dec. 1; WINB Red Lion, Pa., to June 1, 1962; KVAL-TV (main trans. & ant.) Eugene, Ore., to March 18, 1962; KCRA-TV (main trans. & ant.) Sacramento, Calif., to April 1, 1962; WPTZ (TV) North Pole, N. Y., to April 1, 1962.

KASO Minden, La.—Granted extension of authority to Nov. 30 to sign-on at 6 a.m. and sign-off at 7:00 p.m., Mondays-Saturdays and from 7:00 a.m. to 9 p.m. on Sundays.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 21

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,591	38	108	852
FM	868	66	182	143
TV	486[1]	62	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 14

	VHF	UHF	TV
Commercial	466	81	547
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Actions of Sept. 11

■ Granted cps for following new vhf tv translator stations: South Platte Valley Tv Assn. on chs. 8 and 4 Julesburg, Colo., to translate programs of KHPL-TV ch. 6 Hayes Center, and KNOP ch. 2 North Platte, Neb., conditions; Hotchkiss Community Tv Assn. on ch. 2 Hotchkiss, Colo. (KREX-TV ch 5 Grand Junction, Colo., condition); Springer Community Tv Club on ch. 11 Springer, N. M. (KGGM-TV ch. 13 Albuquerque, N. M., via ch. 6 Raton, N. M.).

WJJD-FM Chicago, Ill.—Remote control permitted; condition.

Translators

All-Alaska Bcstrs. Inc., Usibelli and Suntranna, Alaska—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KFAR-TV (ch. 2) Fairbanks. Action Sept. 20.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on October 24, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361 (c) of commission rules, application, in order to be considered with any application appearing on below list or with any other application on file by close of business on October 23, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on Oct. 23, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Sept. 15.

Applications from top of processing line:

BP-14288 NEW Mocksville, N. C.—Wilkes Bcstg. Co. Req: 1520kc, 5kw, 1kw (CH), D.

BP-14290 KSWS Roswell, N. M.—John A. Barnett. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14291 NEW Hartford, Ky.—Hayward F. Spinks. Req: 1600kc, 500w, D.

BP-14293 KBKR Baker, Ore.—Oregon Trail Bcstg. Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14297 NEW Lehigh Acres, Fla.—Lehigh Acres Radio & Tv Co. Req: 1440kc, 1kw, 5kw-LS, DA-2, unl.

BP-14301 NEW Gaffney, S. C.—E. Raymond Parker. Req: 1500kc, 1kw, 250w (CH), D.

BP-14303 NEW Salina, Kan.—John M. Hall. Req: 630kc, 500w, DA-2, unl.

BP-14304 NEW Lapeer, Mich.—Lapeer Bcstg. Co. Req: 1530kc, 5kw, DA, D.

BP-14306 WTVB Coldwater, Mich.—Twin Valley Bcstrs. Inc. Has: 1590kc, 500w, 5kw-LS, DA-N, unl. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14308 WJAY Mullins, S. C.—Mullins & Marion Bcstg. Co. Has: 1280kc, 1kw, D. Req: 1280kc, 5kw, D.

BP-14313 NEW Honolulu, Hawaii—Polynesian Bcstg. Inc. Req: 1210kc, 1kw, unl.

BP-14314 NEW Rapid City, S. D.—Black Hills Corp. Req: 800kc, 1kw, D.

BP-14317 WVNA Tuscumbia, Ala.—Elton H. Darby. Has: 1590kc, 5kw, D. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14319 NEW Comanche, Tex.—Radio Comanche. Req: 1550kc, 250k, D.

BP-14320 NEW Bucyrus, Ohio—Andrew Emerine. Req: 1520kc, 250w, D.

BP-14321 NEW Poplarville, Miss.—Ben. O. Griffin and Henry C. Hunter. Req: 1530kc, 1kw, D.

BP-14323 WOBS Jacksonville, Fla.—Mel-Lin Inc. Has: 1360kc, 5kw, D. Req: 1360kc, 5kw, DA-N, unl.

BP-14324 KUDE Oceanside, Calif.—Dolph-Pettey Bcstg. Co. Has: 1320kc, 500w, DA-1, unl. Req: 1320kc, 5kw, 500w-LS, DA-2, unl.

BP-14325 NEW Buena Vista, Va.—Commercial Service Co. Req: 930kc, 5kw, D.

BP-14328 WFYI Mineola, N. Y.—VIP Bcstg. Corp. Has: 1520kc, 10kw, DA, D. Req: 1520kc, 50kw, DA, D.

BP-14329 NEW Highland, Ill.—Progressive Bcstg. Corp. Req: 1510kc, 250w, DA, D.

BP-14330 NEW Gloucester, Mass.—Simon Geller. Req: 1540kc, 1kw, DA, D.

BP-14331 NEW Many, La.—Many Bcstg. Co. Req: 1530kc, 1kw, D.

BP-14332 WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Inc. Has: 740kc, 1kw, D. Req: 740kc, 5kw, 1kw (CR), DA, D.

BP-14334 NEW Bayamon, P. R.—Jesus Vargas Candelaria. Req: 1400kc, 250w, unl.

BP-14338 NEW Morro Bay, Calif.—Elbert H. Dean & B. L. Golden. Req: 1150kc, 500w, D.

BP-14339 KVAS Astoria, Ore.—Lower Columbia Bcstg. Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14340 NEW Lynchburg, Va.—Griffith Bcstg. Corp. Req: 930kc, 1kw, D.

BP-14345 WAVN Stillwater, Minn.—St. Croix Bcstg. Co. Has: 1220kc, 1kw, D. Req: 1220kc, 5kw, D.

BP-14346 KXRJ Russellville, Ark.—The Valley Bcstrs. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14348 NEW Asheboro, N. C.—WIDU Bcstg. Inc. Req: 1530kc, 1kw, 250w (CH), D.

BP-14351 NEW Cottonwood, Ariz.—Peter Viotti. Req: 1600kc, 1kw, DA, D.

BP-14352 NEW Roseau, Minn.—Marlin T. Obie and Henry G. Tweten. Req: 1410kc, 1kw, D.

BP-14353 KBMW Breckenridge, Minn., and Wahpeton, N. D.—Interstate Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14354 NEW Stratford, Conn.—Berkshire Bcstg. Corp. Req: 1490kc, 250w, unl.

BP-14355 NEW Shelton, Conn.—James Stolcz. Req: 1490kc, 250w, 1kw-LS, DA-D, unl.

BP-14356 NEW Buena Vista, Va.—Parkway Bcstg. Co. Req: 930kc, 5kw, D.

BP-14358 NEW Joshua Tree, Calif.—Col. Edmund B. Moore, USA Ret. Req: 1420kc, 1kw, D.

BP-14359 NEW Daingerfield, Tex.—Beamon Bcstg. Co. Req: 1560kc, 1kw, DA. D.

BP-14360 WBBI Abingdon, Va.—Burley Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14361 KMHL Marshall, Minn.—Harry Willard Linder. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14362 WBUC Buckhannon, W. Va.—Upshur County Bcstg. Co. Has: 1460kc, 1kw, D. Req: 1460kc, 5kw, D.

BP-14363 NEW Herndon, Va.—Coastal Bcstrs. Inc. Req: 1440kc, 1kw, DA, D.

BP-14364 NEW Warsaw, N. C.—Warsaw-Mount Olive Bcstg. Co. Req: 550kc, 1kw, DA, D.

BP-14365 KDHL Faribault, Minn.—KDHL Bcstg. Co. Has: 920kc, 1kw, DA-2, unl. Req: 920kc, 1kw, 5kw-LS, DA-2, unl.

BP-14366 NEW Redfield, S. D.—Victoria Bcstg. System. Req: 1380kc, 500w, D.

BP-14369 KEEE Nacogdoches, Tex.—J. C. Stallings. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14370 KONG Visalia, Calif.—Air Waves Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14371 WBIL Leesburg, Fla.—Thompson K. Cassel. Has: 1410kc, 1kw, D. Req: 1410kc, 5kw, D.

BP-14378 WMYR Ft. Myers, Fla.—Robert Hecksher. Has: 1410kc, 500w, 5kw-LS, DA-N, unl. Req: 1410kc, 5kw, DA-N, unl.

Text of policy statement concerning conduct of FCC policy

■ Commission issued following policy statement in connection with revising its Administrative Order No. 10 concerning standards of conduct for FCC employes. Action Sept. 18.

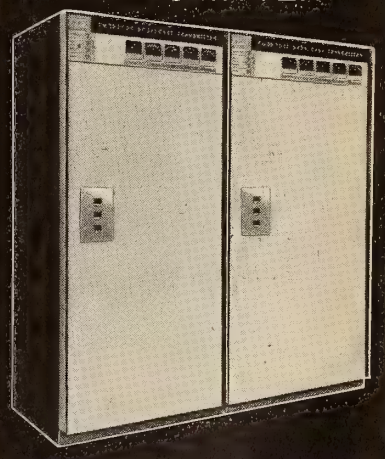
The effectiveness of the commission in serving the public interest depends upon the extent to which the commission holds the confidence and esteem of the nation's citizens. To hold the public confidence, high moral and ethical standards must be maintained within the commission and all officers and employes must obey not only the literal requirements of the federal laws and orders governing official conduct, but also must show by their conduct that they support the ethical principles which underlie these laws and regulations. This means that each of us must do his part in maintaining the reputation of the commission by conducting himself at all times in such manner that his actions will bring credit upon the commission and the federal service.

With this end in mind, the commission has promulgated standards of conduct for all commission employes and has delegated to the chairman responsibility for the detection and prevention of acts, short of criminal violations, which could bring discredit upon the commission and the federal service. In this connection, attention is called to the Code of Ethics for Govern-

Continued on page 115

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- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Immediate requirement for manager and chief engineer at new 1000 watt daytimer located in suburban major market in northeast. Write Box 942G, BROADCASTING.

Assistant manager-sales manager for No. 1 station in market. Sales background and impressive past sales record essential. This is a group-owned station with excellent opportunity of promotion for you. Best opportunity to earn money. Send resume, sales record, and recent photo to Randall Rollins, WAMS, 414 French Street, Wilmington, Delaware.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.-000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Salesman, ready to move-up to sales manager. Must be thoroughly experienced in am operation. Golden opportunity to move into management in good small eastern market. Aggressive sales record a must. Box 219H, BROADCASTING.

Writer, to create reports on radio selling techniques for NYC firm. Sales or promotion background necessary. Send resume, state salary. Box 247H, BROADCASTING.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snapshot to Earl Harper, w-HI-h, 731 Boush St., Norfolk, Va. Available for personal interview at President Hotel, New York City, October 2 through 6.

$10,000 year ($7800 salary plus commission). We pay moving and interview expenses. Must be producer. Station on 24 hour operation a.m. and f.m. Mail resume to Sales, WLAV, Grand Rapids, Michigan.

Attention Mississippi: Wanted—full time salesman. Must be able to produce what you sell with strong air voice. Play-by-play sports ability desirious. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State University.

Announcers

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Expanding progressive Ohio broadcasting company seeks morning personality with opportunity for television work. Tape, resume, photo to Box 171H, BROADCASTING.

News director, on the air. Newsman wanted top radio facility Southern California. Maturity, style and ability is our yardstick. Tape and resume. Also first ticket staff announcer. Fine music format. Tape and resume to Box 195H BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Mature voice, experience, and the desire to grow with a long established, expanding radio station in the midwest. Send full details, including salary expectations. No tapes now, but we may want them later if you're too far away for a personal interview. Immediate opening. Box 217H, BROADCASTING.

Southeast daytimer needs announcer with mature approach. News-dj. Small town, congenial staff. Send tape and resume. Box 218H, BROADCASTING.

Growing southern chain accepting auditions from production-minded announcer-d.j.'s. We like the bright, happy pace. No screamers or dreamers, but dedicated workers who want to grow with our organization and advance themselves into a solid lucrative future. Young or old, if you can take hold and produce, there is a place for you in this energetic group. Send tape and resume, including references and picture. Your application acknowledged immediately and held for action. Box 225H, BROADCASTING.

Needed: Combo man capable of chief engineering duties. KCCR Pierre, South Dakota.

Wanted: Experienced radio and television announcer. Looking for a stable man and willing to wait to find the right man. No booze hounds or drifters. All replies confidential. Reply to Bill McCraken, KFBC Radio-TV, Cheyenne, Wyoming.

Announcer, first phone, pay according to ability, experience, need immediately. George Williams, KGHM, Brookfield, Missouri.

Mature-announcer-news editor for daytime station. Must be able to gather, write and report local news. Friendly town, friendly staff, good pay, many benefits. Write or call Ray Saadi, KTIB, Thibodaux, La. Phone Hillcrest 7-9006.

First phone: bright, full time announcer, no maintenance. Happy, non rock, but fast moving format. Salary to ability. KUTT, Box 109, Fargo, N. Dakota.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Experienced staff announcer needed immediately. WASA, Havre de Grace, Maryland.

Washington creative announcer — strong, resonant bass voice; intelligent production capacity. Top salary, excellent future with growing organization. Send tape, photo, experience to Arthur Arundel, President, WAVA, Arlington 7, Virginia or telephone KE 6-9000 if near Washington, D. C.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Wanted: Immediate opening for two staff anouncers. Pa. ABC affiliate. One position requires first phone. Top money to right men. Send tape-photo-resume to Al Dame, Station Manager—WCPA, Clearfield, Pa.

Morning man for the top-rated operation in the best three station non-metropolitan market in New England. Your salary requirements will not frighten us if you are really sharp. Send tape and resume to Manager, WDOT, Burlington, Vermont.

Help Wanted—(Cont'd)

Announcers

WLPM, is going 5kw and needs mature voice personality for quality programming. Send tape and resume or contact Ed Baydush, WLPM, Suffock, Virginia, for interview.

Help! Caught in the draft. Need an announcer or combo immediately. WNNT, Warsaw, Virginia. 250 watt daytimer. Phone EDgewater 3-6900.

DJ for top 40 nighttime show. Call WNCO, Ashland, Ohio.

Farm-local newsman combination. Send resume and tape. WSMI, Litchfield, Illinois.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Eight-year-old tv only operation starting 100 kw quality fm operation about October 15. Need two good radio announcers who also have ability to appear on tv. Knowledge of news copy traffic useful. No dj's please. Send picture, tape, full particulars first letter. Dwight Wheeler, WWTV-FM, Fetzer Television, Cadillac, Michigan.

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Personality announcer, CBS affiliate. WKRG, Mobile, Alabama.

Dee jay—first phone—St. Louis area. Fast paced tight board. Send tape-resume to Chuck Norman, 7552 Wydown Blvd., St. Louis 5, Mo.

Technical

Chief engineer—Mississippi ND daytimer. going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

Chief engineer for 1,000 watt am and fm midwest station. No announcing required. Excellent opportunity. Send background experience, references, and salary requirements with first letter. Box 126H, BROADCASTING.

Engineer-announcer or engineer salesman. Main requirement engineering ability for 500 watt daytimer that believes in providing best equipment for maintenance in one of Carolina's fastest growing small markets. Salary open. Box 129H, BROADCASTING.

First class engineer who can double in brass—either announcing, copy, production, or traffic. Medium southern market full-timer with fm. Send resume, tape, recent photo, and expected salary. Box 130H, BROADCASTING.

First class licensee that can sell, write copy, or announce. Box 188H, BROADCASTING.

Needed immediately: two experienced first phone operators. KSTT, Davenport, Iowa.

Immediate opening for chief—1st phone. Maintenance and installation experience. Write or call Ralph Robinson, c/o WACE, Chicopee, Mass.

Position open for chief engineer at WCOA, Pensacola. Our man must be experienced audio-rf man. No announcing. Currently ready to re-equip control facilities. Five kw directional night. Top pay to right man. Many other benefits. Gulf coast Florida presents finest in family living. Contact J. McCarthy Miller, WCOA, Pensacola, Florida.

Help Wanted—(Cont'd)

Technical

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Reliable copy-traffic person for two station 100,000 plus market in western New York. Security and pleasant conditions with benefits. Prefer someone who has come up through small station. Box 104H, BROADCASTING.

Need top news digger—writer—reporter for major Metropolitan market. Exclusive news background as city reporter, correspondent desired. Big opportunity in "ready" market. Send data, tape, picture to Box 105H, BROADCASTING.

Promotion-publicity director by top rated midwest CBS tv and radio station. Excellent opportunity for aggressive idea man with publicity, merchandising, writing and administrative experience. $8,000-$12,000 start. Send all details including brochure of previous campaigns, references, photo to Box 139H, BROADCASTING.

News director, presently heading news department of number one station in top thirty market. Seeking more news minded operation. Will consider newsman's position with potential in top organization. Box 182H, BROADCASTING.

Young, successful program director for station interested in quality adult radio. Good announcer. 33, family. Box 192H, BROADCASTING.

Eight years experience radio, television, video tape editing. Desire position am, television. Can start immediately. Box 202H, BROADCASTING.

Internationally-known program director desires change. Seasoned young executive. Exceptional ability in audience development, all age groups. Unexcelled references. Consider solid, established station anywhere. Low five figures. Detailed resume available. Box 203H, BROADCASTING.

Kilowatt independent in small western Pennsylvania market needs fulltime newsman to gather, write and announce news. Send tape, photo, details of experience and salary required. Box 234H, BROADCASTING.

Washington, D. C., top 40 station, has immediate opening for combination newsman-copywriter. Box 236H, BROADCASTING.

Wanted—program director who can also gather and write local news. Some announcing. 500 watt daytimer. KCHE, Cherokee, Iowa.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

News director, 5000 watt regional with accent on statewide news coverage. Must write, collect, broadcast. Good existing news setup. Prefer man with smattering of sports ability. Craig Parker, WDEV, Waterbury, Vermont.

Newsman with good reporting sense, authoritative voice for active news department needed for immediate opening. Send tape and resume, or contact by telephone Mr. Bill Frank, Program Director, WIMA Radio, Lima, Ohio, Immediately.

Help Wanted—(Cont'd)

Production—Programming, Others

Immediate opening for program director. Present man being recalled into service. Must be creative and capable of assuming administrative responsibilities. If interested call Howard Frederick, WIRL, Peoria, Illinois.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Available: Fifteen years manager/sales manager experience. College graduate, business administration, commercial law and advertising. Successful operation sold station. Resume on request. Box 136H, BROADCASTING.

Station, sales manager 16 years. Strong on local, national sales. First class license. Excellent references. Box 197H, BROADCASTING.

An experienced broadcaster desires to participate in management of top ten market fm operation and would like an option to purchase with cash up to 51% of station. Box 244H, BROADCASTING.

General manager, $200 minimum. 15 years experience. Immediate. Box 246H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Top flight radioactive sales personality . . . Restless, frustrated, for lively organization with solid recognition in major market providing top production, promotional and merchandising tools. In return . . . will create the trust power necessary to skyrocket sales . . . Must be top 50 market. Box 964G, BROADCASTING.

Are you looking for an account exec. with four years exp. in small market. Copy, production and board exp. also. Married and willing to relocate. Desire to work into management position. Box 198H, BROADCASTING.

Sales, announcing. Can perform saleable shows, can sell them. Can manage not armchair. South. Box 207H, BROADCASTING.

Midwest newspaper salesman desires return to live radio market. Sales, copy, news, announcing experience. Journalism graduate. Work straight 20% for right deal. Can invest. Selling for you after two weeks notice to present employer. Box 213H, BROADCASTING.

Announcers

Personality, dj, announcer, newscaster. Run own board. Married. References. Will travel. Prefer top 40 or middle of the road. Box 721G, BROADCASTING.

Swingin dj, college grad. 2 years experience. Joe Niagara type. Box 140H, BROADCASTING.

Negro announcer looking employment—will travel, strong in board work. Graduate of A.T.S. Box 163H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention upper mid-west! 3 yrs. experience, good voice, build show around good music, bright chatter, and, $ell. Thrive on competition. Makes listeners want more. If you do, write box 167H, BROADCASTING.

Announcer. 2 years experience, first phone, crisp news—both radio and TV, tight board, enthusiastic delivery, vet, single—Box 180H, BROADCASTING.

Young experienced announcer available. Desiring to relocate. Preferable Florida. Experienced all phases. Strong news. Some office work. Write Box 181H, BROADCASTING.

Announcer-account executive: Experienced, college-professional training, veteran, no military obligation, desire news exposure, will work combination. Box 183H, BROADCASTING.

Is this your need? Maturity—reliability—proven ability in top market—plus dialects and voices for production commercials—then I am your man. Box 184H, BROADCASTING.

Announcer-d. j.—newscaster-relief man looking for permanent position. Have car, married, age 24, 1 year experience, 2 years college prefer to relocate in a northeastern state. Box 186H, BROADCASTING.

Top dj in medium-major, five years, married. Top forty or middle music. Presently $115. Box 187H, BROADCASTING.

Top-rated personality DJ, with lively, happy sound . . . for your top-rated major market station. Box 191H, BROADCASTING.

Radio-tv announcer seeks position in Massachusetts or Connecticut. Married. Box 196H, BROADCASTING.

DJ-newsman: Tight, cheerful, personality; family, college. Best Hooper in midwest city of 100,000 during 3-6 p.m. References prove will give 100%. Tape and resume on request. Box 201H, BROADCASTING.

I must have something! Was in million-market after only week and a half in radio. 24, single, draft-free, write copy, like children, kind to animals. Top 40—let's go! Box 204H, BROADCASTING.

Announcer with sales and administrative experience, college education, married, stable. Am looking for growth apportunity with expanding organization. Box 205H, BROADCASTING.

Mature (not old) announcer with good background and solid references. Interested in permanent position in Hawaii. Will pay own travel. Box 206H, BROADCASTING.

Attention please! Northwesterner desires job-ticket (no maintenance). Some experience. Box 211H, BROADCASTING.

Literate. Tension-free network or transcribed feature station. 25. Single. Box 216H, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

Continental announcer dj—newscaster personality. Slight Dutch accent. Experienced—very tight board-combo. Not a floater. Resume and tape on request. Box 221H, BROADCASTING.

Announcer d.j. Newscaster personality. Experienced. Used to combo and very tight board. Not a floater. Married. Tape and resume on request. Box 222H, BROADCASTING.

1st phone, experienced; but beginner announcer, wants combo job around Chicago (100 mile radius). Box 224H, BROADCASTING.

Air personality with first phone will be available soon. Six years experience, including major market. $140.00 weekly minimum with two year contract. Box 228H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top forty flavored with oldies and r&b. If that's your format, and your looking for a personality who knows music, then let's talk. Currently employed #1 station top 30 market. Married. pd and md experience. Box 232H, BROADCASTING.

Air personality, staff announcer, capable of tight production. Fast board, experienced, college, married. Permanent position with family man's salary desired. Box 239H, BROADCASTING.

Announcer, beginner. College degree in broadcasting. Armed Forces Radio Service. Can write, have sales experience. Mature and a team-worker. Able to see stations problems creatively and commercially. Box 242H, BROADCASTING.

Man 34, desires to locate with radio station in metropolitan Washington area as announcer and grow with the station. Hard worker. Excellent references. Box 243H, BROADCASTING.

Announcer, dj. Experienced. Mature voice. Tight format, want to settle. Box 249H, BROADCASTING.

Experienced announcer. Wants to re-locate. Full knowledge of c&w, pop and other music. Run own board. Tight production. Pleasant, happy sound. Will consider all offers. Tape, resume available now. Write: Gene Norell, WRIG, Wausau, Wisconsin. Call collect Vi-79615.

1st class ticket, no experience. Make offer. Bill Baldwin, EAst 5-7049, Palatka, Florida.

Have worked mostly in big markets. Prefer TV and radio job. Well rounded radio personality. Experience 5½ years 1st phone ticket. Can supply references. Write to: Jerry Hooser, Box 815, Seymour, Texas.

Announcer. Good voice, news or dj. 1-year experience with unlimited ambition. Love music and work. Prefer Texas or near. Details on request. Bob Kay, Box 14494, Houston, Texas. MA 3-9515.

Announcer-lazy, undependable, dishonest, obnoxious. Doesn't want position but needs one in California, or western station, that wants draft free personality. High pay, short hours essential. Contact 5102 Quail Circle, Huntington Beach, California. Phone TW 7-3483.

One year experience, better than average. Ready now! Not a floater, will go anywhere for security. 958 Lamond Avenue, Lake City, Fla.

Top morning man or staff and production with ten years radio available immediately. Strong metropolitan experience. Dependable, sober, family man. Lou Shabott, 958 Lamond, Lake City Fla.

Air-salesman: mature experienced hard-working professional. Newscaster, programming. Employer references. Pleasant, relaxed adult sound . . . need adult wages. Family. South, southwest. Available now. Glenn Walker, 511 Woodland, Crookston, Minnesota.

Technical

Technical school graduate. Experienced on full power GE and RCA transmitters, plus studio experience. Desires studio or studio and transmitter position. Age 27, single. First phone. Box 210H, BROADCASTING.

Consultants-solid stations. Chief engineer desires change to field engineer or stable broadcast operation. 5,000 watt experience. Presently completing four tower directional proof after supervising overhaul and retuning. One time station owner, fourteen years experience, complete constructions, maintenance, supervision. Reply Box 212H, BROADCASTING.

First phone, family, desire permanent position in radio or television. Box 230H, BROADCASTING.

Production—Programming, Others

Program director with seven years at last station in surburban NYC. Seeks permanent position in larger market. Will accept announcing if money and future promising. Eleven years experience. 30 years old, married, own home but will relocate. Tape and resume on request. Box 214H, BROADCASTING.

Engineer, first phone, eighteen months maintenance experience—some announcing experience, desires job as combination man. Box 223H, BROADCASTING.

Seasoned - saleable - stable - solvent. Announcer-producer. Am-tv. Own: Bell-Howell 16 camera equipment and Magnecord tape-speech input. 20 year media man. Top references. Currently employed-midwest. News, forte. Box 229H, BROADCASTING.

Woman graduate of NAOB wants job in continuity, promotion or traffic. Box 237H, BROADCASTING.

Built reputation in local news coverage. Capable in performance. Permanent. Box 250H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman, between ages 25 and 35 for expansion of Romper Room, Inc., to service and cover all phases of program. Must be free to travel, excellent opportunity, salary and expenses. Write full details to Romper Room, Inc., 2229 North Charles St., Baltimore 18, Maryland. Phone calls not excepted..

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

Western vhf needs experienced studio-transmitter engineer with first phone license. Send resume and salary requirement to Box 190H, BROADCASTING.

Video switcher-director, licensed man preferred, some experience necessary. Also opening for transmitter engineer. Network station. Rocky Mountain area. Box 215H, BROADCASTING.

Opening for first phone, video and audio switching and some maintenance. Send resume, picture and salary requirements to J. H. Seide, Chief Engineer, KNOP-TV, North Platte, Nebraska.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

TV announcer: 1½ years TV, 4 years radio. Currently tv sports director. Experience in all phases of broadcasting. 4 years college. Prefer Radio-TV combination sports. Box 185H, BROADCASTING.

Announcers

Experienced tv announcer-director with many years radio, news speciality, family man. Prefers northeast tv or tv-radio position. Box 226H, BROADCASTING.

TV announcer seeks permanent relocation, prefer northeast. Married, veteran, experienced: booth, live spots, news, weather. Staff or straight commercial announcing. Box 238H, BROADCASTING.

Technical

First phone. RCA graduate, studio engineer experience, good references. Box 193H, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

News—is the most important function in broadcasting. Station managers may not believe this, but their newsmen should. I do. Two years with one of country's finest major market tv and radio stations. Experienced in all phases of news operation, including complete responsibility for prime time tv newscasts. Have reached dead end. Want hard work, responsibility, chance to advance on own merit. B.A. Journalism, married, 25, top references. Prefer Florida. or east or west coast. Box 208H, BROADCASTING.

Young man, economics degree, post graduate communication arts, anxious for beginning position, any capacity, television, radio. Box 227H, BROADCASTING.

In baseball I'd be a switchhitting utility infielder. In radio/tv I plug holes in programming/production with emphasis on research/writing documentaries and public interest. Box 252H, BROADCASTNG.

Off-camera news, public affairs director. Strong writer, photographer, available immediately, references, competitive. Jack Vandermyn, 1650 East Walnut, Evansville, Indiana. HA 5-9473.

FOR SALE

Equipment

Used tv transmitters offered as is. One Gates Model BT-1AH 100 watt Channel 10 $1,995.00. One Gates Model BT-5A 5 kw Channel 5, $4,950.00. Box 913G, BROADCASTING.

1000 watt transmitter 1280 kc, cut corder. $300. You pick up mid Missouri. Box 189H, BROADCASTING.

Fullest sound! Industry's standard RCA 44-BX Senior Velocity Microphones. Three, all good shape will completely equip control room, studio. First check $200.00 takes them. Box 199H, BROADCASTING.

Collings type 300G serial 34 transmitter. Excellent condition. Full set tubes plus some spares. Two 1240 crystals excellent for conelrad stand-by. Contact G. P. Richards, WCEM, Cambridge, Maryland.

GE-fm broadcast transmitter, type BT-1-B, model 4BT1B, exciter unit only, in operating condition. $450.00 F.O.B. WITZ, Jasper, Indiana.

Gates M5144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

Texas gulf coast broadcasters attention: 200 foot guyed triangular tower excellent condition—most reasonable. 1590 Sheridan Road, Lake Forest, Illinois.

Magnecord P-75 stereo tape recorder. New, in original factory cartons $700.00. Berlant BRX-1 and 30 recorders excellent condition. $275.00 each. Box 406, Hiawatha, Iowa.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE—(Cont'd)

Equipment

TV-25kw amplifier for high band, channels 7 to 13 available for immediate sale in excellent condition. Model number TT 25 BH. Submit offers to Fred Weber, 114 South Kenyon, Margate, New Jersey for amplifier delivery as is Steubenville, Ohio, and with tubes removed.

WANTED TO BUY

Stations

Operation desires southwest or west with preferably $5, 10, thousand down. Lease-purchase considered. Please don't tease. Send complete information first letter. Box 157H, BROADCASTING.

Want to invest up to $10,000 in profitable radio station, west or northwest, medium to large market. Manage actively and option purchase additional stock. Presently tv sales manager, large market; 15 years radio, tv; 38, family. Box 235H, BROADCASTING.

FM broadcaster desires partner(s) for purchase of the southwest's finest fm facility. Stereo designed for high quality low cost operation, this station can be purchased reasonably. All replies answered. Box 245H, BROADCASTING.

Equipment

Wanted: One Altec Limiter. Box 194H, BROADCASTING.

Wanted immediately am transmitter 250w or more good condition. Also several tubes 7D21. Box 251H, BROADCASTING.

Very good used Gates Studioette, RCA BC-4 or similiar small board. KROX, Crookston, Minnesota.

Wanted: Used fm transmitter, antenna, equipment, send details. P. O. Box 668, Victoria, Canada.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

For sale 2000 shares Connie B. Gay Broadcasting Corporation. Common voting stock. No reasonable offer refused. Box 253H, BROADCASTING.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in various territories. The main requirement is a broad background in radio combined with some sales experience. Also, must be aggressive, responsible and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid.

Opening also available in home office sales staff preparing technical proposals for men who want to sell but cannot travel.

Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 241H, BROADCASTING.

SALES EXECUTIVE WANTED

California - Nevada Territory

We want a native Californian or seven-year California Broadcast veteran, 30-40, travel. Managerial experience, knowledge radio-TV operation all levels. Good appearance, good car—forceful, dramatic, able to address large groups of people authoratively.

Our client's include nation's top stations. An opportunity with largest broadcasting sales-force in the country. Proven seven-year track-record.

Expenses plus direct commissions, where a goal of $25,000 can be reached within two years. Resume, income, pix; the works—personal interviews late September, L. A. & Frisco.

CCA, Inc.
J. C. Gilmore, Westport Conn.
CA 7-0841

Announcers

Radio Announcer Not Wanted!

We want a personality instead. He is bright and lively, but not a screamer. He has a personality of his own. He loves gimmicks and contests, and he may have a file of gags and comedy material. He will follow a well-balanced music formula, and he'll demonstrate exceptional ability on remotes and personal apearances. Above all, he can SELL! This man will rush his tape and resume to:

WLEE P.O. Box 8765, Richmond, Virginia

P.S. We have the number one rating. Do you?

SITUATIONS WANTED

Production—Programming, Others

Program Director

with proven background in top 15 markets with #1 independent chain. Looking for program directorship or management with greater challenge. Family man with excellent references.

Box 231H, BROADCASTING

PROGRAM DIRECTOR—D.J. Available

Rated No. 1 D.J. in Buffalo, Cincinnati, and Detroit. Now in L. A. Desire position as PD, DJ or both in major market. Have sound ideas. Write or call Tom Clay, 319 N. Lomita, Burbank, California. TH 5-1238.

MISCELLANEOUS

Moving?

Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

WANTED TO BUY

Stations

Financially responsible party interested in purchasing radio stations in the Southeast or Middle West. Must be realistically priced. No brokers. Replies held in strict confidence.

Box 233H, BROADCASTING

FOR SALE

Equipment

950 MC STL
MODEL PCL-2A

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

FLORIDA FULLTIME

Single Sta. mkt. Attractive price and terms. Real estate included. All replies answered.

Box 200H, BROADCASTING

FOR SALE—(Cont'd)

Stations

PACIFIC NORTHWEST REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.

Box 209H, BROADCASTING

Nebraska daytime 1000 watt
$37,500, $10,000 down.

Box 240H, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
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For Buying and Selling
RADIO and TV STATIONS
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SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	metro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30	power	300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations

FIRST TIME OFFERED! ARK. MAJOR FULLTIME REGIONAL $180,000—TEX. MAJOR FULLTIME REGIONAL $865,500 — FLA. MAJOR 'POWER' $550,000—WYOMING FULLTIME REGIONAL $62,500. 38 OTHERS FROM $35,000 TO $675,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
Austin 17, Texas

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $70,000 last year. Asking $75,000. $20,000 down.

CALIFORNIA. Exclusive. Full time. Asking $110,000. Terms.

NEW ENGLAND. Exclusive. Daytime. Owner ill. Asking $85,000 including real estate. 29% down.

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6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application now

WALKER EMPLOYMENT SERVICE
Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

For Best Results
You Can't Top A
Classified Ad
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

* * * * * * NEEDED NOW * * * * * *

YOU May be READY for this TOP MARKET:

Disc Jockey,	12M to 6am	—	minimum	$200 week
Disc Jockey,	8pm to 12M	—	minimum	250 week
Disc Jockey,	12N to 3pm	—	minimum	250 week
Disc Jockey,	6am to 10am	—	minimum	300 week
News Director,	individual style	—	minimum	200 week
Newsmen,	Big & Different voices	—	minimum	150 week

Send tape—resume—picture—NOW—to:

Box 156H, BROADCASTING

Continued from page 109

ment Service, (House Concurrent Resolution 175, 85th Congress, 2d-Session); the attached message of the President to Congress, dated April 27, 1961; Sec. 6 of Executive Order 10939, dated May 5, 1961; and the White House memorandum on "Minimum Standards of Conduct," dated July 20, 1961, as amended, Aug. 3, 1961.

In carrying out the administrative program with respect to employe conduct, the chairman will designate an officer or employe of the commission who will promptly investigate all incidents or situations in which it appears that employes may have engaged in improper conduct. Such investigation will be initiated in all cases where complaints are brought to the attention of the commission, including: adverse comment appearing in publications; complaints from members of Congress, private citizens, organization, other government employes or agencies; and formal complaints referred to the chairman by an employe's superior. Within 60 days after receipt of Revised Administrative Order No. 10, it shall be the responsibility of the chief of each office and bureau to secure from every person subject to his administrative supervision an executed copy of the attached form and to advise the executive office of the commission that all persons are familiar with the contents of the order and the President's message.

Standards of Conduct

I. Employe Conduct on the Job

The manner in which an employe of the commission conducts himself on the job is relevant to the proper, economical, and efficient accomplishment of his official duties and responsibilities. It is, therefore, expected that employes of the commission will comply with the following general standards.

A. *General Standards of Conduct*

Employes shall conduct themselves in such manner that the work of the commission is effectively accomplished and shall observe the requirements of courtesy, consideration, and promptness in contacts with the public and fellow employes.

B. *Use of Federal Property*

Employes may not use federal property of any kind for other than officially approved activities, and have positive responsibility to protect and conserve all federal property, including equipment and supplies, which is entrusted to their care.

C. *Disclosure of Information*

Except as specifically authorized to do so, an employe may not, directly or indirectly, disclose, make use of, or permit others to make use of, any official information not made available to the general public, of which he has knowledge or which comes into his possession as a result of his employment in the commission, which is of a confidential nature, or which was revealed to him as a matter of trust, or any other information of such character that its disclosure would be contrary to the best interest of the government, the commission, or persons served by it. Examples of this kind of conduct include disclosing staff papers to persons outside the commission or disclosing actions or decisions by the commission prior to authorized public release of such information, or disclosing to persons outside the commission information given the commission in trust.

II. Outside Employment and Activities

In general, a commission employe is entitled to the same rights and privileges as all other citizens. There is no flat rule against an employe of the commission holding an outside job if he wishes to, or if he feels the economic need for doing so. However, the employe's performance of his commission job must not be adversely affected by his outside work and his outside employment must not reflect any discredit on the government or the commission.

It is expected that each commission employe will comply with the following standards on outside employment.

A. *General*

An employe of the commission may not engage in outside business or professional activities or accept employment in private enterprise, with or without compensation, if such activities or employment, (a) will be in conflict with the interests of the commission or of the government, (b) will interfere with the efficient performance of official duties, (c) will use, or appear to use, information obtained in connection with official duties which is not generally available to the public, (d) reasonably might be regarded as official actions, or (e) will bring discredit upon, or cause unfavorable and reasonable criticism of, the government or the commission.

B. *Teaching, writing and lecturing*

Teaching, writing, and lecturing by commission employes on their own time are encouraged as long as the laws, general standards, and agency regulations pertaining to conflicts of interest, the standards and regulations applying to outside employment and the above restrictions pertaining to disclosure of information are observed. Articles shall not identify the author with the commission or the federal government unless prior approval has been obtained from the commission nor shall documents prepared in the course of official duties be used for private gain by any commission employe.

C. *Financial Indebtedness*

All employes of the commission are expected to meet all just financial obligations.

III. Conflicts of Interest

A "conflict of interest" situation may be defined as one in which a commission employe's private interest, usually of an economic nature, conflicts or raises a reasonable question of conflict with his duties and responsibilities as an employe of the commission. The potential conflict is of concern whether it is real or only apparent.

There are a number of statutes which deal with conflicts of interest in federal employment and employes are expected to be familiar with them. In summary, these statutes:

A. Prohibit officials from assisting outsiders in the prosecution of claims against the United States. (18 U.S.C., Sec. 283.)
B. Forbid employes to assist others for pay in any matter which is before a forum of the executive branch and in which the United States is interested. (18 U.S.C., Sec. 281.)
C. Restrict certain post-employment activities involving prosecution of claims against the United States. (5 U.S.C., Sec. 99.)
D. Require officials to disqualify themselves from acting in government matters in which they have a conflicting interest. (18 U.S.C., Sec. 434.)
E. Prohibit outside pay for government work. (18 U.S.C., Sec. 1914.)
F. Disqualify former officers and employes in matters connected with former duties. (18 U.S.C., Sec. 284.)

In addition to these statutory restrictions, commission employes should conduct themselves in accordance with the following general standards on conflicts of interest:

A. *Outside Employment*

An employe of the commission may not engage in any outside employment, including teaching, lecturing, or writing, which might reasonably result in a conflict of interest, or an apparent conflict of interest, between his private interest and his official commission duties and responsibilities.

B. *Gifts and Gratuities*

No employe of the commission may solicit or accept, or agree to accept, directly or indirectly, any thing of economic value as a gift, gratuity, favor, loan, or free service, which might reasonably be interpreted by others as being of such nature that it could affect his impartiality, from any person, corporation, or group, if the employe has reason to believe that the person, corporation or group:

1. Has or is seeking to obtain contractual or other business or financial relationships with the commission; or
2. Conducts operations or activities which are regulated by the commission; or
3. Has interests which may be substantially affected by such employe's performance or non-performance of his official duty; or
4. Is in any way attempting to affect the employe's official actions at the commission.

This rule will not prevent an officer or employe of the commission from accepting an award publicly bestowed for outstanding achievement in government service. Nor is this rule meant to restrict unduly a commission employe's social activities. Each employe must judge for himself whether his social activities may or may not compromise or appear to compromise his position as a public servant.

C. *Financial interests*

In general, an employe may not (a) have direct or indirect financial interests that conflict substantially with his responsibilities and duties as an employe of the commission or (b) engage in, directly or indirectly, financial transactions as a result of, or primarily relying upon, information obtained through his employment. Each employe is expected to comply fully with Sec. 4(b) of the Federal Communications Act, which provides that "no employe of the commission shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of the Communications Act of 1934, as amended, or own stocks, bonds, or other securities of any corporation subject to any of the provisions of the Communications Act of 1934, as amended."

The above examples of improper conduct are cited to illustrate the type of action coming within the scope of this policy and are not to be interpreted as a complete list.

If an employe is in doubt about any matter covered by these orders and statements, or if he has a question as to the propriety of a past or contemplated line of conduct, he should discuss his problem with his supervisor or the official or employe designated by the chairman to handle such matters.

Procedure

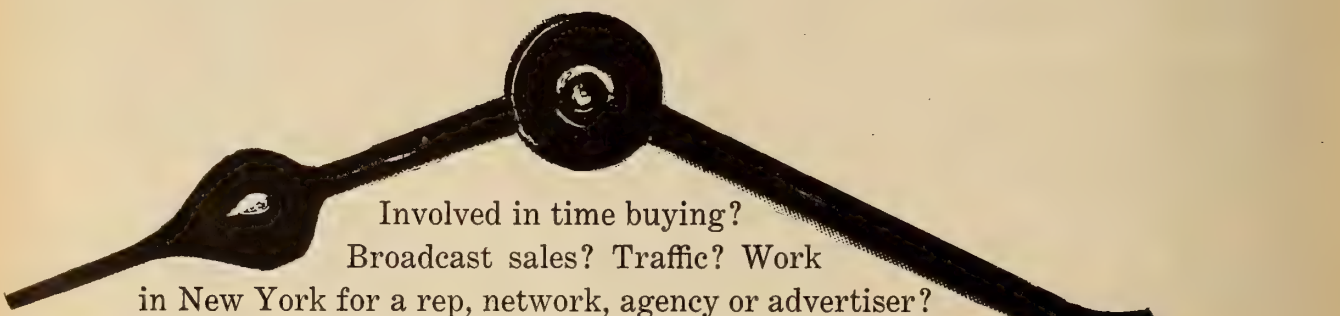
Cases investigated under this program will result in one of the following actions being taken:

1. When investigation reveals that the charges are groundless the person designated by the chairman to assist in administration of the program may give a letter of clearance to the employe concerned, and the case will not be recorded in his personnel file.
2. If, after investigation the case administrator deems the act to be merely a minor indiscretion, he may resolve the situation by discussing it with the employe. The case will not be recorded in the employe's personnel file.
3. If the case administrator considers the problem to be of sufficient importance he may call it to the attention of the chairman, who in turn may notify the employe of the seriousness of his act and warn him of the consequences of a repetition. The case will not be recorded in the employe's personnel file.
4. The chairman may, when in his opinion circumstances warrant, establish a special review board to investigate the facts in a case and to make a full report thereon, including recommended action.
5. If the chairman decides that formal disciplinary action should be taken, he may prepare for commission consideration a statement of facts and recommend one of the following:
   a. *Written reprimand*—a formal letter containing a complete statement of the offense and official censure;
   b. *Suspension*—a temporary non-pay status and suspension from duty;
   c. *Removal for cause*—complete separation for cause in case of a serious offense.

Only after a majority of the commission approves formal disciplinary action will any record resulting from the administration of this program be placed in the employe's official personnel file. No action will be taken under this paragraph which violates an employe's right under the Veteran's Preference Act; Sec. 9.102(a)(1), Federal Personnel Manual; Part 2, Civil Service Commission Regulations; or FCC Personnel Policy Memorandum No. 16, Statement of Policy for Adjustment of Grievances.

Adopted Sept. 7.

All about time... in 12 hours



Involved in time buying? Broadcast sales? Traffic? Work in New York for a rep, network, agency or advertiser? Chances are you've got problems. We've got answers—in the 1961-'62 Time Buying and Selling Seminar. The new TB & SS is "all about time." It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement. ¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 24. Instructors: Eight industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 50. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, Radio and Television Executives Society, PL 8-2450.

Enroll me immediately in the 1961-'62 RTES Time Buying and Selling Seminar (Fee: $15)

Check enclosed ☐
Please bill me ☐

Name_____ Firm_____

Address_____

TIME BUYING AND SELLING SEMINAR • RADIO AND TELEVISION EXECUTIVES SOCIETY • 515 MADISON AVENUE, NEW YORK 22, N.Y.

OUR RESPECTS to Adrian Daniel Woolery, president, Playhouse Pictures

Animated commercials are tv's best cartoons

The finest form of tv cartooning is the animated commercial, according to Adrian Woolery, president of Playhouse Pictures. Properly planned and executed, the animated commercial has amused many a viewer into action that has rung many a dealer's cash register and set sales records for many delighted advertisers. But the tv cartoon program is something else again, and generally something inferior, Mr. Woolery believes. The demands of television for program material are so great and the price the medium is willing to pay for programs so small that it's impossible for a conscientious cartoon producer to turn out the footage that is called for without sacrificing either quality or solvency.

"For the present, at least, the theatre offers greater rewards, artistically as well as financially, to the animated cartoon producer," Mr. Woolery said last week. "So, if Playhouse Pictures gets into the field of pure entertainment— and we have a couple of ideas that may be worth developing— our efforts will be aimed at theatrical exhibition. Our television output will continue to be animated commercials."

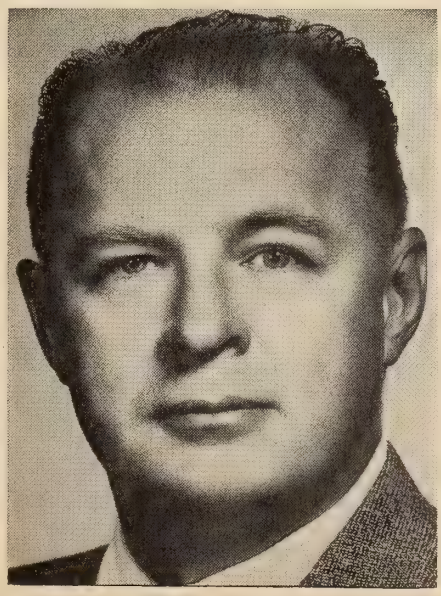
Honest Pride ▪ There was no note of apology in his reference to commercials, no hint that these tv sales spots are in any way inferior to the programs they adjoin. And it would never occur to Ade Woolery that there should be. Like any other businessman with a good product, he is proud of the work his company turns out, proud of the fact that in the past five years Playhouse commercials have won well over 100 awards and citations in national and international competitions, proud that they have produced enviable sales results from their sponsors, who return, season after season, asking Playhouse Pictures for more of the same.

For Adrian Daniel Woolery is a businessman. Sober in expression and conservative in dress, he might be a successful banker, retailer or professional man. His business is located in Hollywood, but there is no Hollywood touch to his personality. His product is artistic, but there is nothing arty about the man himself. "I have no artistic talent," he freely confesses, "nor even any artistic leanings. My function is the usual management function of making decisions about what we're going to do and how it's going to be done, then hiring the right people for the job. If a decision is needed, it's up to me to make it, but that's the extent of my creative contribution."

How did Ade Woolery come to be mixed up in an essentially artistic business? A school chum of Ade's wife had married a nephew of Walt Disney and they came to visit the Woolerys in Seattle. The nephew talked about the opportunities Disney offered a bright young man; Ade indicated he might be available and two weeks later he got a phone call and it was goodbye Seattle, hello Hollywood. Starting with a trainee's job in the camera department, he progressed to scene planning and to unit production manager.

On the Move ▪ Ade spent five years with Disney, leaving in November 1941 to go to Screen Gems as production supervisor of animated shorts. In 1943 three of his former associates at Disney formed Industrial Films and got Ade to work with them on their first big job, a pro-Roosevelt film ordered by the CIO for use during the 1944 political campaign. This led to a number of government contracts which put the firm into the defense work class and enabled its principals to leave their other jobs and devote full time to their own company, which was renamed United Productions of America and, eventually, UPA Pictures. Ade left Screen Gems to join the new company as production and cost control manager. He later became partner and co-owner of UPA, but he wanted to run his own shop so, in July 1952 he left UPA and founded Playhouse Pictures.

Today, Playhouse Pictures occupies its own building, but in 1952 Ade had desk space as headquarters and did mostly service jobs, hiring freelance help as needed. His years at Disney, Screen Gems and UPA had given him a wide acquaintance with the animation craftsmen and an intimate knowledge of who was best for a particular job, so Playhouse Pictures' work was good and the demand for it grew.



Adrian Woolery
Businessman, not artist

A Ford in his Future ▪ In 1954, Playhouse Pictures got an order for 10 tv spots from Ford and created a humorous animated series which won national recognition and started the light-sell technique for which the organization has since become noted. "That Ford series really put us into business," he stated. "Since then Ford has been a regular client and has been a bellwether in attracting other assignments."

The list of Playhouse Pictures accounts reads like a blue book of American advertisers. Memorable creations include Ford's "Shaggy Dog" (which won a first award at the Cannes Film Festival), Burgermeister's "Little Man" (dubbed the most beloved tv character in the West) and Falstaff's "Old Pro" (whose fans outnumber those of most real life sports stars), to name only three. Last year, Playhouse spots for Kaiser, Olin Mathieson and Ford took all three top commercial animation awards at the Venice Film Festival, resulting in the presentation of the Venice Cup to Playhouse Pictures, first time this award has ever gone to an American producer. "You don't have to sell this kind of business," Ade observed. "Each job we do gets us offers to do others. I'm our only salesman and I haven't made a sales trip in over a year. We get an inquiry from a company or its agency, show them our sample film and discuss the kind of commercials they have in mind and whether they or we will provide the storyboard. My function is to set the price for the package and, if we get the order, to see that it's produced the way they want it and that we get our costs back plus a reasonable profit."

Born in Seattle, Aug. 6, 1909, Ade grew up in that city, graduating from West Seattle High School and spending two years at Wilson Business College. In 1935, he married the former Marguerite Holtzheimer. They have two sons, Ted, 21, and Gerry, 17.

Tall, (6′ 3″) and broad shouldered, Ade Woolery is a big man, but religious adherence to a diet-and-exercise routine keeps his weight to 200 pounds or less. His newest hobby is flying and he holds a private pilot's license. No card player, Ade prefers to do his gambling at the crap tables and several times a year indulges this proclivity at Reno or Las Vegas.

The popular vote

THE Kennedy administration, which came to power at least partly through skillful political forecasting, ought not to be particularly pleased by a poll recently conducted in Minnesota.

The poll showed that the policies of FCC Chairman Newton Minow, one of the administration's most conspicuous members, have been rejected by an overwhelming vote.

As reported elsewhere in this issue, a respected St. Paul research firm headed by a U. of Minnesota professor surveyed 17,500 persons who attended the Minnesota state fair.

Asked if they thought television was a vast wasteland, 79% said no, 14% said yes, 7% did not answer.

Asked if they thought the government ought to decide the types of programs to be broadcast, 84% said no, 11% said yes, 5% did not answer.

If Mr. Minow thinks he has a mandate to change television, the mandate comes from a minority too small to figure in any election. Administrations stay in office only by majority vote. If its communications policy is to be of any significance in the public appraisal of its record, the current administration ought to be somewhat concerned about its prospects in 1964.

The Georgia conclave

THE democratic process can be highly effective if it isn't hampered by red tape, protocol or the cramping restrictions of hearing formalities. The recent South East Radio-Tv Seminar in Atlanta proved that.

This gathering of 100 broadcasters deeply concerned over the requirements of FCC's proposed logging rules had started out as a small regional project. Because of the threat to station solvency that was feared by those who had examined the proposed rules, the Georgia Assn. of Broadcasters found its Sept. 15 meeting had aroused national interest.

Industry and government met on cordial terms. Kenneth Cox, the FCC's Broadcast Bureau chief, listened with interest to the practical applications of the commission's rules and to the two NAB representatives.

Few broadcasters could recall a more effective meeting with spokesmen for their regulators. They had the satisfaction of over-the-table discussion unhampered by fear of *ex parte* charges, political influences or bureaucratic bias. It was an excellent preliminary to the Washington conference of the NAB and FCC on the same subject to be held Oct. 6.

Who's boss?

THE fact that the FCC voted finally to break down 13 of the remaining two-dozen clear channels is not in itself too significant. The choice before the commission was not whether any of the channels should be duplicated but whether all of them would be thrown open to secondary operations in "under-served" areas if any actually exist.

The really important action was that, by majority vote, the FCC elected to defy the House Commerce Committee which specifically had requested that it defer final decision until the committee and Congress had the opportunity to consider pending legislation which would prohibit the breakdowns.

This was bold action. It was mitigated somewhat through the device of delaying consideration of applications for duplicated assignments so that no breakdowns possibly could occur until well after the next session of Congress convenes in January.

What does this action portend? Does it mean that in the controversial areas of television, involving deintermixture and sub-standard drop-ins, that the FCC will ignore congressional opinion? We doubt this. And we doubt whether Congress would condone it. President Kennedy's Reorganization Plan No. 2, involving the FCC, was overwhelmingly defeated in the House because it would place too much power in the hands of the FCC chairman and because Congress is jealous of its prerogatives in relation to the independent agencies *vis a vis* the executive branch.

Congress has always resisted executive interference with the independent agencies. The licensing and legislative functions belong to Congress, its leadership, whether Republican or Democratic, always has contended. Because Congress is busy and does not have the expertise, it has created such agencies as the ICC, FCC, FTC and FAA to perform specialized work. And it won't easily retreat from that position.

As to the merits of the clear channel breakdown, we feel the FCC action is untimely, but for the unusual reason that it waited too long. It was 16 years ago that the clear channel case was opened. Conditions have changed. There is no shortage of am stations anywhere except possibly in isolated areas where it would be economic suicide to build new Class II, 10 kw stations. And these, in most instances, are the very areas where the only service now available is from the clear channels.

It will be a long time before there is a showdown. We have the hunch that certain FCC members voted for the partial break-down with the hope that Congress would take over and decide the issue before any real damage is done.

An expert on the subject

NEXT time David Susskind begins shooting off his mouth about how lousy television is, he can be silenced by a perfect squelch—a re-run of his *Open End* program of Sept. 10.

That was the program on which he, Jackie Gleason, Toots Shor, Joe E. Lewis, Ernie Kovacs, Marya Mannes, Lenore Lemmon and Richard Gehman spent two bibulous hours discussing Frank Sinatra and the Rat Pack. Viewers reported later it was like walking sober into a cocktail party that had been going on since the day before.

All the participants are interesting personalities in their own right. The trouble was that they were misused. And the management of the program must be charged to Mr. Susskind.

Come to think of it, Mr. Susskind is right. Television can be lousy at times.

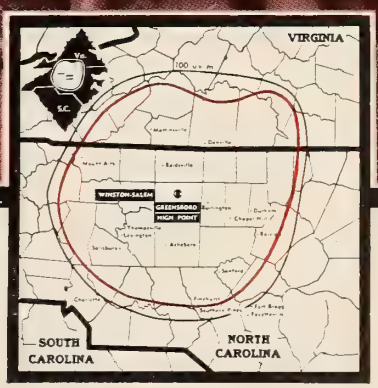


Drawn for BROADCASTING by Sid Hix

"With all this criticism of violence on tv, you two have to start a fight on camera!"

PERSONALITY AT WORK!





"Thanks A Lot, Old Rebel"... *Some are too excited to say it. "Thanks" is there, though, in the glowing eyes of thousands of kids every year when they get that treasured autograph and that "Hello there, Joey," from their favorite friends, the Old Rebel and Pecos Pete of WFMY-TV ("Troubles" sometimes licks a hand or two for her public). When these three come to town, in this area of 466,640 TV homes, everyone, Gram'pa on down, turns out for festivity, foolishness and fun. In High Point, Haw River, Topnot —throughout the nation's 44th TV market —they're local institutions: "Why it wouldn't be a parade without the Old Rebel and Pecos Pete." Part of their ability to delight audiences comes from their deep and genuine affection for children—and the feeling is mutual!*

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

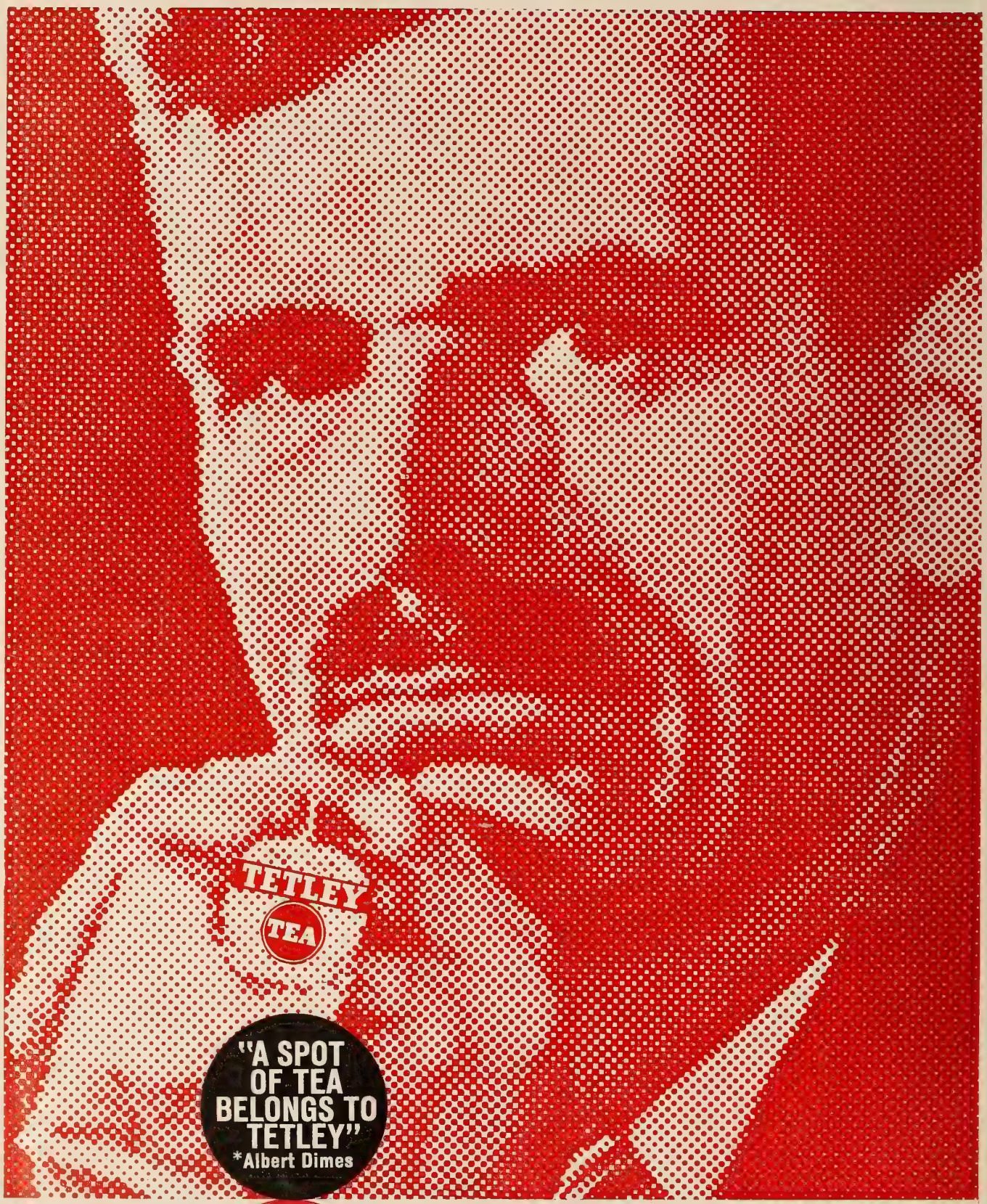
CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

SERVING THE PROSPEROUS PIEDMONT



HR
Representatives, Inc.

And . . . Tea Time or anytime of the day or night SPOT RADIO brings the Tetley Tea sales message to millions of listeners.

Through Ogilvy, Benson & Mather, Tetley Tea matches advertising effort to sales potential market by market . . . with no waste circulation.

Interested?. . . Your HR man will show you all the facts.Call him today.

*The Tetley Tea Taster

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